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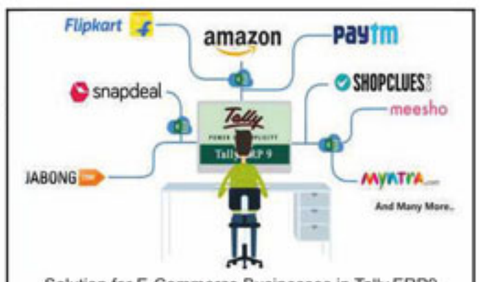


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## UNION BUDGET 2020-21 EXPECTATIONS V/S REALITY

IT Voice. In, the IT industry-based Journal is focused on pointing the CIOs, IT managers, IT staff, and surrounding professionals to the product and service options available to help them address their business challenges. We do this through our editorial features, columns, and new product coverage, across our editorial focus areas.

In this edition, we covered the Union Budget 2020-21. The budget announced by the FM focuses on three prominent themes which is aspirational India, economic development for all and caring society that is both humane and compassionate.

A highlight of the Budget is the proposal for a new scheme of taxation on personal IT where assesses can pay lower tax rates if they agree to forego all exemptions. Though this has attracted maximum attention, the fact is that to most taxpayers, it may not be as attractive as it appears. It may benefit those who do not claim deductions on housing loan repayments and who do not pay a large insurance premiums. The lower tax rates they will enjoy will be negated by the absence of these sizeable deductions for those who are already claiming them. If the taxpayers feel they are disappointed, it is understandable.

But savers and investors have reason to be happy as the insurance cover on bank deposits has been increased to 5 lakh from 1 lakh now. This will give them a measure of security in these uncertain times when bank frauds and defaults are becoming more frequent. But savers who are also investors have reason to complain as they will now be liable to pay tax on dividend income. The regressive dividend distribution tax has been abolished and with this, the reforms on the corporate tax front have taken another big step forward. In sum, there is nothing spectacular about this Budget which rides on optimistic growth estimates. Whether it flies or falls flat depends on how growth pans out in the economy in the next four quarters.

Budget 2020 and the finance minister's speech has well-articulated India's vision on not just being a leading provider of digital solutions, but one where technology id the bedrock of development and growth.Union budget also empowers the government to carry out its constitutional duties such as providing social justice and equality for all.

Rajasthan Chief Minister Ashok Gehlot presented the state budget for 2020-21 in the legislative assembly on February 20th,2020. The state government has allocated Rs 38,524 crore to education, Rs 18,530 crore to power, Rs 6,808 crore to PWD , Rs 8,794 crore to PHED and water resources and Rs 4,557 crore to CAD. Rajasthan's total revenue receipts are estimated at Rs 1,73,404 crore and expenditure at Rs 1,85,750 crore. 75 crore startup fund has been announced in the budget. This fund will help in getting the youngsters to be Stablelist.

Resource allocation in the best the interest of the society and the country and allocating resources optimally for public welfare.

*Tarun Taunk*
*Editor-In-Chief*

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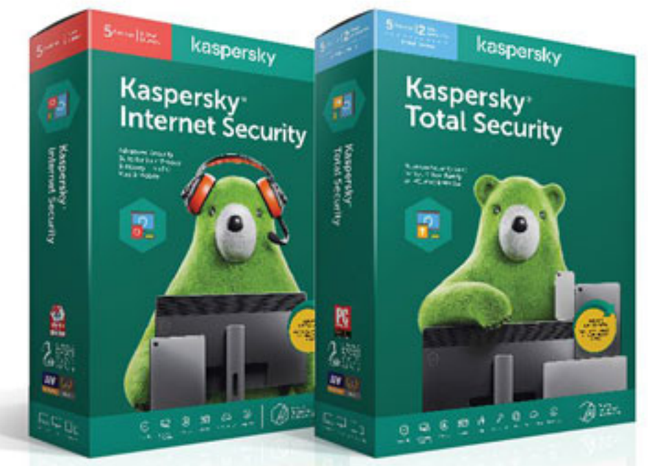

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# Government should focus on New Trends and verticals for IT growth

S. K. Surana - M.D, Compucom Software Ltd.

"Rajasthan is blessed to have its capital city Jaipur connected well with country capital New Delhi by Rail & Road, this network could further be leveraged in marketing proximity."

Rajasthan is lagging far behind other states of the country like Karnataka, Andhra Pradesh, Delhi NCR, etc in terms of leadership in IT sector. In fact, there is a requirement of a complete ecosystem with all the stakeholders contributing dedicatedly with set goals in mind. To analyze and work out a solution we have to have insight into contributing factors that are withholding the growth.

Following reasons are presented here forth for due consideration:

Language: Companies around the globe involved in IT sector work and communicate with English as the main language. In Rajasthan, the teaching medium in Government schools is Hindi. Thus, with more and more schools/colleges churning out workforce who has limitations in communication/programming in English, the availability of the workforce well equipped with communication skills is very limited. Considering the industry demands, there should be a focus on imparting technical knowledge and communication skills to the interested candidates at the school/college level itself. Hence as a ground-breaking step, the curriculum needs to be reviewed and adjusted to accommodate the needs to an hour and the industry at the school/college level itself.

Government Policies: at present, there is an insignificant effort from the Government to attract investors/customers to invest in the state. With some benevolence for the IT sector, perhaps with some out of the box thinking, which may involve steps as mentioned, IT growth could be accelerated like formulation of clear cut, well-devised IT policy for the growth of the sector in the state. Appropriate Budgeting and funding provision with at least a state-level minister preferably with technical background and exposure to the industry. Establishment of IT Investment Promotion Board – State Nodal Agency dedicatedly focused on augmentation of IT investment in the state. State policy formulation with the contribution of other departments.

**CompuCom**

Identification, Monitoring and honing of state-based IT firms. Expose & update them with latest & in-market technologies, arrange FOC training sessions and arrange business development for them. In order to bridge the gap between academia and industry demands, the Government shall include the finishing schools in Skill Development projects. Arrangement of seminars, trade fairs, events to market & promote the good sense about the sector amongst the prospective buyers and investors. Relaxation/subsidy to IT investors for the establishment of business in the state in terms of tax imposition, electricity subsidy, land revenue, etc. Make arrangements for the sharing of world-class state-owned IT infrastructure with service providers on attractive terms and conditions. Contribute to attract investment in the building of world-class data centers. Establish IT parks with a complete ecosystem, viz., residential apartments in close vicinity of a workplace, markets, educational institutes, hospitals, etc.

Promotion of Entrepreneurship: With a firm policy, ministry, infrastructure in place, there should be efforts on the promotion of entrepreneurship amongst the stakeholders. They should be handheld in setting up their own business right from scratch till attainment of maturity with exposure to all the resources preferably FOC & wherever necessary at a nominal cost. They should be encouraged to work on the evolution of ideas and present them at a state-owned incubation center. Bright ideas should be accepted by a committee and helped/sponsored till they become a product. Thus promotion of entrepreneurship would certainly achieve the promotion of technology, out of the box thinking & employment in the state.

