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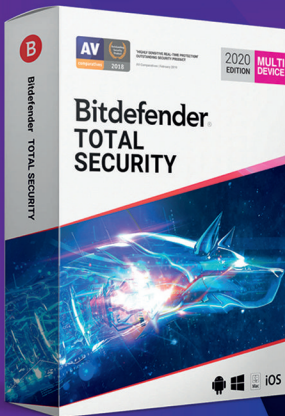
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Why doesn't the best technology always win?

Startups are supposed to be the bastions of innovation, driving new ways of doing and better ways of being. Yet, most of them fail, as we have heard time and time again. Aren't these companies supposed to be operating at the cutting edge? Why are they failing if what they do is better, faster, stronger?

Ask founders what happened with their failed startups and they will often say they ran out of money, they grew too slow, or perhaps too fast. I am convinced that in the beginning no one really knows what the right pace of growth is for a business until after that growth has happened. There are too many factors to consider. I am a former founder, but I am currently working at a venture fund investing in early-stage companies. There is one recurring pattern I notice that seems to cause companies to fizzle out. All the explanations are simply manifestations of this issue: lack of adoption.

Sounds obvious, I know. That's because it is. This is not new. We all know that in the end this is what matters. The biggest driver of the adoption issue is that there is no true market for what the company provides. Why is there no market? Is it a matter of silo-mentality of the founding team, timing? If something is so much better, why don't we all use it? Or is something else going on?

The answer is not something nefarious — it just happens to be the one thing many technology companies always forget. At the end of the day, there is a person using your product. Because there is a person involved, there are human factors that drive adoption. I can't say this enough: People drive adoption.

Stating the obvious again, people are creatures of habit. We like routines. Commuting to work, we often pick up a coffee from a specific place — something some of us repeat for years. It's the same with technology products: Even though a "better" product may exist, many of us already have the habit of using the previous one. One that we're comfortable with.

There is no reason to change if something already works. The aged quote "if it ain't broke, don't fix it" comes to mind. It may sound funny, but companies like Microsoft had to start forcing people to update the software on their computers, because otherwise, many would still be running the original version that came with their computer — no security patches or bug fixes wanted!

Why?

Because it works just fine for them. There are clear counterarguments to be made here. Look at the BlackBerry. The habit existed — heck, they even called it a "CrackBerry." Based on research from Gartner, RIM went from selling over 50 million devices at its peak to 4 million in 2016 — going from

a 20% market share to 0.1%. It was slow-switching enterprises that kept things afloat.

AOL's instant messenger doesn't exist anymore. Is Gmail that much better than AOL? For some reason, "if it ain't broke, don't fix it" doesn't apply. Entrepreneurs see these successes and say, "I am faster, better, cheaper, so I can become the next version. I am X meets Y."

No. Sorry, "Field of Dreams" wasn't right. If you build it, they will not come. Yes, Tesla seems to have captured the hearts of innovation junkies, but the GM EV1 was first. Sold from 1996 to 1999, it was a completely electric, mass-produced vehicle. Less than 2,500 were made and the program was scrapped.

They didn't come...

The argument many would make is that it's an issue of timing. The EV1 was "ahead of its time," too niche for the wider market. What does that really mean?

Quite simply, GM didn't solve the adoption problem. Today everyone is riding scooters, steps, and various other one-and two-wheeled transportation vehicles. Remember the hoverboard craze? The Segway was there first. It failed, in dramatic fashion.

When trying to solve the adoption problem, it comes down to a very simple question: "Why should someone use this?" If there are good reasons as to why, then the next, and slightly ethereal, question is, "How will you get people to use this?" Be a pragmatist. It's not about why you are doing something — it's about why someone else would want you to do this now. Your drive is important. It's what keeps the company afloat and moving forward. However, it's the end-user that matters.

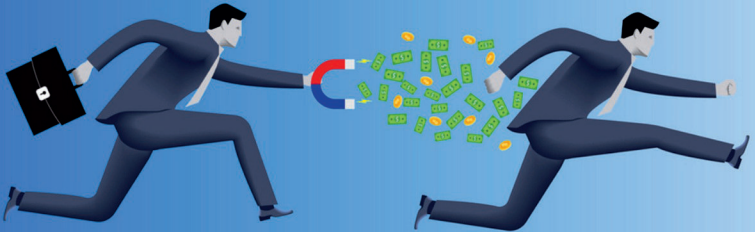
Do they need this, do they already have this, should they have this? There is a lot out there that people don't really need, and to be honest, I don't understand who invests in those kinds of companies. Yes, it's easy to point out that the largest technology companies out there offer something no one really needs.

They are also the quickest to fade away. Resourceful companies stay in front of shifts — think of Facebook acquiring Instagram and WhatsApp. The world of consumer products is finicky. Taste and preference are a stronger drive than fundamental need. It's all about want. How you make someone want something is much more about the story you tell around the product than what it does.

Tarun Taunk

Editor-In-Chief

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Zebronics launches new 2.1 and 4.1 speaker called 'Zeb-Bronze', mobile cables with metal sleeves and new video door phone called ZEB-VD7WR.



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 a press of a button on 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 adds new mobile cables with metal sleeves to its existing accessories range

Zebronics, India's leading brand of IT & gaming peripherals, audio, mobile/lifestyle accessories, and surveillance products has launched a new series of USB cables ZEB-UMC120A, ZEB-ULC120A and ZEB-UCC120A that come with metal sleeves and are known for their durability.

Cables are essential and a must-have accessory with the demand for more feature enabled phones rising. Get a fast charge or transfer all your data in a jiffy with Zebronics charging cables.

Charge up with Zebronics

USB cables that support up to 5A and come with extra durability. The series includes ZEB-UMC120A, ZEB-ULC120A and ZEB-UCC120A that come with a metal sleeved cable and is 1.2 meters long. Metal sleeve not only makes the cables very durable but it is also very nice looking.

Commenting on the launch of the product, Mr. Pradeep Doshi, Director - Zebronics India says "In such a short span of time we're the only brand to have an extensive range of cables. We have more than 30 types and are planning to add more to our mobile accessories range. Our just launched cable series are the best for charging, data transfer and are built for durability with sleeve metal sleeve."

The series comes in gold/ black color and is available in leading stores across India.



Zebronics launches new video door phone called ZEB-VD7WR

Zebronics India Pvt. Ltd, India's leading brand of IT peripherals, sound system, mobile/lifestyle accessories, and surveillance products has unveiled their latest surveillance product a video door phone for the security of your home called ZEB-VD7WR video door phone.

Security is the most important crux of any household opening the door may seem harmless, but if your family members are exposed to unexpected visitor it would be a potential threat. Video door phones are the need of time enhancing your family's safety and security.

Know who's at your door with ZEB-VD7WR video door phone that has a 120 degree viewing angle with a 700 TVL along with 800*400 resolution so you don't have to miss a spot. There are features like night vision and one can fix up to 2 screens to monitor.

The video door alarm comes in 16 different modes and comes with an unlock/lock feature for the best use

Commenting on the launch of the product, Mr. Sandeep Doshi, Director - Zebronics India says

"It comes down to understanding the need of the time, security has always been a concern but now with an affordable range of surveillance systems from Zebronics everyone can remain worry-free."

The product is available in leading stores across India.



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Konica Minolta India underlines its domain leadership in the labels and packaging space at PackPlus 2019



KONICA MINOLTA

Konica Minolta Business Solutions has participated at the recently-concluded PackPlus 2019, organised at New Delhi's Pragati Maidan from August 28 to August 31. At the four-day industry event, Konica Minolta showcased several state-of-the-art label &

packaging samples created using its innovative industrial printers to delight and amaze the attendees.

The demonstration served to underline the differentiation that Konica Minolta can deliver for print and printing businesses across India. More importantly, it highlighted how the brand's range of cutting-edge industrial printers can help players in the industry maximise their profitability, productivity, and business output by catering to the growing demand for new-age print jobs.

Speaking on the participation, Mr. Kuldeep Malhotra, Vice President – Sales, Konica Minolta Business Solutions India Pvt Ltd said, "There has been a huge surge in the demand for hyper-personalised and short-run print jobs over the past couple of years, particularly in the labels and packaging space. As a domain-leading OEM, Konica Minolta is actively catering to this evolving market requirement with its range of top-of-the-line industrial printers. Prominent events such as PackPlus 2019 provide us with the perfect platform to showcase the value that our products can unlock for the country's print and printing businesses. We are delighted with the impressive response that we have received at the event and are looking to build on it with greater industry participation in the coming months."



XGenPlus helps Rajasthan Cops with advanced Communication System

Rajasthan Chief Minister Ashok Gehlot has launched an advanced communication systems at Police Head Quarters in Jaipur whereby nearly 100,000 policemen of the state would now be empowered with digital radio, policemail with email ID: police.rajasthan.in and police.rajasthan.bharat (in hindi) and a messenger carrier through Rajcop Mobile App.

Rajasthan Chief Minister Ashok Gehlot (centre) launching Rajasthan Police Advanced Communication Systems & RajCop App in Jaipur

The Policemail on Rajcop App and communication solution has been designed and developed by Jaipur based IT company Data Xgen, brings a fully controlled communication service to the force.

Says Sharat Kaviraj, Deputy Inspector General (Communications), Rajasthan Police: "New and advanced communication systems including email service would bring in efficiency. These solutions would help us in communicating urgent matters to concerned personnel. Our earlier email service was officially controlled and but policemail would be controlled fully by the individual policeman. The entire police force of the state has now been equipped with new communication solutions."

"We have tested the entire process for a couple of months. Today, the Chief Minister officially launched our new communication systems. Policemail would be highly secure as all data will be stored in our own server, hence there would not any threat of data theft or cyber attacks through email," he added.

Dr. Ajay Data, CEO and Founder, Data Xgen Dr. Data is also Chairman of the Universal Acceptance Steering Group of ICANN- the international internet body.

"The launch of efficient and secure communication systems, powered by XgenPlus, is a testimony to India's domestic capabilities. XgenPlus provides technology solutions for secure and efficient enterprise email services along with other communication solutions. With the successful launch in Rajasthan today, we are hopeful that the new system can be scaled up across all states for fully controlled, secure and indigenously developed communication solutions," said Dr.

Ajay Data, CEO and Founder, Data Xgen Dr. Data is also Chairman of the Universal Acceptance Steering Group of ICANN- the international internet body.

With the policemail, Rajasthan Police has essentially provided official mail IDs (in English and Hindi), which he can open a desktop or Rajcop App and send messages.

Through the message carrier feature, Police personnel can create their own group and include other personnel in that group by their SSO ID and can chat by sharing text, photos, video, etc. A secure group of all district police officials can easily be



created.

Rajcop App has unique features in terms of security, ease of use and access. Some features are first in the country. Senior officials and IT experts feel that in this digital era, having a secure and fully

controlled communications systems developed indigenously would go long way in creating a strong digital infrastructure for the country.

DATA XGEN Technologies Pvt. Ltd

Busy Infotech Pvt Ltd & Aman Infosolutions Pvt Ltd jointly conduct Partner meet at Jaipur



BUSY Infotech Pvt Ltd, along with Aman Infosolutions Pvt Ltd organized a Partner's meet on 14th of September at Hotel D-Nada in Jaipur. Around 70 qualified BUSY Partners from Jaipur attended the meet and made it a successful event.

The program was focused on helping partners gain a

better understanding of the company's direction and projections and to provide knowledge of new features of BUSY 18 (Rel.4.0).

Speaking on occasion, Dinesh Kumar Gupta, Managing Director, Busy Infotech Pvt Ltd, said, "How BUSY is transforming the lives of business owners by simplifying their day-to-day business operations. We are sure that through this Partner program, we would be able to interact with our partners more closely and bring in more value in our relationships."

He also shared that the opportunities for Partners are going to be more significant as BUSY has released, BUSY 18 (Rel.4.0), which offers a plethora of new features, designed to enhance the business management capabilities of the SMEs. Some of the striking features discussed during the meet



were a New utility named BUSYAgent introduced for automatic BUSY data backup (for both Access and SQL). Later on, this utility will be used for other scheduled activities like payment reminders, data synchronization, etc. Provisions are made for data entry in BUSYApp. User can now feed Sales Order & Receipts in BUSYApp which can be synced with BUSY data, making anytime, anywhere business management a reality.



New mobile App, BUSY BNS introduced (BNS stands for Business Notification Service). This App will be used to receive notifications from BUSY. Reports like Ledger, Stock Status, Bills Receivable, etc. can also be sent as a notification to this App.



Later He gave a vote of thanks to the Partners who attended this meet & also awarded certificates to the best-performing partners from different regions.



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Fortinet Recognized as a Leader in the Gartner Magic Quadrant for Network Firewalls



Mr Rajesh Maurya

Rajesh Maurya, Regional Vice President, India & SAARC at Fortinet "Fortinet continues to be a clear leader in the network firewall market. The Fortinet Security Fabric platform removes complexity and provides automated and broad protection across the entire digital attack surface. FortiGate Network Firewalls

were among the first to deliver integrated SD-WAN, provide broad support for multi-cloud environments and accelerate the cloud on-ramp for better user experience. We believe this recognition from Gartner validates our work toward enabling enterprise customers to architect a security-driven network that delivers consistent security to all network edges."

News Summary

Fortinet® (NASDAQ: FTNT), a global leader in broad, integrated, and automated cybersecurity solutions, today announced it has been named a Leader among 18 vendors in the 2019 Gartner Magic Quadrant for Network Firewalls. This marks the tenth time Fortinet has

been recognized as a Leader for completeness of vision and ability to execute. Fortinet believes its placement in the Leaders quadrant is largely due to its commitment to enabling a security-driven networking approach, which integrates security into every element of the network, to help its more than 415,000 global customers increase efficiencies across their infrastructure.

FortiGate Network Firewalls ensure consistent, end-to-end protection across crucial network edges—from branches, to campuses, to hybrid data centers, and to multiple clouds—and allows customers to architect a security-driven network to gain a number of benefits, including:

Secure SD-WAN: Fortinet is one of the first vendors to deliver integrated SD-WAN with advanced security for distributed enterprise locations to improve user experience and lower WAN cost without compromising on an organization's security posture.

Cloud Security: FortiGate Network Firewalls secure multi-cloud environments with broad support for the top six IaaS providers. This allows customers to leverage consistent multi-layer security protection, automation, and deep integrations no matter how many clouds they adopt.

Accelerate the Cloud On-Ramp: Fortinet's high-performance hybrid data center and SD-WAN solutions accelerate the cloud on-ramp by providing secure high-speed connectivity and deep SSL inspection to multi-cloud environments. Fortinet is also the only vendor that delivers inspection on encrypted flows that leverage newly introduced TLS 1.3 encryption standards. With FortiGate Network Firewalls, organizations are able to deliver excellent user experience while achieving full visibility with the inspection of all HTTPS traffic.

Single-pane-of-glass management: Single-pane-of-glass management enabled by FortiManager provides a complete and consolidated view across a variety of network edges, simplifies operations and provides network-wide security, visibility and analytics

Together, these capabilities deliver unparalleled protection and performance to Fortinet's more than



415,000 customers worldwide. Fortinet's FortiGate Network Firewalls have received the Feb. 2018 Gartner Peer Insights

Customers' Choice recognition and Fortinet has the most reviews of all vendors in the Gartner Peer Insights Network Firewalls market as of September 18, 2019 based on 1,448 reviews. Fortinet has also received the most reviews of all vendors in the Gartner Peer Insights WAN Edge Infrastructure market as of September 18, 2019 based on 162 total reviews for Fortinet's Secure SD-WAN solution, an integral part of FortiGate Network Firewalls. Fortinet believes that this additional customer validation further highlights Fortinet's leadership in the network firewalls market.

Additional Resources

Access a complimentary copy of the 2019 Gartner



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“Tally provides a seamless experience of connected experiences while the complete data of business being on his premise” -Mr. Harsha Kodnad, Director- Technology, Tally Solutions

Nisha Harshwal-What new Technologies shall Tally be working on for 2019, for its software?

Mr. Harsha Kodnad :-At Tally, we believe in delivering simple yet powerful business products while internally building the required technology. Our aim is to make software that simplifies the life of our users and assist them in managing their daily business operations with ease. We are currently working on technologies that will assist the GST taxpayers in uploading of invoices and returns to GST systems and ability to close real-time reconciliation of data across GSTN systems and the books in the customer premise. This with the promise of security and privacy of the customer's data that travels over the cloud. Giving customers delightful online connected experiences – responsiveness, automatic download and application of processing status, handling various practical exceptions in connected systems and allow remedies and recovery that allows business continuity.