Connectivity: Apart from cyber, Physical connectivity is also an important aspect in the field of IT sector. Frequent interactions and promotion of business require a healthy transportation system. The state aviation ministry should work on a policy for the same. Major Business cities of the country, like state capitals and other business hubs, should be well connected through Trains, flights and road transport with flights operating smoothly and preferably catering business hours. Impetus on creation of at least two international airports in the state should be taken up seriously in the state with flights operating between major IT outsourcing countries like UK, USA, UAE, etc. on a frequent basis. Rajasthan is blessed to have its capital city Jaipur connected well with country capital New Delhi by Rail & Road, this network could further be leveraged in marketing proximity.

Last year has been the election year, be it at the center or the state level. CSL with prime focus verticals as E-Governance projects were impacted by the same. Actually Election Code of Conduct imposes ban on floating of new business opportunities from the Government to minimize corruption. Besides manpower attrition is always a deterrent to a company's growth. Last year, one of the E-Governance projects completed its cycle and were not given an expected extension due to the crunch of funds at the Govt. Department level.

However, there is always a shining side to glum situations, we took the following steps:

Reassessment of strengths: Identification of technical prowess areas, Identification of weaknesses by experience, the study of market demands, efforts estimation to be at par with competitors.

Resources Strengthening & Reallocation: Identified manpower resources with their technical strengths from the discontinued/about to close projects. Sessions on Capacity building on prevalent technologies was carried out for such resources. They were given in-house assignments to hone their technical skills and to stay at par with industry acceptable standards.

Identification of New Trends and verticals: Marketing & Management representatives brainstormed and identified upcoming and latest trends in technology which are in great demand. Several new verticals like "Man Power supplementation" were identified as strong and safe options as a line of business.

Formulation of new policies: To carry our business in new lines/verticals, business policies were formulated and put into practice.

Strengthening of Marketing Efforts: Several steps were taken to strengthen the marketing efforts, namely: Identification & authorization to sharp & strong marketing professionals: In house marketing professionals were given targets & commitments were taken for minimum baseline.

External marketing agencies/professionals were contacted and given assurance of commission base remuneration on the development of business activities for the organization. The company website was completely revamped with all the latest achievements and strengths. Pamphlets, Brochures, Presentations were updated and distributed amongst all the stakeholders. Participation in business fairs, events, seminars by the company's technical/marketing professionals was ensured to promote the brand name and the line of activities/products.

With actions as mentioned above & through our established credibility, we generated some new business opportunities (worth multi-millions) for ourselves and overcame the setback suffered due to the loss of a few projects earlier.

# NetRack hosted PAN India Distributors meet in Bengaluru; Addresses challenges and new opportunities in the distribution market

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NetRack, a leading solution provider for data centers and end-to-end IT server racks, recently organized a partner meet for its Distributors across India in Bengaluru. The main objective of partner gathering was to establish a strong mind share and promote transparency to tackle the growing business needs as well as to explore new business opportunities.

Interacting with the partners, Mr. Ravi Raj, Brand Head, Director, Sales & Support at NetRack said, "Organizing PAN India partner meet helps NetRack team to bring together all the distributors under the same roof and to have open discussions to promote transparency, avoid confusions and to boost partner morale. We would like to thank all the distributors who joined us for the meet and are looking forward to achieving many more milestones in the business together."

Distributor Partners who attended the event got insights into the new Case locking initiative and the relevance of lead tracker to enhance clarity and openness in business leads.The event was followed by relationship building activities at Wonderla Resorts in Bengaluru. The event helped the Distribution channel to better understand the products and the market in order to keep up with the rising market demand as well as the need for customization to pull ahead of competition.

Below are few testimonials from NetRack's distributors.

Mr. Krishnamurthy from Ecaps Computers said, "We have a long term association with NetRack of over 16 years. They started small and have made a name in the market in a short span of time. What attract us to NetRack is the quality, brand, and commitment offered by them as a team. While competitors offer limited product category, NetRack offers end to end Data Center solutions. They provide competitive prices with good discounts and are also engaged in active branding with lot of promotional activities like BICSI, DCD which is favorable for the partners. NetRack helps in delivering customized solutions addressing most of the industry segments such as IT, ITeS, Enterprise, etc."

Ramakrishna from Netfinity Solutions said, "We have been associated with NetRack for over 15 years. We are very happy with the best-in-class products, delivery schedules, commitment to deadlines, response to mails and 24*7 back end support offered by the NetRack team. Due to high quality certifications and competitive price, they are well accepted in the market. We look forward to growing together in the data center market and reach greater heights with NetRack team."

# OPPO brings India's biggest Drone Light Show to Mumbai

OPPO is all set to illuminate the Mumbai skyline with India's biggest Drone Light Show to showcase the camera prowess of the upcoming Reno3 Pro. The first-of-its-kind drone light show will captivate the spectators with an awe-inspiring display at the Girgaum Chowpatty beach in Mumbai on Thursday, February 27, 2020. Innovation is at the core for OPPO not only in terms of technology but also through its creative marketing initiatives. As a consumer-centric brand, OPPO has always focused on creating experiences that reverberate with the young millennials. With this Drone Light Show, OPPO aims to create an ever-lasting impact with one-of-its kind marketing initiative ahead of the launch of its much awaited Reno3 Pro.

For more details go to https://bit.ly/2PkDgeH

# DIGISOL launches high performance 8 port Managed Switch – DG-GS4110

DIGISOL Systems Ltd., a leading provider of the Networking products, extends its managed switching portfolio with the launch of DG-GS4110- an 8 port switch with 2 Gigabit SFP Ports. It is an intelligent network manageable switch designed for network environments that require high performance, high port density and easy for installation. It provides 8 Gigabit Ethernet and 2 Giga SFP ports.

*Designed for extreme performance:*

The DG-GS4110 L2 managed switch comes with 20 Gbps switching capacity in order to ensure maximum uptime for data transfer. Wire-speed switching performance helps to take full advantage of existing high performance on PCs and laptops by significantly improving the responsiveness of applications and file transfer times. The device also has two Gigabit SFP ports for high speed uplinks to servers or backbones. The switch Supports 6KV input Surge protection, it ensures reliable and stable connectivity even during bad weather or thunderstorms.

*Fanless Design:*

This is a compact and fanless design switch that ensures silent operation and greater reliability. It is a cost-effective and energy-efficient solution to maintain optimal operating temperatures without causing much noise.

*Continuous Availability:*

The newly launched managed switch comes with IEEE 802.1w Rapid Spanning Tree Protocol which provides a loop-free network and redundant links to the core network with rapid convergence, to ensure faster recovery from failed links, enhancing overall network stability and reliability. IEEE802.3ad Link Aggregation Control Protocol (LACP) increases bandwidth by automatically aggregating several physical links together as a logical trunk and providing load balancing and fault tolerance for uplink connections.

*Comprehensive QoS:*

Traffic is prioritized according to 802.1p giving optimal performance to real time applications such as voice and video.