Our technology at on-premise software as well as cloud, will help customer to have 'Single view' of data on their books and 3rd party systems and provide seamless exchange of data and reconciliation. The technology of Tally is being designed to provide 'Responsiveness', Speed and Reliability of connected operations. For e.g. we handle asynchronous API integration of GSTN (upload which provides an acknowledgement and with an SLA ask for status of upload) by providing a single click 'Upload' and taking care of fetching the required status and updating the user's data.

We have full stack technology built on premise and cloud. Premise we have Object Oriented Database, User experience platform that allows customization, powerful integration and exchange platform that allows integration of any format and protocol. On the cloud side, again we built full-stack technology (upward from OS), from developing our own 'lock-free' data structures, memory manager, secure communication protocol to application hosting platform where various services (like GST Integration) are delivered.

This cloud technology built by us allows us to provide NFRs (Non-functional requirements), which are always constrained when a ready-to-use technology stack / open stacks are used. On the premise, this full-stack technology provides customers 'full control', without needing additional components from other vendors. As we say, "The Tally is fully ours. When you buy it is fully yours!"

Nisha Harshwal-What new additions are you doing to your software for new age consumers?

Mr. Harsha Kodnad :-With the context from the previous response, the new age consumers and also evolving connectivity and electronic integration of systems, Tally provides a seamless experience of connected experiences while the complete data of business being on his premise. Tally has been believer of 'On-Premise' first software, which allows a seamless experience, responsiveness and custody of data in customer's hand, while taking advantage of connectivity to provide required integration

with 3rd party software such as GSTN. This provides a good blend of the power and control of premise software with the advantage of cloud.

The technology that we are building allows us to deliver seamless experience of connectivity with various people and systems. Starting from GSTN, integrating with E-Waybill systems, Banking systems and so on.

Nisha Harshwal-What are the key features that differentiates Tally software from others?

Mr. Harsha Kodnad :-Tally product over the decades are engineered to be differentiated by the 'experiential aspects' or NFRs like Tally's benchmark NFRs of Speed, Flexibility, Reliability and Simplicity, that allows seamless implementation and usage of our product. Taking this further with connected experience which is coming in our upcoming product, our technology is designed to handle various exception of connectivity and provide you a simple and reliable experience. As an example, when there is no connectivity, you don't get to see a "No Internet" message and allowed to Play a Dyno T-Rex game (Google Chrome), or when you have a service outage, you don't get to see '404 Page not found' error. But you will be provided alternatives to use connectivity available in any other LAN machines, or use a hotspot from your phone or even as a worst case to 'Export Data' to a file to upload via GSTN portal somewhere else – Always providing remedy and alternative for business continuity.

Nisha Harshwal-Brief us on the recent launches and its adoption in the Industry?

Mr. Harsha Kodnad :-The recent major release launched was Tally.ERP9 Release 6. Over two years, we have made required releases to reflect changes in the law / GST evolution. We have seen an adoption of nearly 2 million businesses who moved to our GST enabled Release 6. In fact, when the Release 6 was launched post the announcement of GST, we have seen a 'biggest adoption in the history' in which more than a million of our customers from multiple earlier releases of Tally products, have moved to the latest release 6 in a span of few weeks!

Nisha Harshwal-Brief us on the R&D & Infrastructure for Technology?

Mr. Harsha Kodnad :-We have been continuously innovating and building technologies across the stack for our customers. Tally is unique in building 'Layered Architecture' which provides maximization of impact of various NFRs. We have required infrastructure and expert teams who build Object Oriented Database to Memory manager to lock free data structure to building our own secure communication protocol over TCP layer basically, across the premise and cloud stack. Having these technology helps us be on the cutting edge when it is about providing experience. Our Design approach starts with customer experience and acts as a constraint to build right technology than a ready-to-use technology stack playing constraint on the experience that can be provided.



Mr. Harsha Kodnad, Director

Tally
POWER OF SIMPLICITY

AVIRA® AND TP-LINK® JOIN FORCES TO OFFER WI-FI ROUTERS WITH IOT SECURITY FOR THE SMART HOME

Avira is partnering with TP-Link®, a leading global provider of consumer and business networking products to protect smart home users from internet threats. Avira SafeThings®, a security solution embedded in the router, will transform TP-Link's Wi-Fi routers into home protectors.

"As a leading brand in the networking field for over 20 years, we attach great importance to the networking experience and cybersecurity. In recent years, since IoT (Internet of Things) devices are becoming increasingly popular, the router stands in an optimum position to keep IoT devices safe. It is a privilege for us to cooperate with Avira, a top-notch software company that excels in IoT security, to make customers' homes better and safer," said Pingji Li, VP & GM of TP-Link Networking BU. "The router is the best place to enhance security and privacy for the modern connected home. Controlling what devices are able to do, with whom, and what they communicate is essential to taking back control," said Travis Witteveen, CEO at Avira. "Partnering with TP-link is a major milestone in our customer promise, protecting people in the digital world. Together we will deliver IoT security globally to billions of users. Making the world a safer place."

Watch out for the wave: A flood of smart devices has made its way into our homes and lives, and it is only going to increase. The number of smart devices used in the home is soaring. According to experts, it will jump from 7.0 billion in 2018 to an expected 21.5 billion by 2025*. This number includes connected devices such as laptops, desktop computers, smartphones, and tablets as well as devices that users might not see as potential risks to their privacy like smart TVs, baby monitors, wearables, and smart thermostats.

The smart risks are mounting: Demand for connected devices and the addition of smart functions into everyday devices has exploded in recent years. But there are some basic considerations that have been neglected. Many devices come with hard-wired or difficult-to-change passwords and opaque update policies which limits their security. Also, poor user privacy poses a problem. Smart devices can send a huge amount of data – often unencrypted – about the physical and online life of customers. It's often unclear just what that smart device is doing, with whom it is exchanging data, and whether this personal data is going way beyond the needed functionality of the particular device. Users should be mindful of the risks, i.e. vulnerable smart thermostats can tell burglars if the family is away from home, cyber criminals can access the video stream of a baby monitor, and smart TVs can harvest significant amounts of user data which they then share with advertisers.

As safer tomorrow for the smart home: TP-Link is teaming up with Avira to ensure comprehensive protection for all internet connected devices in the home, including smart TVs, smart thermostats and all the other IoT devices connected to the home network that cannot usually run security software. Powered by Avira Safe Things, select TP-Link Wi-Fi routers will

include a complete home network security solution with privacy features, malware and DDoS protection, and more. Avira SafeThings uses artificial intelligence and machine learning to detect anomalies in the behavior of smart devices, intercepting cyberattacks, unauthorized remote access, malware, and other threats. A mobile application gives users visibility over all connected devices, and helps keep them secure.



TP-Link and Avira will work continuously to enhance the security of the Wi-Fi routers. The joint initiative creates an opportunity for service providers worldwide to add new cybersecurity value-added services to their portfolio, secure their infrastructure and increase customer loyalty.

About TP-Link:

Founded in 1996, TP-Link is a global provider of reliable networking devices and accessories involved in all aspects of everyday life. The company is consistently ranked by analyst firm IDC as the No. 1 provider of WLAN and broadband CPE devices, supplying distribution to more than 170 countries and regions, and serving billions of people worldwide.

With a proven heritage of stability, performance and value, TP-Link has curated a portfolio of products that meet the networking needs of all individuals. Now, as the connected lifestyle continues to evolve, the company is expanding today to exceed the demands of tomorrow.

About Avira:

Avira protects people in the connected world – enabling everyone to manage, secure, and improve their digital lives. The Avira umbrella covers a portfolio of security and performance applications for Windows, Android, Mac, and iOS. In addition, the reach of our protective technologies extends through OEM partnerships. Our security solutions consistently achieve best-in-class results in independent tests for detection, performance, and usability.

Avira is a privately-owned company that employs 500 people. Its headquarters are near Lake Constance, in Tettang, Germany, and the company has additional offices in Romania, India, Singapore, China, Japan & the United States. A portion of Avira's sales support the Auerbach Foundation, which assists education, children, and families in need.



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Dell Technologies Cloud Advancements Deliver New Kubernetes Support and Hybrid Cloud Infrastructure Options

News Summary:

Dell Technologies Cloud Platforms now support VMware PKS, so organizations can deploy, run and manage Kubernetes for critical production workloads alongside traditional applications

Dell Technologies Cloud Validated Designs are now available to help organizations build Dell Technologies Cloud environments using Dell EMC servers, storage and networking to meet a broader range of diverse needs

Dell Technologies Cloud's fully managed Data Center-as-a-Service offering, VMware Cloud on Dell EMC, is now available. Dell Technologies Cloud Platforms are now available with pay-for-what-you-use flexible consumption models

Full Story:

Dell Technologies (NYSE: DELL) is announcing a host of advancements and new options that allow organizations to benefit from Dell Technologies Cloud for both traditional applications and cloud-native environments.

More than half of organizations formulating hybrid cloud strategies have cited seamless compatibility with their on-premises infrastructure as the most important consideration,

according to new research from analyst firm ESG.2 Dell Technologies Cloud, from the No. 1 provider of cloud infrastructure³, combines the power of VMware cloud software and Dell EMC infrastructure to remove cloud complexity by offering consistent infrastructure and operations across private clouds, public clouds and the edge.

"Cloud is a key enabler that is bringing digital innovation within the reach of companies of all sizes and industries. Organizations around the globe are increasingly adopting multiple cloud approaches as part of their environments. Dell Technologies Cloud gives customers more control as the operational hub of their hybrid clouds, on premises, with consistent cloud infrastructure across all cloud types," said Amit Mehta, Director-Modern Data Centre, Dell Technologies

"Customers tell us they want operational consistency for their cloud infrastructure – an imperative for managing and scaling data-intensive workloads in hybrid cloud environments across on-premises, edge data centers and public clouds," said Jeff Clarke, vice chairman, Dell Technologies. "Dell Technologies Cloud delivers this consistent hybrid cloud experience, now with additional infrastructure options to meet a wider variety of unique requirements. Customers also now can better align their developers and operations teams by supporting Kubernetes and cloud native development along with traditional applications in a single platform, supported wherever their applications reside."

Dell Technologies Cloud Adds Kubernetes Support

Organizations continue to accelerate cloud-native application development while also running traditional, virtualized applications. To help organizations balance both imperatives, Dell Technologies Cloud will support automated deployment of VMware PKS on Dell EMC VxRail, adding integrated support for Kubernetes and containers. This helps organizations to more nimbly adopt flexible and secure cloud-native approaches. This introduction offers Dell Technologies Cloud Platforms customers a single, consistent platform for both traditional and cloud-native workloads, streamlining deployment and operation with full lifecycle management of multiple clusters and enhanced automation, performance and security.

Introducing Dell Technologies Cloud Validated Designs

New Dell Technologies Cloud Validated Designs offer additional infrastructure options for organizations building hybrid cloud environments. Validated Designs consist of pre-tested infrastructure with deployment guidance using Dell EMC best-of-breed compute, storage and networking, validated with VMware Cloud Foundation. Organizations now can meet the varied demands of workloads by independently scaling storage and compute, allowing infrastructure-intensive applications to be supported most efficiently. New Validated Designs available now include:

Dell Technologies Cloud Validated Designs for Dell EMC PowerMax and Dell EMC Unity storage arrays – Dell EMC storage arrays are the first to be validated with VMware Cloud foundation for using Fibre Channel as primary storage, within workload domains, in addition to the Network File System (NFS) protocol. This offers customers deployment flexibility for workloads that have unique external storage-specific requirements including independent capacity and advanced features such as integrated data protection.

Dell Technologies Cloud Validated Designs for Dell EMC PowerEdge MX servers – With VMware Cloud Foundation interoperability, administrators can now gain maximum resource utilization, enabled by PowerEdge MX servers and OpenManage Enterprise – Modular Edition, allowing customers to dynamically provision storage and assign workloads to individual drives as needed

Dell Technologies Cloud Data Center-as-a-Service now available. Introduced at Dell Technologies World 2019, the fully-managed Dell Technologies Cloud Data Center-as-a-Service offering, VMware Cloud on Dell EMC, is now available to U.S. customers, making it the first to market VMware "Project Dimension" solution in customer data centers. Additionally, Dell EMC is now a preferred partner offering data protection for VMware Cloud on Dell EMC, allowing organizations to benefit from the added support of key Dell EMC data protection solutions while leveraging VMware Cloud on Dell EMC.

By providing tight integration of VMware cloud tools and Dell EMC VxRail hyperconverged infrastructure, this solution combines the hands-off operational simplicity and subscription-based pricing of the public cloud with the security, control and performance of on-premises infrastructure.

Dell Technologies Cloud flexible consumption options, and expanded services accelerate customer success

The availability of Flex on Demand allows organizations to deploy Dell Technologies Cloud and pay only for the technology they use. This includes access to elastic capacity and payments that adjust up or down to match usage. 1 Flex on Demand simplifies buffer capacity for customers, charging only for utilized capacity, so they can enjoy public cloud-like agility on-premises without paying for all deployed capacity. This approach also gives organizations the freedom to innovate more quickly by paying for technology resources as needed to support new projects.

Additionally, new ProConsult Migration Services for Dell Technologies Cloud use a mature, highly repeatable migration framework that helps organizations rapidly realize the benefits of Dell Technologies Cloud offerings. This proven approach speeds time to cloud and enables customers to focus on higher priority initiatives.



eScan's Shweta Thakare makes her debut in the Mumbai retail market.



6th September 2019,
Mumbai.

Ms. Shweta Thakare, Senior AVP – Europe, APAC & SAARC, has added another feather to her cap and is all set to make her debut in the Mumbai retail market. Among the vast domestic geography that the brand covers, she is responsible for expanding eScan's market share in the Rest of Maharashtra regions and now has added the metro city of Mumbai to the list as well. Her newly added responsibilities would see her heading the entire retail operations in the city, while her existing responsibilities include spearheading the Government and PSU business acquisition across the country along with generating revenue from international markets.

Ms. Thakare, who holds a master's degree in International Business, has been instrumental in penetrating the international markets, across the South Asian, Asia Pacific

and European countries. Working with eScan for the past couple of decades, she has been a pivotal figure in eScan's development and growth as a cyber-security brand overseas. Under her astute leadership, brand eScan has gone from strength to strength and seen a steep rise in its popularity overseas.

"I am proud to be a part of the eScan and I am elated at the opportunity to take the strategic vision and direction set by the brand to operationalize it and unravel it into reality. With my added responsibility, I aim at creating more value for the brand and ensure that our partners and users are satisfied with the experience they have of being associated with eScan."

eScan marks the start of Ms. Thakare's tenure in the domestic market with a partner specific offer called, "The PayTM Dhamaka offer". This offer is exclusively available for the T2 and T3 partners of eScan. According to the offer, the partners could purchase the product via PayTm and avail varied benefits.



Hike Sticker Chat brings Ayushmann Khurrana & Nushrat Bharucha to life with exclusive expressive stickers for Dream Girl

Hike Sticker Chat—a platform dedicated to supercharging expression by taking the world beyond the keyboard—today announced its tie-up partnership with Dream Girl, produced by Balaji Motion Pictures, as its sticker partner. Through this association, Hike Sticker Chat users will be



able to use super fun and specially curated sticker avatars of the Bollywood stars, A y u s h m a n n

Khurrana and Nushrat Bharucha, from their latest movie.

Hike stickers allow users to chat with their close ones in a fun and exciting way, enabling a richer communication experience that is personalized and quicker than an ordinary text conversation. The new stickers will be an addition to their popular list of Bollywood avatars on the platform.

Stickers add personality to simple conversations and allow users to express themselves visually, making communication easier and more rapid. Similarly, when it comes to expressing feelings, Indians often turn to

Bollywood for inspiration since they are a reflection of our culture and connect us Indians together. We often find Hindi dialogues being used in conversations as ice-breakers. With an aim to make conversations even more enjoyable while reducing users' dependency on the keyboard, Hike Sticker Chat is integrating Bollywood themed stickers from the latest movies to the latest stars onto their platform to allow users to relish every moment with their close ones.

Dream Girl is an upcoming Indian Hindi-language family entertainer film starring Ayushmann Khurrana and Nushrat Bharucha that has already garnered quite a buzz. Directed by Raaj Shaandilyaa, the film is slated to be released on 13th September, produced by Ekta Kapoor and Shobha Kapoor under their banner Balaji Motion Pictures.

Hike Sticker Chat users can download and use these stickers from the in-app Sticker Shop. The stickers are available on both—Android and iOS platforms. In the past, Hike Sticker Chat has created customized stickers for popular movies such as Bahubali, Gully Boy, Super 30, Saaho, and Chhichhore amongst others.