*Improved security features:*

The DG-GS4110 L2 switch's Port Security feature ensures access to switch ports based on MAC address. Thus, limiting the total number of devices from using a switch port and protects against MAC flooding attacks.

*Pricing:*

The DG-GS4110 L2 Switch is priced of Rs. 12000/- and comes with three years of warranty.

# Fortinet advises organizations to adopt a layered approach to 'Make The Internet Safer'

Fortinet, a global leader in broad, integrated and automated cyber security solutions, today reminded how important it has become to MakeThe Internet Safer as our society relies more than ever on the availability of digital infrastructure.On Safer Internet Day Fortinet is uniquely positioned to help by extending their ability to educate customers, partners, students, users and global audience at all levels of experience with tips that will go a long way in making our digital world safer and secure. While cybercrime continues to escalate, many of today's most damaging security threats are not the result of the traditional perception of malicious outsiders breaching a network to deliver malware. The real risk which a growing number of organizations are concerned about are security risks resulting from users who have access to sensitive data and systems. Concerns about insider threats isn't just a fire drill. Over two-thirds of organizations believe that insider attacks have become more prevalent over the past year, with nearly half of companies reporting having experienced between one and five critical cyber incidents caused by an insider in the past twelve months. The reasons mainly are a lack of employee awareness and training. Organizations should implement a layered approach to security across people, processes, and technologyto future-proof and manage these risks: Train People – The vast majority of attacks still happen because someone clicks on a malicious link. Employees need to be continually educated on creating strong passwords, how to identify malicious URLs and email sources, and to not open or click on unfamiliar or unexpected email messages, links, or attachments. This should then be augmented with access management policies, including a zero trust policy, and intent-based segmentation so in the event of an incident, an attack is limited to a specific segment of the network. Implement Processes – Incident response plans need to include regular backups that are stored off-network, regular testing of those backups, and system restoration drills to ensure everyone knows their role so systems can be restored as quickly as possible. IT teams must always know what assets are online, where those assets are, and then be able to prioritize their access to and consumption of resources based on which are most business-critical. Deploy Technology – Security tools need to be chosen based on their ability to be integrated together and cross-automated so they can gather, share, correlate, and consume threat intelligence across the entire distributed network in real time. There is no magic pill to make the Internet Safer. It requires constant user education and awareness creation. Campaigns can be focused specifically on a training initiative such as cybersecurity awareness, or could be larger campaigns that are well aligned with your learning objectives. They can be internal campaigns or external campaigns that typically provide a significant number of resources and support. An industry awareness like Safer Internet Day can be a great vehicle to launch or expand a cybersecurity awareness campaign.

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# Dogma Soft Celebrated 10th Foundation Day
## as
# JASHN-E-DASHNAWALI

Dogma Soft Group celebrated its 10th Foundation Day as Jashn-E-Dashawali on 29th Jan 2020 at Deep Smriti auditorium, located at Shipra Path, Mansarovar, Jaipur. The party was filled with several activities to celebrate the occasion. The programme started with lighting the lamp and worship of GOD (Ganesh Vandana and Saraswati Vandana). So, after the Ganesh Vandana, the evening started with an inspirational speech of the Founder Member of Dogma soft Limited Mr. Pawan Godara. In his speech, Mr. Godara spoke about innovative development in IT and Digital India.

So after his speech, next in queue was a comedy sequence by famous comedian Sunil pal who entertains the audience in his own different style. National poet Abdul Gaffar(Poet of VEER-Ras), Surendra Yadvendra, Ram Bhadwar and Kamal Mohan (Poets of the Hasya-RAS) were invited to entertain the guests by their comic poetry and the audience was in laughter and clapping loudly to show its appreciation. After this poetry session, famous Panjabi singer Jeeti Jagjeet has enthralled all with his extravagant music so far. Mr.Ashok Saini State President of Bhartiya Janata Yuva Morcha and Mr.Abhimanyu Puniya State President of NSUI were invited as a chief guests. Mr.Surjendu Kulia , Co-founder and COO of Zopper , Mr. Anil Verma Senior Vice President, UTI, Mr.Mahendra Shandilya President, Rajasthan High Court Bar Association, DY.SP. ACB Ram Singh, Mr.Sultan Singh Senior Vice President, AU Bank and Mr. Atma Ram district president BJP, Shri Ganganagar were invited as a special guest.

It was an incredibly awesome experience for everyone being a part of the grand event. So below you can watch some glimpse of the evening.

# ISODA Organised it's10th edition of flagship event Tech Summit X at Baku

The Infotech Software Dealers Association recently concluded the 10th edition of its flagship event TechSummit – TSX at Baku. The event promised to provide a solid platform for technology companies to network and grow their business along with some of the largest Channel Partners in the country. Tripwire was the Gold Sponsor for the event. The sponsors got to interact with Hon. Deputy Minister Mr. AlmirVelizadeh (Transport, Communications and High Technologies, Republic of Azerbaijan) and Hon. Ambassador to Azerbaijan Mr. B Vanlalvawna (Government of India) at the inauguration on February 5, 2020. The Hon. dignitaries presented their vision for Azerbaijan and invited the ISODA community to work closely on developing their country even further. The feedback from the ISODA members was very positive in terms of the learning.The Sponsors themselves got lots of opportunities to interact and discuss business plans with the partners.

Mr.Dhiraj Vijayvargia Director, Priyam Infosystem says, It was a fantabulous show from ISODA in Baku it was such a very great event. Government officials also participated in Tech summit X of ISODA. Ambassador of India was also with us and IT secretary was also in the inaugural session and the tourism minister was also with us and it was a very grand event and all the ISODA members have enjoyed there. New members also participated in Baku ISODA Tech Summit X and the good news is that one of our new member from Rajasthan Mr Rajiv Gupta from Professional Softech Pvt.Ltd. got the business excellence award there. We had a great time and great networking there it was a memorable trip for all of us.

Mr. M.L Gupta MD, Soft World says, Attending TSX first time, has been a great experience, both in terms of knowledge as well as enjoyment. It's a very good networking opportunity and we could connect with some new people.

Mr. Manoj Tiwari MD, Rise Tech Software says, "Having being privileged to be part of most informative enduring and successful event I deliver my heartfelt congratulations to entire TXS team....Raising the bar of ISODA Tech Summits standards, ISODA served TSX10 – Baku as an ultimate hotspot for information exchange, networking and entertainment to 100 plus software channel partners and OEM s from India.
(TSX10) took place in the beautiful capital city of Republic of Azerbaijan, Baku from 5th Feb to 8th Feb 2020. The four-day event was an intoxicating experience for all . It was a combination of gaining Knowledge with full entertainment and Joy. There were nearly 24 presentations and tech talks by different leading vendors of security, Storages and others solutions.
Apart from the OEMs from global market, the event was addressed by Shri B. Vanlalvawna (IFS:1998), Ambassador of India to the Republic of Azerbaijan and Deputy Minister of Transport, Communications and High Technologies, Elmir Valizadeh.
Last but not least this was most informative and interesting event and Hats off to the Team ISODA."

Mr. Lalit Choudhary Director, Aadhar Infonet says, We had a Good experience with the same tech summit , it was entertaining for business and fun purpose too, very much satisfied with the same and expecting such trips for future also.

Mr. Rajiv Gupta Director, Professional Softec says, I am very happy to get awarded from ISODA. I got the business excellence award in ISODA Tech Summit X. It was quite surprising for me because I was not aware of it. I went there for the first time and I must say it was a very nice place to visit.I am a new member of ISODA. The technical sessions were quite good. There were many companies that represent themselves and gave PowerPoint presentations of their software. So it was a nice experience for me to be there.

Mr. Manish Joshi CEO, DATA SOFT says, It's being a great experience being a part of ISODA & attending first tech summit in Baku. Interaction with extra ordinary business minds, excellent presentations by leaders & mesmerizing beauty of Baku everything was just great. Kudos to the team for organizing such a wonderful event. Looking forward to future tech summits.

Mr. Mukesh Agarwal MD, Surbhi Electronet says, It has been a great experience attending the TechSummit 2020 in Baku this February where I met many different and innovative partners in IT domain from pan India. Personally I think this conference was very well organized and was very successful. I fully enjoyed the 3 day event with so many interesting seminars and discussions on various topics. The sessions, delivered by committee which I attended had been very informative and insightful on their particular subjects. I would like to take this chance to reflect upon my enriching experiences in Baku and summarize in what ways this ISODA meet helps me to study trending innovations in IT Industry and adopt an international perspective on how it benefit from exchange of ideas, sharing of domain expertise, socializing with counterparts.

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# Hackers riding on the global panic pertaining to the deadly Coronavirus: Quick Heal

Quick Heal
Security Simplified

Very recently, the Coronavirus that apparently originated from the Wuhan province in China has created pandemonium across the world creating an atmosphere of a health crisis for the global populace. As the news of the deadly Coronavirus creates waves of panic across the globe, cyberattackers are lurking into this phenomenon as an opportunity, less of a catastrophe. Multiple instances of malicious, automated emails have been reported in several continents that are getting spooled with 'Coronavirus' as a theme. The content of these emails is smartly written, consisting of an attachment that claims to provide information on prevention & precaution of the virus. When recipients click on this attachment to view the content, what happens next is an irony within itself —one virus used to propagate another. What's worse is attackers are distributing the infamous Emotet Trojan through these malicious attachments. Currently, the major reported instances are seen in regions closer to the Coronavirus' point of origination. Hence, emails written primarily in Japanese and other Asian languages are seen circulated with the attachment heading composed in the regional language, on purpose. To make these emails sound 'very urgent,' attackers are ensuring that they add current dates to these emails.

For more details go to https://bit.ly/2V6kxXU

# BIOSTAR Officially Launches in Taiwan

BIOSTAR

BIOSTAR, a leading brand of motherboards, graphics cards, and storage devices, today proudly announces the launch of their products, finally available for purchase in Taiwan for the first time after 34 years of international market dominance. As a manufacturer of robust and highly reliable PC components for more than three decades, BIOSTAR's versatile list of products ranging from motherboards, graphics cards, SSDs and IPC have satisfied consumers from around the world catering to gamers and pc enthusiasts alike. With a great reputation, they gained from years of international business as one of the most reliable, innovative and consumer-friendly brands. BIOSTAR Taiwan today has finally decided that starting from 2020, their products will be readily available to the Taiwanese consumers exclusively sold on the leading e-commerce platform PChome. The first batch of products to be available in the Taiwanese market will be BIOSTAR's main product line, which is motherboards. The versatility BIOSTAR brings with their line of both Intel and AMD platform motherboards will undoubtedly make them a strong choice for tech consumers in Taiwan when it comes to building those new PCs in the future. BIOSTAR launches 11 motherboards from both Intel and AMD platforms as the first batch of products put on sale for the Taiwanese market including 5 top of the line motherboards from their RACING series. From the AMD platform, the consumers will get the choice to decide on powerful motherboards such as the RACING X570GTA motherboard, which is one of their flagship top of the line motherboards that comes equipped with PCI-E 4.0 Ports with 2x faster bandwidth, secured with the BIOSTAR's exclusive Iron Slot Protection on the x16 lanes which helps handle heavier graphics cards, prevent bending and extending the longevity of the slots. The motherboard is built to support 4-DIMM DDR4 which can be overclocked at 4000+MHz for an additional boost in performance built to fit all use cases from the hardcore gamers to heavy content creators.

For more details go to https://bit.ly/2SuE9Dm

# Dell Technologies Lists Top Server Trends For 2020

DELL Technologies

The emergence of new-age technologies such as AI, ML, and cloud analytics, has disrupted IT operations, business models, and markets – creating a need for organisations to revamp their traditional IT infrastructures. To gain a competitive edge and to overcome significant challenges such as managing numerous workloads, organisations are heavily investing in transforming their IT infrastructure. Therefore, for a seamless transition into the future of IT, they need to deploy advanced servers that form the foundation of modern age IT infrastructure – running a variety of workloads from database to software-defined storage. Amongst many factors that will dominate the server market, Dell Technologies lists down 3 key trends that for the year 2020: Server Security: Built-in, not bolted on: Data protection is increasingly becoming the top of the mind recall for IT managers, however, their major focus is only around protecting critical applications & OS from malicious attacks. Since server infrastructure is also the key to data center security, it becomes necessary for these IT managers to protect their servers from external threats. Hence, in 2020, we will witness the rise of holistic server solutions which will have security in-built into the infrastructure design rather than adding as an extra layer. Re-skilling Workforce: A necessity, not an option: With new-age technologies driving the next data decade, organizations are rapidly moving towards IT transformation. However, to make most of these modern IT infrastructures, an upskilled workforce becomes necessary. For instance, in the context of compute, organisations will need to invest in re-skilling their engineers to make them understand these emerging technologies and to help them deliver better results. Hence, in this year, we will see re-skilling and up-skilling transition from an option into a requirement. Data & Scalability to go hand in hand: Data is the key to the future as businesses will eventually turn to data-driven insights to cater to the changing demands of their customers. As dependency on these emerging technologies continue to grow, we will witness an unprecedented growth of data. Therefore, organisations while anticipating their future growth, will look out for compute solutions that are scalable in nature.