Citrix Delivers Expanded Network Protection through SD-WAN Solution with Palo Alto Networks

Business today is more global and collaborative than ever. People work anywhere, anytime on any number of devices. And they access and share information and ideas across systems and borders. This promises new levels of productivity and innovation that can transform entire industries – and even create new ones. But it also introduces new risks via an expanded attack surface that companies must vigilantly guard against. And Citrix Systems, Inc. (NASDAQ: CTXS) is expanding its network protection capabilities to help them do this. The company announced that it is collaborating with global cybersecurity leader Palo Alto Networks to enable easy deployment and management of next-generation firewalls within Citrix® SD-WAN, providing companies with added layers of security to protect their assets at branches and beyond.

"Applications and workloads are migrating to the cloud at a very aggressive rate and security needs to follow them," said Chalan Aras, Vice President, SD-WAN and Intelligent Traffic Management, Citrix. "With Palo Alto Networks, we can deliver an advanced SD-WAN security solution that enables companies to protect users, data and applications across branches, data centers and public clouds in a simple, flexible way."

WAN Edge Networking Simplified

Citrix SD-WAN is a next-generation WAN Edge solution that

delivers the automated, secure connectivity required to optimize performance of applications and drive a superior user experience. With the integration of the Palo Alto Networks VM-Series virtual next-generation firewalls and Prisma Access with the Citrix SD-WAN solution, distributed enterprises can enhance their network and cloud protection in a straightforward, cost-effective manner.

Security Amplified

Leveraging Citrix SD-WAN Orchestrator for unified management and control, IT organizations can:

Build and enforce consistent access control policies based on applications and users across network and cloud

Automate provisioning of Palo Alto Networks VM-Series next-generation firewall (NGFW) on the

Citrix 1100 appliance, as a virtual network function (VNF)

Automate connections to Palo Alto Networks Prisma Access cloud-based firewalls for consistent policy enforcement

Streamline provisioning of multi-layer security services from Citrix SD-WAN Orchestrator, available via Citrix Cloud

"In today's hybrid, multi-cloud world, security needs to be as agile as your applications, data and users," said Adam Geller, senior vice president, Products, Palo Alto Networks. "Together with Citrix, we can deliver an integrated set of products that provide a consistent level of protection to users across the network and both public and private clouds."

CITRIX®

Jaipur is now ready To Experience the Thrill of SMAAASH



Opens 43rd Family Entertainment Center in India. The country's premier sports entertainment arena has opened its center at World Trade Park on 23rd September.

After winning the millions hearts around the country, SMAAASH has made its ways to Jaipur- The Pink city and has opened its

43rd centre at World Trade Park Mall in the city. All the entertainment and gaming enthusiasts in the city can revel as India's acclaimed gaming hub has brought the best in futuristic indoor entertainment, right from virtual reality games, 4 rustic themed bowling lanes, arcade games and simulated sports.

The residents of Jaipur are going to love the all new pulsating games and can experience a unique adrenaline rush with a variety of 30 unique games & attractions like Art of Attack, Finger coaster, VR cricket, Jurassic escape, Storm Rider, IceMan, Pacman Basket, Dragon Punch, Astra Invasion, Vertigo, Dance off, Injustice arcade, Thunder king off the hammer, Skee ball, Batman, Horror room, Fly max, X1 War Shooting, Shocker and many more similar attractions will provide fun and frolic experience to the visitors.

Mr. Kaizad Bajina, COO, SMAAASH, said "SMAAASH has continually raised the stakes on giving a vivid encounter to individuals who love sports and wish to have a ton of fun past the worry of day by day lives. In Jaipur city we have brought entertainment that weds sports, virtual reality, and music into a vivid, developed, intelligent and imaginative social experience for everybody. You can also Play & Win Harley Davidson, Win Goodies worth Rs. 10 lacs on Vending & Redemption games at the new center"

Mr. Udit Batra, Cluster Head, SMAAASH said "We are very excited as we have entered the realms of Jaipur- The Pink City. There are many entertainment zones but none like SMAAASH. We are driven by innovation to create an extraordinary experience for the sports and gaming fanatics in Jaipur. With our new center we aim to entertain and spread joy amidst the people of Jaipur. The response till date has been terrific, in the first 15 days of opening, more than 20,000 guests have visited us already."

SMAAASH has some exciting and extraordinary offers for our customers like- Birthday Party packages starting from Rs. 650, Student Offer All Games at Rs. 399, Give a missed call on 9649776333 & get a Free Arcade game. SMAAASH, JAIPUR has some exceptional deals on Near buy too- Special Launch Offer: Mon & Tue: College Student Offer: 1 Game of Bowling@ Rs 129 only, Mon to Thur: 1 Game of Bowling + Shoe Rental @ Rs 179, All Days: 1 Game of Bowling + 5 Arcade Games @ Rs 299 only, and many more such offers.

So, Gear up and experience the excitement at SMAAASH like never before in your city soon! Along with the Smaash gaming center, in the second phase Smaash will open the Pitstop Sports Bar. The family entertainment center is offering residents with fun moments for family & friends that is driven by innovation to create an immersive experience for the sports, party and gaming fanatics.



Kaspersky & Ingram Micro jointly conduct Partner engagement program in multiple cities

kaspersky

Micro in four metro cities – Bangalore, Hyderabad, Chennai, and Mumbai. The series of events saw active participation from 200+ partners who were engaged in strategic discussions around taking Kaspersky's wide enterprise solution portfolio to their customer base.

Through the program 'Winning Together', Kaspersky and Ingram Micro have further strengthened their partnership. As it has been Kaspersky's tradition, they decided to conduct these programs to not just communicate their strategy and demonstrate key products, but also to bring the Ingram Micro partners on board with Kaspersky.

At the meeting, Mr. Anand Shringi, Channel Head, South Asia, Kaspersky and Mr. Ebenezer Stephan, Regional Head, Kaspersky deliberated in detail Kaspersky's profile for the partners. They spoke about their very successful partner program Kaspersky Sales Army, which is an exclusive incentive program to appreciate the partner sales & pre-sales team's hard work and to reward them. They also gave the delegates comprehensive information about Kaspersky's endpoint

Kaspersky recently conducted a very successful partner engagement program with its national B2B distributor Ingram

offerings including their Endpoint Security for Business, Hybrid Cloud Security, etc.

Mr. Anand Shringi, Channel Head, South Asia, Kaspersky said "Kaspersky has been greatly supported by our partners, and we always appreciate the same. Engaging with them is an important step in engaging with our end-customers. Our partner programs are crucial to the fabric of Kaspersky. At these programs, we focused on recruiting new partners and showcasing Kaspersky B2B Enterprise products and services to the partners. We also spoke about our much-appreciated Sales Army program for the partners to understand the incentives and rewards system. We are positive of growth, profits, and partner and customer satisfaction"

Sharing his views on the engagement with Kaspersky, Mr. Navneet Singh Bindra – Executive Director & Head of Advanced Solutions, Ingram Micro India said, "Becoming Kaspersky's partner is a strategic decision that we have taken to widen our offerings and to take best-in-class cybersecurity solutions to our customers. We look forward to having a fruitful partnership with Kaspersky as their national distributor and conduct many successful partner engagement programs in the future."



Gionee India expands its GBuddy Portfolio with the launch of SMART 'Life' WATCH; now available on Flipkart


GIONEE
Make Smiles

Gionee India with a clear commitment and its continued promise to offer best in class wearable mobility lifestyle options, today announced the launch of the Smart 'Life' watch on Flipkart. This lifestyle option, which is truly representative of both the style and functionality that millennials and Gen Z look for in every aspect, is all set to be a total

winner with these target audiences. Rightly priced at Rs. 2,999 the trendy smartwatch, is crafted keeping in mind the kind of features and functionalities that younger audiences look for and expect across all wearable choices today. With this launch, Gionee further strengthens its G Buddy portfolio of wearables and accessories.

The Smart 'Life' Watch comes with many activity-based features that include 24 hours real-time monitoring of heart rate, calorie meter, fitness, health and multi-sport activity tracking. The Watch supports fitness and workout regimes that tracks walking, running, cycling, trekking, playing indoor or outdoor sports. The device enables you to add and track your fitness schedule and daily regime on a real time basis using the G Buddy Application. G Buddy App allows user data to be synchronized to other 3rd party Apps like Google Fit & Strava. Some other features of the

smartwatch include sedentary alert, memory full alert, alarm clock, goal completion alert, low battery alert, women health features, power saving mode, music control and flashlight.

The G Buddy application runs on both iOS 8.0 or above and Android 4.4 or above and is supported by a powerful 210mAh battery that gives it up-to 15 days battery life, and a standby time of 30 days. Commenting on the launch Shashin Devsare, Executive Director said, "We are extremely happy to cross another milestone in our India journey by launching Gionee's new smart watch. The Smart 'Life' Watch is specially crafted for the

millennial generation and provides them with the elusive X-factor when it comes to connected gadgets at a very special launch price. With everyone moving towards a more

fitness-oriented lifestyle, health consciousness is becoming a pivotal part of life and this new smartwatch can fuel your journey of personal well-being."



Quantum's F-Series NVMe Storage Garner Two Industry Awards at IBC2019 Show

Quantum Corp. (OTCPK: QMCO) today announced that the F-Series NVMe storage arrays received two industry awards during the IBC2019 Show in Amsterdam. The F-Series garnered Best of Show from TVB Europe and received the CSI Award 2019 for Best Data Storage Solution. The awards add to accolades the F-Series earned at NAB earlier this year, where it was named Best New Storage Technology winner in the 2019 NAB Show Product of the Year Awards, and also received the ProductionHUB Award of Excellence.

"It's great to see the Quantum F-Series continue to get recognized by the media and entertainment industry," said Jamie Lerner, President and CEO, Quantum. "It is a truly innovative product line that enables our customers to complete high-end VFX and render work in minutes rather than hours, edit and finish Ultra HD content in real time, and achieve industry-leading throughput over fibre channel or Ethernet with RDMA, all at the lowest cost per gigabyte per second."

The Quantum F-Series – Designed for High-Definition Content Making its European debut at IBC2019, the Quantum F-Series is a

Quantum®

high-performance, highly available and reliable storage array designed for studio editing, rendering, and other performance-intensive workloads for large unstructured data sets. Unlike other NVMe storage arrays, the F-Series was designed specifically for video and video-like data sets, so it can easily handle the

performance requirements of ultra-high-def content, high-resolution images, and other forms of unstructured data. The Quantum F-Series provides enough performance in a single 2U chassis to

reliably edit in real-time 8K 60FPS content without dropping frames. Incorporating Remote Direct Memory Access (RDMA) networking technology, the F-Series provides direct access between workstations and the NVMe storage devices, delivering predictable, fast network performance. By combining these hardware features with the new Quantum Cloud Storage Platform – a software defined block storage stack tuned specifically for video and video-like data – and the StorNext® file system, the F-Series delivers end-to-end storage capabilities for post-production houses, broadcasters, and other rich media environments.

Astrum India halves the usage of Plastic from its Product Packaging

Astrum, a new technology brand known for its innovation and intelligence solutions is working towards slashing the usage of plastic from its product packaging. With the pledge to reducing the amount of packaging made from plastic over the next five years, Astrum India has launched "Responsible Me" campaign to encourage every individual towards eradicating the plastic usage around the world.

Chairman and Managing Director of Astrum India, Mr. Manoj Kumar Pansari, said, "We as a smart technology brand, and our commitment towards the environment, it is our

astrum

responsibility to minimize the impact and remove the unnecessary usage of plastic. The first phase will be seen this year with new launches, including a complete 'Made in India' products range in mobility and consumer electronics sector, packaged in biodegradable material."

The brand is redesigning its entire previous packaging considering the non-use of plastic and addition of decomposable material.

Further made in India production will eliminate plastic usage from its design. This small step taken by Astrum India will make a big difference to prevent environmental degradation.

Digisol To Unveil A New Range Of Enterprise Structured Cabling Products (On 25th & 27th September In Mumbai & Bangalore)

In a bid to digitally empower enterprises, DIGISOL Systems Ltd., a leading provider of IT Networking products, will be launching an all new series of Enterprise structured cabling solution in Mumbai and Bangalore on 25th & 27th September. The new enterprise structured cabling series aims to enhance the way enterprises works and unlocks opportunities for the future. The event will be held at The Leela hotel in Mumbai and Sterling Mac hotel in Bangalore.

As enterprises are growing as digital businesses, consumption of voice, video, and data has increased and there is a need for Next Generation solution that converges traffic over a single network. Digisol will be introducing a

series that will offer the extreme speed and performance. The series will consist of Industrial Field Plugs, Linus, Solderless Keystones, Patch Panels, Fiber and FTTH. UL & ETL certification, Digisol enterprise series is an advance Digital Networking solution for Future ready enterprises that would help them to accelerate business, and boost productivity by speeding secure access to information and by unifying data over a single network.



Experience a high-quality connection with PremiumAV VGA to VGA Converter Adapter Cable

PremiumAV, a leading provider of computer peripherals, announced the launch of PremiumAV VGA to VGA converter adapter cable. This cable will help users experience high quality connection with VGA interface to their Laptops, LED and LCD monitors for high quality videos or photos and this is ideal for at home or work places. The cable creates a reliable connection for anything from gaming to video editing or video projection.

The latest additions of connectivity solutions VGA and HDMI cables, HDMI male to VGA female cables supports HD videos and photos that user can enjoy on the big screen with same image and audio to home speaker a second screen for convenient work and entertainment.

"The PremiumAV VGA to VGA converter adapter cable is good quality product that's very useful for our customers who likes to view videos,

photos in bigger screen from their laptops to projector," said Sanjay Garg, CEO at PremiumAV.

The VGA cable is a universal compatible designed to connect two devices with 15-pin (Input and output) VGA interfaces, cables supports 800×600 (SVGA), 1024×768 (XGA), 1600×1200 (UXGA), 1080p (Full HD), 1920×1200 (WUXGA) resolutions and fully compatible with all blue ray players, Xbox 360 and PS3 etc. This cable is pure cooper wire and length from 3 meters 40 meters, weight

200g, product dimensions 8x6x4 cm, adapter cable model is MST-779-N and available white color.

Price, Availability and Warranty

PremiumAV VGA to VGA Converter Adapter Cable comes with a price of Rs. 156/- carrying a warranty of a month and offer price is available immediately on Amazon.



*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.

Flybot opens 1000+ service centres in tier 2, 3 and 4 cities



Flybot, a lifestyle brand that deals in fashionable consumer electronics, exhibiting an urban design language has achieved 1000+ service centres

covering all major cities in both Rural & Urban areas in a time span of 3 months. The brand aims to strengthen its foot hold in the Indian market by serving its consumers through these service centres which are spread across the country.

The company is looking forward to expanding in the nooks and corners of the country to provide better accessibility to its customer. The Company is also providing pick and drop services for its customers for superior customer support.

Commenting on this, Kartik Agarwal, CEO, Flybot "We are glad to announce that we are further expanding our service centre

networks in India. In order to provide better after-sales- services, & customer Experience, Flybot is also introducing WhatsappAutomation.

The brand is working closely on all important functions like creating a knowledge centre for its Customer care Executive, so that they are able to make sure that the customer is happy and fully satisfied with the services offered. Flybot as a company has always been passionate not only about making products but providing great after-sales- services.



Mr Kartik Agarwal, CEO

Astrum India set to launch 'Made in India' products this month in Audio category



Mr. Manoj Kumar, Director

Hong Kong based new technology brand Astrum, known for its innovation and intelligence solutions is all set to launch Made in India Products this September.

Focusing on its 4 verticals, which is mobility, audio, smart device and IT peripherals, Astrum will be launching its first 'Made in India' products under audio category in Indian market.

"We have received a good response from Indian consumers and that has motivated us to invest more in Indian market. With 'Make in

India', we will be able to offer more innovative products at affordable prices to Indian consumers. Our Innovation Centre is set to take shape in India and within next few weeks and will be ready to innovate new and smart technology for the world. Soon we will also be introducing our own application to control smart devices," says Mr.

Manoj Kumar Pansari, Chairman, Managing Director of Astrum India.

The Astrum's R&D centre in India will focus on revamping the existing products as well as developing new designs, ideas and smart technology in order to cultivate a comfortable and stylish future. Till the last month, authorised service centre of the brand has touched 1500+ locations Nationwide and the expansion will continue for next 6 months. Later on Astrum will focus on exporting the make in India products worldwide.

Epson High-Capacity Ink Tank Inkjet Printers Reach

EXCEED YOUR VISION

Epson today announced that cumulative global sales of its high-capacity Ink Tank inkjet printers have crossed 40

million units. In India alone, Epson has sold in excess of 3.5 million Ink Tank printers since its launch in 2011.