For more details go to https://bit.ly/2UVWtXA

# RP tech India introduces Ubiquiti® UniFi Protect G3 Video Surveillance Series in India

RP tech India, the country's only value-added distributor, is pleased to introduce Ubiquiti® UniFi™ Protect G3 Video Surveillance series in India. Designed for maximum performance in the smallest form factor, the G3 UniFi Protect Cameras deliver superior video quality at an affordable price. The Company has launched five models namely UVC-G3-FLEX, UVC-G3-DOME, UVC-G3, UVC-G3-PRO and CK GEN 2 PLUS to, which offers advanced surveillance at users' ease. The UniFi Video G3 series represents the next generation of cameras designed for use in the UniFi Video surveillance management system. These cameras offer 1080p Full HD resolution for day or night use and are integrated with the UniFi Video software for powerful and flexible, integrated IP video management. It offers scalable plug and play, where users' can add up to 20 cameras to their surveillance system to cover every angle or perimeter. Automatic camera detection in the UniFi Video software makes it easy to install and deploy cameras. The cameras are easy to operate and manage using the UniFi Video software, which is pre-installed on the optional UniFi Cloud Key Gen2 Plus and UniFi Dream Machine Pro. Users can download Video software on a Windows or Linux-based system free of charge. UniFi Video can also be accessed on iOS and Android platforms using the UniFi Video mobile app. A key feature of the UniFi Video cameras is that it handles motion detection instead of the server, relieving the workload on the server and ensuring that compression and noise won't affect motion detection. UniFi Video has automatic recording management to free up disk space. User-definable disk space and date-based auto purge allow users to keep a set amount of free disk space or automatically delete recordings after a certain number of days. Commenting on the launch, Mr. Rajesh Goenka, Director, Sales & Marketing, RP tech India said, "We are excited to introduce UniFi Protect camera range in the Indian market. Designed for maximum performance in the smallest form factor, the G3 UniFi Protect Cameras deliver superior video quality at an affordable price. You can view your live video and recordings anywhere with free cloud access and mobile applications." For more details go to https://bit.ly/38yLAPD

# Astrum Expands Gaming Category by Launching its first Low Cost Gaming Mouse MG200 at Rs. 799

Astrum, a new leading technology brand known for its innovation and intelligent solution expands its gaming category by launching low cost gaming mouse MG200 with multi-color LED light option and ergonomic design for ultimate gaming experience and long-hour use. The curves of the MG200 provide you the most comfortable gaming encounter ever, especially during the toughest stages of your favorite game. Now go on gaming for hours without facing any discomfort or pain on your fingertips. With 4 Variable of High Precision DPI (1000DPI/1200DPI/1600DPI/3200DPI) resolution optical tracking technology delivers the sensitivity and precise tracking on a wide range of surfaces. Its multiple side macro buttons can be programmed by installing driver software, which makes the mouse more intelligent and meets more demands for different games. Highlight your overall gaming atmosphere by just plugging the 1.5m/4.9ft high-speed USB cable. No additional software or firmware needed. This gaming mouse is compatible with Windows 7, 8, and 10 operating systems. Moreover, you can also use this mouse on any surface without any performance issues. The product is already available with leading retail stores and e-commerce portals in India. Have attached the press release along with this email, do let me know if you need any other information.

# Fonterra Co-operative selects HCL Technologies for IT Infrastructure Transformation

Global technology company HCL Technologies (HCL), today announced a new large contract with New Zealand dairy co-operative Fonterra to modernise and manage the entire technology infrastructure Fonterra employees around the world use every day. The multi-year partnership with HCL Technologies will consolidate Fonterra's technology suppliers and bring together the Co-op's IT infrastructure services under one umbrella. The technology edge services provided by HCL will enhance Fonterra's employee experience, to navigate through their business operations. This partnership will also extend HCL's New Zealand presence to three offices within the country and will bring around 60 new jobs to the Waikato region, as the local support services for Fonterra employees will be based at its Hamilton Delivery centre. The partnership will reinforce HCL's focus in supporting the local New Zealand IT ecosystem by investing in local skills and partnering with regional companies and tertiary education groups to develop the local expertise to fill these roles over the coming years. Michael Horton, Executive Vice President & Country Manager, Australia & New Zealand, HCL Technologies, says "We have been supporting Fonterra for over a decade by managing its IT application support and maintenance portfolio including SAP. We are delighted to expand our partnership with Fonterra to modernize and manage the entire technology infrastructure. This will enable us to further support both Fonterra's business strategy as well as the agri-tech sector overall in the region. For more details go to https://bit.ly/32iB4tz

# Quotes for Pre-Budget Expectations- Tech Logistics & E-Learning platform

**Quote: 2020 Budget Expectations**

*Mr. Kushal Nahata, CEO & Co-founder, FarEye*

"The existing government has always been supportive of digitalization. Having said that, it will be welcoming news if the government plans to invest more in digital infrastructure to enhance connectivity in the rural parts of the country. Connectivity is extremely important to ensure logistics visibility and mitigate transportation risks. A greater focus on mandating the digitalization of certain key accounting, billing, and logistics processes are also needed to boost compliance and tackle corruption better. Another important reason as to why this budget should focus on and invest in digital technologies is ensuring greener logistics practices. Modern logistics management tools can empower businesses to drastically reduce fuel consumption and hence shrink their carbon footprint.

We are expecting that the government will initiate further investments in the National Centers for Artificial Intelligence and AI hubs that will help the startup ecosystem garner the benefits of these technologies. Besides, we also expect the government to expedite the development process of projects like the Dedicated Freight Corridor (DFC).

**Quote: 2020 Budget Expectations**

*Mr. Sameer Nigam, CEO &Co-founder, Stratbeans*

"2020 promises to be a huge year for digital transformation across industries. With the Union Budget set to be announced, we expect the government to introduce measures to provide the MSMEs sector a fair and equal opportunity to participate with large organizations. A level-playing field could be created by tax incentives. The government should also consider lowering the rate of GST on eLearning and eLearning creation software to reduce the input cost of digital transformation projects, which are a key component of industry 4.0 initiatives. This will also make E-learning and video production software more affordable to a large number of consumers and create a higher growth rate for the gig economy in this sector. Another key step that the government can take is to allot budgets for conducting Expos and trade shows for the IT players wherein we can showcase and pitch our tech services to Indian as well as global companies".

# PreLoved Device has acquired India's First Refurbished Marketplace- Overcart

**PreLoved Device announced that it has acquired India's First Marketplace for Refurbished Products Overcart in a cash and stock deal. Post this acquisition, Overcart, backed by JSW Ventures, Omidyar Network, Sattva Capital and Venture Works will be operated under the PreLoved Device brand name.**

**With this acquisition, PreLoved Device aims to strengthen its position in second-hand and refurbished goods space. As a part of this transaction, the entire team of Overcart will be joining PreLoved and the company's customer base and products will be migrated as well.**

**Commenting on the same, Mr. Yogesh Bhatia, Founder, PreLoved Device said, "India is an important market for us and this acquisition will help in considerably scaling-up our domestic business. With this acquisition, we will be able to leverage the technological capabilities, customer data base that Overcart has built in the refurbished industry."**

**"This investment aligns with our strategy and our goal is to contribute to India's success story while growing our business across the country.", he further added.**

For more details go to https://bit.ly/32m23o0

# "Brother Cup -2020" has organized by RCTA

**RCTA has organized its 15th Cricket tournament on 16th of February,2020 at Naina Cricket Academy, Jagatpura, Jaipur. There are four teams Pantum , Zotex , HP, Sophos(RTS) participated in this tournament. It was a 15 overs tournament. For semifinals team Zotex beat team HP & team Sophos beat team Pantum. Sophos won the championship by beating Zotex in the finals. The event was sponsored by Brother, Sophos, Zotex, HP & Pantum and Co-Sponsored were Net protector, Epson, HCN, Enter, Tenda, Gurdian, Ncomputing, Bits & Bytes, Samsung, Zebion and Finger.**