In India, as per IDC's Hard Copy Peripherals (HCP) Quarterly market report (2019 Q2), Epson sold 415,750 inkjet printers in H1 CY 2019 to lead the market. Epson captured 48.6% of the Inkjet market by volume and 56.8% in value, while HP followed with a volume market share of 29.9 % and value share of 23.5%. Canon lagged behind at 18 % volume share. Epson has been the leader in the Inkjet market since 2017.

Epson first launched high-capacity ink tank inkjet printers in October 2010, in Indonesia, and by 2018 had expanded into some 150 countries and regions. By first establishing a presence in emerging markets and then making inroads into developed economies, Epson has seen its high-capacity ink tank models account for a growing percentage of the total inkjet market each year. As a result, Epson, which boasts strong brand recognition and an extensive product lineup, has continued to maintain the top share* in the high-capacity ink tank printer market worldwide for nine consecutive years.

In 2019, Epson will accelerate the transition from ink cartridge printers to high-capacity ink tank printers by continuing to highlight the latter's formidable advantage in terms of cost per print and environmental performance. The company will also speed up the replacement of laser printers by strengthening its lineup of blazingly fast and durable office inkjets that allow users in all segments to print freely without worrying about costs.

Through these efforts, Epson plans to sell 10.2 million high-capacity ink tank printers worldwide in FY2019 – an increase of 13% compared to the previous fiscal year. This is expected to account for about 64% of total inkjet printer sales in Epson. In India alone, Epson aims to sell approximately 960,000 InkTank printers in 2019-20.

"This is a significant milestone for Epson and a testimony to the popularity of our printers world wide. In India we have been consistently leading the Inkjet printer market. Our in-depth understanding of the Indian market and the consumer has helped us deliver the best products and solutions for consumers in the home, office & commercial segments. Our EcoTank printers are both Economical and Eco-friendly and our consumers appreciate this. We will continue to offer unique value and solutions to delight our customers" said Mr. Siva Kumar, Senior General Manager, Inkjet Printers at Epson India.

*Top share in terms of the number of global high-capacity ink tank products sold from 2010 to 2018, per research by IDC (Source: IDC's Quarterly Hardcopy

Ensonic Computech Starts its New Head office at Jaipur



Simplifying Technology

Ensonic Computech pvt ltd "Simplifying Technology Ekin" launched its New Head office at Jaipur on 12th September 2019 . After Inauguration ceremony Product's knowledge has been explain to

the visitors. Mr Sundeep Tambi gave Vote of Thanks to the invitues.

ABOUT "Ensonic"

Ensonic is driven by Team of passionate members who have invested 15+ years in developing other brands and then decided to launch its own brand named "Ekin".

Ekin is sanskriti word which means "Simplicity". Our approach is to make technology simple so that it can reach to mass and used with ease. Brand Ekin has focus on SMART class, Virtual Class, Video conference and Thin Client solution. We have 30+ product in these category with experience center at 3 Locations in India.



VISION & Mission

Offer simple and easy, cost-effective & quality IT hardware in the domain of SMART class, Virtual Class, Video conference and Thin Client. Focus on

disruption by Investing in integration of different technology. The technology/solution should help end user making their life simpler.

To be among top 3 companies in the domain of SMART

Class, Virtual class and Video conference by 2022 by providing quality support and service to make their life easy.

TIMELINE & GROWTH

Year: 2017 :

- 1) Experience centre at Kolkata
- 2) Provided Thin Client solution to Bhutan Govt for 250+ computer lab.

Year: 2018 :

- 1) Ekin Launching event
a. At Jaipur on 1st July 2018
b. Mega event Attended by 150 Channel partners of Jaipur.
- 2) Ekin Launching at Thimphu, Bhutan. (August 2018)
a. Attended by 30 principal of Bhutan school.
b. Demo of complete smart class given.
- 3) Emerging E-Learning solution provider.
a. ITPV partner Leadership Award for 2018.
b. Selected within top 50 eLearning company from Eastern.
- 4) SME Channel. (oct 2018)
a. 100 Super partner recognition.
b. Selected as Specialist among 2000+ channel partners.

Year: 2019 :

- 1) CIO Review for Video Conference
a. August 2019
 - 2) Emerging E-Learning solution provider.
a. ITPV partner Leadership Award for 2019.
 - 3) SME Channel. (oct 2018)
a. 100 Super partner recognition.
- Year on year growth 100%+



NetRack is now ISO 27001: 2013 certified



NetRack, a leading solution provider for data centers and end-to-end IT server racks, is now certified/registered with ISO 27001:2013 certification. ISO 27001 is the international standard which is recognized globally for managing risks to the security of information which is held by an organization. ISO 27001:2013 specifies the requirements for establishing, implementing, maintaining and continually improving an information security

management system within the context of the organization. It also includes requirements for the assessment and treatment of information security risks tailored to the needs of the organization.

NetRack Enclosures Pvt. Ltd. has been assessed and certified as complying with the requirements of following international standard, ISO 27001:2013. The certification is in the scope of design, manufacture and supply of networking racks, server racks, telecom racks, outdoor racks, lab tables, complete rack accessories and rack power distribution units.

Mr. Ravi Raj, Brand Head, Director, Sales & Support at NetRack said, "Protecting the organization's information is critical for the successful management and smooth operation of any organization. NetRack already is certified with ISO 9001:2015, ISO 14001:2015, OHSAS 18001:2007, ISO 27001: 2013 certification is our next milestone for our approach in establishing, implementing, operating, monitoring, maintaining the Information Security Management System (ISMS)."

Pebble announces its Monsoon Ready- Waterproof Speaker BassX Aqua, priced for Rs. 1,999/-



For Music buffs planning the next hike or picnic, this Monsoon, Pebble, one of the fastest growing Lifestyle Accessories Brand, announces its Waterproof speaker – BassX Aqua,

rugged with a carry clip for hands-free movement. Not only the speaker withstands the rain or any knocks or bumps but packs a serious knockout with a crisp base sound. Finally, a speaker that can go anywhere, that's built for any adventure!

The speaker is portable, durable & stylish – a combination of all three. Designed to play, rugged and IPX7 waterproof, the speaker combines a solid waterproof build with tactile materials, making it ideal for outdoor use. The speaker can also be easily sneaked in your bag without having to worry about damage.

BassX Aqua offers 360-degree sound with uniform coverage & deep bass. The speaker delivers a breath-taking stereo sound with deep bass & exceptional clarity with zero distortion through 45mm high-sensitivity Speaker drivers and a patented bass port.

The speaker with 1200mAh built-in rechargeable battery, gives up to 8 hours of continuous music playback. Stream music via Bluetooth 4.0, & maintain a stable connection up to 33 ft away for skip-free music.

Power up, play, pump up the volume — control your music by touching the on-speaker buttons. The built-in microphone, switches from listening to music to chatting with friends, hands-free in an instant.



Enjoy Powerful Thumping Music with Portronics “Breeze II”

Portronics, a leading provider of innovative and portable



gadgets has added yet another powerful speaker “Breeze II”, to its existing series of affordable wireless speakers. The brand has brought in its wireless speaker Breeze in a new avatar with twice the power and much better performance and sound. The all-new Breeze II is a 20W speaker that promises to deliver you an amazing musical experience.

Cool & Compact looks: The speaker weighs 527 grams only and comes with IPX4 rating with splash proof and dust proof body. It is very stable even at the highest volume. Breeze II has 7 Coloured LED Lights creating a mesmerising ambience while it plays music.

Sound Quality: Breeze II has powerful 20W inbuilt speakers which offer unbelievably clear sound output and relaxing bass. If one wishes to enjoy true stereo output with both Left and Right channels, then two of

these compact speakers can tango together with captivating stereo output using the built-in TWS feature via Bluetooth V4.2.

Connectivity options: Enjoy movies on your Smartphone, Tablet, Laptop or Computer with Portronics Breeze II using multiple connectivity options Bluetooth, Micro SD Card & Aux cable. Also, when you get bored of your playlist you can easily switch to FM mode and tune into your favourite FM stations.

Longer Playtime: This TWS speaker has a 2000mAh lithium-Ion battery that can play non-stop music for more than 7 hours on a single recharge. The speaker is smartly designed and it automatically goes to sleep mode after 20 minutes of non-operation.