# CoronaVirus Threat- Apple Warns the CoronaVirus is a Threat to Global Business

Apple is a popular American worldwide technology company that sells the most popular electronics used today including the Apple Watch, Macbook, and iPhone. The billion-dollar company has warned investors that the coronavirus outbreak is limiting the number of devices that can be made and sold in China. "Work is starting to resume around the country, but we are experiencing a slower return to normal conditions than we had anticipated," Apple mentioned. Most of China's assembling operations are based in China. Appel has temporarily closed all of its stores in China. As the company plans to re-open its facilities, employers "must meet quarantine conditions, and they can only return to work in the campus after approval," said Apple. With nearly half of the world on travel restrictions, this is causing a hard hit on the popular technology company. "The health and well-being of every person who helps make these products possible is our paramount priority, and we are working in close consultation with our suppliers and public health experts as this ramp continues. These iPhone supply shortages will temporarily affect revenues worldwide," said Apple.

# R&M Introduces recently launched technology QuickRelease

R&M is helping users ensure simpler insertion and removal of FO patch cords. Network technicians also operate the new push-pull mechanism for MPO and LC connectors using the rear strain relief sleeve. The recently launched technology is called QuickRelease, or QR for short. It helps increase the packing density of FO ports in network cabinets without having to make any compromises in terms of operability. R&M is the globally active developer and provider of cabling systems for high-quality network infrastructures based in Wetzikon, Switzerland. The functions of the strain relief sleeve of the QR connectors have been extended. The strain relief sleeve now not only serves as radius limitation and of course strain relief sleeve, but can also be used as a control element. It guides the plug. Network technicians slide and pull back the strain relief sleeve to lock or release the QR connector in the patch panel. With the QR mechanism, the distance between the coupling windows which used to be required for the handle is now no longer necessary. In the case of MPO-QR connections, the packing density thus increases to 120 ports per height unit, 50% more than with conventional patch panels. The LC-QR duplex also enables a packing density of 120 ports or 240 fibers per height unit. This means that up to 10,080 fibers can be connected in a network cabinet with 42 height units. For data centers this means: They make better use of the racks. The network infrastructure can be scaled to save space enabling the construction of spine-leaf architectures for faster data traffic. There are QR variants for patch cords with MPO, LC simplex, LC duplex and LC Uniboot connectors. R&M specifies the QR connectors for all typical use scenarios. The MPO-QR is compatible with MPO/MTP® connectors made by other manufacturers. It supports singlemode and multimode fibers of the categories OS2, OM3, OM4 and OM5. R&M assembles the MPO-QR with 2-millimeter patch cords and the LC-QR duplex with 1.4-millimeter cables.

# DIGISOL expands its Data center offerings, Unveils Next-Gen Switch- DG-GS4934FSE

In order to address needs of today & tomorrow's data centers, DIGISOL Systems Ltd., a leading provider of IT networking solutions, unveils a next-generation 40G stackable routing switch- DG-GS4934FSE with advance hardware and software architecture design. This feature rich switch provides high availability, scalability, security, energy efficiency, and ease of operation with innovative features such as VSF and redundant power supplies. Commenting on the launch, Mr. Samir Kamat, Head of Systems Engineering Department-Active Networking products, said, "Today, data centers are virtualized and distributed across multiple geographies and to manage them, one requires a simple to manage yet agile solution. Our DG-GS4934FSE, is a future proof switch designed by keeping in mind the requirements of tomorrow's data center networks. It's advance performance features and ease of operation makes it an ideal solution for data centers." Designed for high-performance computing requirements DG-GS4934FSE delivers high-performance, hardware based IP routing. RIP, OSPF and BGP provide dynamic routing by exchanging routing information with other Layer 3 switches and routers. With DG-GS4934FSE, customers could easily achieve Policy based Route (PBR), which is important when they need multi exit application. The 40 Gigabit Ethernet connectivity of DG-GS4934FSE is accomplished via a hot-pluggable 40 Gigabit QSFP+ transceiver which supports distance up to 300 meters over multimode fiber and 10 to 40km over single-mode fiber. Its Virtual Switching Framework (VSF) feature virtualizes multiple DIGISOL switches into one logical device, achieving the sharing of information and data tables between different switches.

For more details go to https://bit.ly/2ub6QMe

# KDM Launches 10,000 mAh High Capacity 10X Portable Power Bank with Dual Charging

KDM® Connecting Forever

Stylish, sleek, charge two devices at a time and compatible with all mainstream smartphones, mobiles, tablets, and gadgets Loaded with safety features like auto-off, overcharge protection, and more this power bank is a lifesaver for gadgets

KDM, a brand committed to providing premium audio products at affordable prices, recently launched KDM 10X Power bank. The KDM 10X comes with 10,000 mAh and charges 2 devices simultaneously with its two USB-A ports. Its compact & elegant design adds up to the high charging capacity feature. KDM 10X is an ultra-compact power bank with superior quality that comes with complete protection against damage caused by short circuit, over-voltage, over-current, over-charge, over-discharge and over-heating. "In today's busy lifestyle, nobody wants to get disconnected from their work, entertainment and loved ones due to low power in their smart phones and tablet. To meet this need, we at KDM have launched a 10X Power bank.

The power bank can be carried on a trip, to listen to songs, make calls or play unlimited games without the fear of running out of battery on the move. A nifty and useful lifestyle accessory that everyone will find it indispensable", said N D Mali, Managing Director at KDM. "KDM products are well accepted in the Indian market which has given us the confidence to introduce more and more products to the consumers and our partners".

For more details go to https://bit.ly/2T4k9q6

# boAt launched their new range of audio products – Stone 170 Portable Bluetooth Speakers, Airdopes 311V2 and SpinX

boAt – a leading audio brand that reflects the amalgamation of music, fashion and action sports launched their new range of audio products – Stone 170 Portable Bluetooth Speakers, Airdopes 311V2 and SpinX Portable Wireless Speaker at the recently concluded Lakmé Fashion Week. The newly launched product range is targeted at Gen Z – the first generation of true digital natives. With a strong focus on consumer desires and aesthetics, the brand has developed these products that seamlessly integrate into an evolved consumer's style statement. Breaking the norm, the models at LFW were seen sporting boAt accessories as a way to Relax and Rewind after Work. Excited on the launch, Aman Gupta, Co-Founder boAt said, "Lakmé Fashion Week is one of the biggest fashion events in the country and as a lifestyle brand it becomes an ideal platform for us to partner and launch our new range of audio products. The launched products are high on tech, fashion, style, and performance making it refreshing, inspiring and completely in sync with the millennial and Gen Z today." In a sector dominated by established global brands, boAt has ramped up quickly in a short span of three years, through its core high-quality audio product line of smart, efficient, stylish and durable 'hearables'. It has already created a community of over 2 million boAtheads (consumers) who want to be seen listening and wearing their boAt accessories to make a lifestyle statement. In the past boAt had partnered with famed designers including Kunal Rawal and Urvashi Kaur to launch limited edition audio accessories at the Lakmé Fashion Week.

# SonicWall Names Debasish Mukherjee as VP, Regional Sales APAC

SONICWALL

With growth in APAC, India, ANZ, South East Asia and Greater China, SonicWall announced the promotion of Debasish Mukherjee to VP, Regional Sales APAC at SonicWall. Formerly the Country Director of India & SAARC, Debasish will assume the new responsibilities for driving sales and growth in the region in his new role. "We are pleased to announce Debasish's new role in our sales organization and believe that he will further establish our leadership position and accelerate sales as we continue to see growth across the APAC region," said SonicWall Senior Vice President and Chief Revenue Officer Bob VanKirk. "It is imperative to help our customers navigate the choppy waters of cyberthreats, as they increasingly grow in sophistication and precision. We look forward to working with and educating our APAC partners and customers as we continue to enhance our SonicWall offerings." Speaking about his elevation within the company, Debasish Mukherjee said, "I am delighted with the new position and the confidence reposed by the organization. My ten- year stint with SonicWall has been very good and I look forward to the new challenges that come along with the role." With over 20 years of experience in IT Solution Sales & Channels Management including Leadership responsibilities to deploy go- to- market (GTM) strategy Formulation & Revenue Recognition, Debashish has spent over a decade with SonicWall in various capacities at a leadership level. More than 500,000 organizations have deployed SonicWall in their networks and the company has shipped over 3.3 million firewalls around the world. Since becoming independent in November 2016, SonicWall has launched 54 new products to bolster the SonicWall Capture Cloud Platform, aligning itself to current market trends and properly defending its customers from successful attacks. For a better understanding of the cyberattacks that are creating boundless points of exposure to your organisation.

# ASUS Announces ASUS Exclusive Store launch in Navi Mumbai

Technology giant ASUS India announced the launch of its state-of-the-art new store in Navi Mumbai. Mr. Leon Yu, Regional Head, India & South Asia, Asus and Mr. Pankaj Goenka, Owner of the store inaugurated the ASUS Exclusive Store today. The store is set to host an extensive range of electronics and computer hardware, including the brand's flagship products such as Zenbook Pro Duo, Zenbook, Zenbook-Flip, Vivobook and Republic of Gamers (ROG) laptops. The brand's new ASUS Exclusive Store is located at Icons, Shop.No.-4, Manas Cooperative Hsg. Society, Sector-6, Airoli, Navi Mumbai-400708 The new store launch is part of ASUS' vision to expand its market presence across different market tiers, by opening 200 stores by 2020. The store will give users easy access to brand's latest and flagship products. Interested customers can simply walk in and experience the innovation-led all new products of ASUS, including Zenbook Pro Duo, Vivobook, Zenbook, Zenbook-Flip, and Republic of Gamers (ROG) laptops. Commenting on the store launch, Mr. Arnold Su, Business Head, Consumer and Gaming PC, ASUS India said, "We are extremely delighted to announce the launch of ASUS store in Navi Mumbai. Maharashtra is an important market for us, and the launch of the new AES is testimony to that. Since early 2019 we have been aggressive on expanding our offline footprint and today we have more than 100 Asus Exclusive Stores across India and are gunning for a double century by 2020. From our business strategy perspective offline growth is integral, the kind of margins we pass and the cost structure we have, we are one of the most efficient brands in offline retail. We have taken a lot of learnings from online and implemented in offline which has enabled us to receive overwhelming response for the successfully operational ASUS Exclusive Stores and we hope to recreate the same success story for this new store in 2020." In addition to ASUS Exclusive Stores, ASUS also has a strong customer connect through other large-format stores, such as Reliance Digital and Croma. Contributing to its swelling retail network are a few thousand resellers spread across 600 districts in India. Besides, the onsite service footprint of ASUS covers well over 20,000 pin codes in India. In addition to offline connect; ASUS has actively collaborated with e-commerce platforms like Flipkart, Amazon and Paytm Mall to reach out to ambitious users who wish to own the best of industry-leading cutting-end innovation.

# Canon India strengthens its foothold in West Bengal with the installation of imagePRESS C8000VP in Kolkata

The flagship machine is installed at Mantra Designers and Printers in Kolkata. Mantra is a new generation printing space which is committed to changing the printing landscape in the Eastern region

Kolkata, 19th February 2020: Steadfast in its commitment to lead by innovation and provide seamless experiences to its consumers, Canon India, one of the leading imaging players, announced the first installation of its flagship imagePRESS C8000VP in West Bengal at Mantra Designers & Printers, Kolkata. Acclaimed for its unique value proposition, the machine was inaugurated in the distinguished presence of Mr. Puneet Datta, Senior Director of Professional Printing Products (PPP), Canon India and Mr. Amit Roy Proprietor at Mantra Designers and Printers.

*Mr. Puneet Datta, Senior Director, Professional Printing Products, Canon India with Mr. Amit Roy from Mantra Designers & Printers*

Enticing the attention of the professional printing industry, the imagePRESS C8000VP has yielded over 100+ installations across India. The flagship printer is built to efficiently cater to the latest production demands and easily handle quality jobs on a wide range of substrates, enabling unprecedented image production quality and capability to print on a host of media. Its unique value proposition allows imagePRESS C8000VP to cater to the specific requirements of multiple commercial print and packaging applications. Expressing his views on the growing market demand for the series, *Mr. Puneet Datta, Senior Director, Professional Printing Products (PPP), Canon India* said, "At Canon, we thrive to delight our customers spread across geographies with latest technology and innovation in the professional printing space. Kolkata is a vital market for Canon, and we have installed multiple machines in this market in the past few months. We are excited to reinforce our footprint in West Bengal with the installation of image PRESS C8000 VP in Kolkata. Featuring proven technologies from the successful imagePRESS product line-up, the image PRESS C8000VP maintains high productivity and delivers vibrant output by smoothly integrating into existing workflows. This installation is a shining example of the success of our image PRESS series and a symbol of Canon's strong commitment to the Indian market. We are positive that the installation will prove to be an important milestone in the growth journey of Mantra Designers & Printers and will further help them to gain strong acceptance among customers." Mantra Designers and Printers is a one-of-a-kind new-age printing and designing space located in Sealdah, Kolkata, Asia's largest printing, paper and publishing district. Fiercely committed to the mission of providing customers and businesses the access to exceptional quality digital printing, Mantra aims to elevate the printing experience for everyone. Positioned at the crossroad of Baithakkhana Road and Surya Sen Street, it is a shop easily accessed by trains, buses, metro and all other forms of transportation. Speaking at the installation of the machine, *Mr. Amit Roy, Director, Mantra Printers* said, "Over time, we have witnessed a growing demand for color consistency across a wide variety of media, but there wasn't any solution which catered to this specific requirement. On the basis of our extensive industry research & personal technical evaluation, it became evident that imagePRESS C8000VP is number one, especially in terms of media versatility, duty cycle, quality and consistency of prints. Canon has always been well-known within the industry for its range of technologically supreme and reliable products-all of which gave us the confidence to install it.