Pricing and Availability:

Portronics Breeze II is available at a very affordable price-point of INR 3,999/- with a 1-year warranty. You can buy it from both online and offline stores across India.



Superior Gaming experience, with 'VH510' Headset

RAPOO

Rapoo, a leader in Wireless peripheral technology, with some of Industry's unique launches, announces its

newest Professional Gaming Headset – VH510. Engineered to provide highest ear comfort merged with premium stereo sound 'VH510' promises to bring an eternal gaming experience, making it more enjoyable.

The Headphone is supremely comfortable, with Lightweight Design and headband suspension system for unrivaled comfort. Its long battery lasts through a long day of gaming. The metallic ear cup with cool LED back light, makes it look chic and feel tough as every gamer across the globe. Offering a striking and durable aluminium design in addition to a wonderfully cozy set of memory foam ear cups that are perfect for marathon sessions.

Performing with 50mm driver unit along with 20 – 20000 Hz

frequency response of non-stop gaming effects, the Headphone has exceptionally 7.1 surround sound, that delivers crisp highs and rich bass thanks to the Dual Chamber technology. Its adjustable sound modes further enrich the Gaming Experience. With multi-functional Hidden microphone, the Headset effortlessly allows you to balance game and chat audio.

Rapoo VH510 Gaming headset is available in black color and has multi-platform compatibility; out-of-the-box with PC, Xbox One™1, PS4™, Wii U™ and mobile devices. Backed by One-year warranty, Rapoo VH510 Gaming Headset is now available in India across leading retail and e-commerce stores in India.



Hikvision Certified Security Associate (HCSA) Program Successfully Conducted in Madurai

HIKVISION®

Prama Hikvision, the India's leading provider of innovative security products and solutions, has recently conducted the Hikvision Certified Security Associates (HCSA) program in Madurai from 19 -21 August. The HCSA program in Madurai got an overwhelming response from the young security professional community spread in Tamil Nadu.

The three days comprehensive HCSA Program, included training sessions on Optics Basics, Turbo HD Analog Solution, PTZ Configuration, Network Basics, IP Camera, NVR, Fish Eye Camera, iVMS 4200 and Smart functions and Applications. The HCSA training program was conducted by Mr. Vinit Narvekar, Senior Technical Support and Training, Prama Hikvision India Pvt. Ltd.

This HCSA program also includes latest technology updates on Artificial Intelligence (AI), Internet of things (IoT), Advanced Video Content Analytics (VCA) and Network Storage.

The idea behind HCSA, is to give hands on training and demonstration as a part of the training program. As part of this certification program a dedicated online examination and practical tests were conducted after training sessions.

"Hikvision has set the industry standard by offering professional video surveillance certification to validate video expertise under Hikvision Certified Security Associate (HCSA) program in India. This Hikvision certification program is specially designed for the security professionals. Besides, Hikvision provides meaningful endorsement to

those, who succeed in the exam and become Hikvision Certified Security Professionals," said Mr. Ashish P. Dhakan, MD & CEO, Prama Hikvision India Pvt. Ltd.

The Hikvision Certified Security Associate (HCSA) certification program focuses on training participants in essential configurations, operations & maintenance of Hikvision video surveillance products and its features. It is designed for technical engineers, who have worked in the security industry for some years and have already gained knowledge and experience about security basics. The certification program is open to anyone looking at to gain expertise in video surveillance and total security solution. The trainee should have at least one- year of work experience in the security industry and be familiar with security basics.

Hikvision Certified Security Associate Program was successfully conducted in Madurai. The HCSA program got a good response from the young engineers and installers. The participants came from nearby areas of Madurai and Theni for the HCSA event. The successful batch of Hikvision Certified Security Associates (HCSA) Program participants will receive the HCSA certificates along with the latest



PremiumAV Launches 7 Port USB Adapter with Manual Switches



PremiumAV, a leading provider of computer peripherals, today announced the launch of PremiumAV 7 port multi USB adapter. This single adapter is capable of charging or up to 7 devices at the same time. This ultra-compact form factor makes this adapter apt for the business travelers who rely a lot on multiple portable electronics devices.

"We are happy to introduce PremiumAV 7 port USB hub in Indian market. This multi-port adapter is a thoughtful design to address multiple charging needs of entire family or frequent flyers or for SOHO boardrooms," said Sanjay Garg, CEO at PremiumAV.

PremiumAV 7 port hub is a powerful, stable and reliable adapter that is compatible with multiple OS such as Windows, Mac, and Linux. It is a easy to use smart device which requires no driver installation and supports super-speed data transfer up to 5gbps, USB 2.0 high-speed (480mbps), USB 2.0 full-speed (12mbps) and USB 2.0 low-speed (1.5mbps). Backward

compatible with USB 2.0 and USB 1.1 this device also supports hot-swapping function.

Superior features like overcharge protection, over current protection and short circuit protection make this device a safe and reliable family charging station from unforeseen power surges.

Price, Availability and Warranty
PremiumAV 7 Port USB Adapter comes with a Price of Rs. 235/- carrying a warranty of a month and is available immediately on Amazon.



Canon India amplifies its retail presence in Kerala

Canon

Delighting You Always

Canon India, one of the leaders in imaging space, further expanded its retail outreach in

Kerala, with the inauguration of its first experiential Canon Image Square (CIS) store in Alappuzha. Located at Reliance Mall, Vadakkal, Alappuzha, the launch further strengthens the brand's regional penetration in the state.

Canon takes pride in being a complete 360 degree imaging solutions provider, with its input to output product expertise. CIS are exclusive stores where customers can have complete hands on experience of the products before purchasing, ranging from entry level cameras to high end professional cameras.

Expressing his delight, Mr. Eddie Udagawa, Vice President, Consumer Imaging & Information Centre, Canon India said, "Kerala is an extremely important market for us and therefore, we are delighted to launch our first CIS store in Alappuzha. A beautiful town, best known for its scenic views and beautiful houseboat cruises, it is a popular destination amongst tourists and hence has attracted interest from both aspiring and professional photographers. Keeping this in mind, our CIS store will be the perfect destination for the photography enthusiasts to experience our unique 'input to output' offerings, committed to elevate the imaging experiences of the consumers."

He further added, "With 14 CIS stores in Kerala, our vision is to provide our consumers all across the state with a one-stop shop for a holistic experience of imaging solutions. With this launch we are confident of addressing the needs and requirements of customers based in this part of the city."



The CIS stores provide a comprehensive range of photography and home printing solutions along with a range of Inkjet/Laser printers and cartridges. To leverage further growth in the market, CIS also exhibits wide range of unmatched Canon lenses ensuring full photography experience to the consumers in the store. Additionally, CIS provides easy finance facilities such as EMI through various credit cards, paper finance and cash back options.



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VP59 FLAGSHIP SMART VIDEO PHONE



Android 7.1
OS



Cloud Platform
Compatibility



8-inch Multi-
touch Screen



Dual-band
Wi-Fi



Bluetooth



HDMI Output



Full-HD Video



Optima
HD Voice



Wireless
Content Sharing

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 meeting quickly and effortlessly. It can greatly reduce the difficulty of using video conferencing system and improve the meeting experience. Furthermore, the VP59 boasts dual-band Wi-Fi and supports wireless content sharing when paired with Yealink WPP20. And it is deeply integrated with Yealink Meeting Server (YMS) and other 3rd-party video platforms. With all the features, VP59 facilitates seamless and efficient collaboration between employees, business partners, key stakeholders and customers.

KEY FEATURES

8HD display (1280 x 800) with 10 points multi-touch screen
Compatible with multiple cloud platforms (Yealink/Zoom/Pexip/BlueJeans/EasyMeet)
FHD 1080P@30FPS video call
2 mega-pixel HD camera with privacy shutter
Supports H.264 HP video codec

Built-in dual-band Wi-Fi (2.4GHz/5GHz) and Bluetooth
1 x HDMI for connection to monitor or TV
Supports USB recording and playback
Supports 6-way audio/video mixed conferencing
Supports wireless content sharing
Supports Power over Ethernet

OTHER VIDEO IP PHONES



T58V SMART BUSINESS PHONES

The phones bring users enriched, smooth HD audio and video as well as extended functions with built-in media ports. Based on the Android operating system.



T49G FLAGSHIP LEVEL DESKTOP VIDEO PHONE

Yealink SIP-VP-T49G (HD) touch screen video phone embodies the future of collaboration as its specially designed to optimize communication for in-demand executives and teleworkers alike.

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