For more details go to https://bit.ly/2HHhwFr

# The Infotech Software Dealers Association recently concluded the 10th edition of its flagship event TechSummit – TSX at Baku.

The Infotech Software Dealers Association recently concluded the 10th edition of its flagship event TechSummit – TSX at Baku. The event promised to provide a solid platform for technology companies to network and grow their business along with some of the largest Channel Partners in the country.Tripwire was the Gold Sponsor for the event.

This time, there were a record 25 sponsors including 7 ISODA member sponsors. The presentations of the sponsors were very well received because of instructions beforehand to keep the presentations non-technical and away from the products. This time, the advice to all the presenters was to focus on use-cases rather than product features.

The sponsors got to interact with Hon. Deputy Minister Mr. AlmirVelizadeh (Transport, Communications and High Technologies, Republic of Azerbaijan) and Hon. Ambassador to Azerbaijan Mr. B Vanlalvawna (Government of India) at the inauguration on February 5, 2020. The Hon. dignitaries presented their vision for Azerbaijan and invited the ISODA community to work closely on developing their country even further.

The presentations carried onto day 2 (February 6, 2020) and the day ended on a high with all speakers sticking to their time and making sure their presentations were crisp. The feedback from the ISODA members was very positive in terms of the learnings during the 2 days. The Sponsors themselves got lots of opportunities to interact and discuss business plans with the partners. A separate sit out area was earmarked throughout the two days for sponsors to meet potential partners and discuss mutual business growth. Also, the list of the participating members was shared with all the sponsors well before the event date. That gave them an opportunity to reach out to the partners and fix up meeting slots during the TechSummit, well in advance.

A Press Interaction followed all the presentations. The sponsors got an opportunity to share with the Media representatives their thoughts for India Market and how they would like to propagate their story better through the ISODA Community.

All the sponsors have shared positive feedback about the event. For an event of this kind where 115 of the top Channel Partner CEOs of India were present with 25 sponsors, everything from attendance to interactions to networking and fun took place seamlessly.

# Sophos introduced a new "Xstream" architecture for Sophos XG Firewall with high performance Transport Layer Security (TLS) traffic decryption capabilities

Sophos introduced a new "Xstream" architecture for Sophos XG Firewall with high performance Transport Layer Security (TLS) traffic decryption capabilities that eliminate significant security risk associated with encrypted network traffic, which is often overlooked by security teams due to performance and complexity concerns. XG Firewall now also features AI-enhanced threat analysis from SophosLabs and accelerated application performance.

Sophos today also published the SophosLabs Uncut article, "Nearly a Quarter of Malware now Communicates Using TLS," which explains how 23% of malware families use encrypted communication for Command and Control (C2) or installation. The article details, for example, three common and ever-present Trojans – Trickbot, IcedID and Dridex – that leverage TLS during the course of their attacks. Cybercriminals also use TLS to hide their exploits, payloads and stolen content and to avoid detection. In fact, 44% of prevalent information stealers use encryption to sneak hijacked data, including bank and financial account passwords and other sensitive credentials, out from under organizations.

"As SophosLabs' research demonstrates, cybercriminals are boldly embracing encryption in an attempt to bypass security products. Unfortunately, most firewalls lack scalable TLS crypto capabilities and are unable to inspect encrypted traffic without causing applications to break or degrade network performance," said Dan Schiappa, chief product officer at Sophos. "With the new Xstream architecture in XG Firewall, Sophos is providing critical visibility into an enormous blind spot while eliminating frustrating latency and compatibility issues with full support for the latest TLS 1.3 standard. Sophos' internal benchmark tests have clocked a two-fold performance boost in the new XG TLS inspection engine as compared to previous XG versions. This is a game changer."

Latency too often deters IT admins from using decryption, as seen in an independent Sophos survey of 3,100 IT managers in 12 countries. The survey white paper, The Achilles Heel of Next-Gen Firewalls, reports that while 82% of respondents agreed TLS inspection is necessary, only 3.5% of organizations are decrypting their traffic to properly inspect it.

"Sophos' new XG Firewall offers a wide array of enterprise-caliber features, with a growing installed base that is now one of the industry's most widely deployed next-generation firewalls," Eric Parizo, senior analyst for enterprise IT strategy, Omdia.

For more details go to https://bit.ly/2T6HEiv

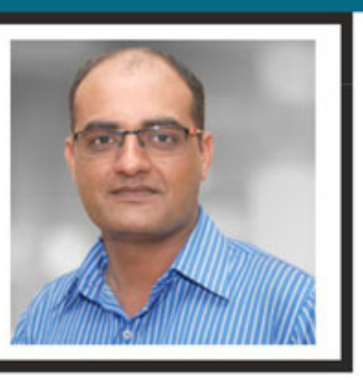
# IT Industry reacts on path barriers and shares suggestion.

## Puneet Mittal
CEO Pratham Software

Education: Help the best Universities in Rajasthan so that they can produce much better students. Currently, with a lot of colleges and universities, there is quantity but not quality. Communication Infrastructure: Jaipur – Gurgaon travel time by road and train should be brought down to 3 Hours. If it happens, a lot of NCR IT Industry will have its presence in Jaipur. Better connectivity by public transport to IT Parks, like Mahindra SEZ and Sitapura in Jaipur. JDA or RIICO should bring an IT Park (a multi-storied building ) in Jaipur, which is part of the city. It can be a multi-storeyed big building. Give incentives to big companies like Microsoft, Amazon, etc, to open their centers in Jaipur.

Increase in the manpower cost. (we have to compromise on quality, also put a lot of effort in training). Availability of resources in varied technology (again in-house training)

## Prakash Choudhary
Director of Strategy Services Fexle Inc



Formation of entrepreneurial activity a government priority – formulation of effective policy for entrepreneurial ecosystems requires the active involvement of government representative working with experienced persons in the IT world who act as 'institutional entrepreneurs' to shape and empower policies and programs. Ensure that government policy is broadly focused – Policy should be developed that is holistic and encompasses all components of the ecosystem rather than seeking to 'cherry pick' areas of special interest. Government already launched couple of schemes to boost the IT industry in Rajasthan state, but that needs improvements to execute the things in a more effective and efficient way. For e.g Startup's success ratio is very low due to lack of funding, skills, quality resources set etc… Here, government should help to set an ecosystem to give more exposure of our state IT people and companies across the globe. This can be achieved by organizing big events or conferences. If someone from service industry tries to get in to government side projects/work then existing process is much robust or tricky – still the big giants are playing their role, so it's not easy for small/medium MSME to participate there. We believe that government should give equal opportunity to small organizations as well. Mahindra SEZ, an another example only few companies started their operational units. It's an area where government have to focus and bring more engagements with big organizations to generate the huge IT traffic. Ensure all industry sectors are considered not only high-tech section – Encourage growth across all industry sectors including low – mid – to high-tech firms. Initiate programs regarding improvement in health, tech education and transport facilities can help achieve better productivity. Tax exemption for IT organizations should be provided by government who have headquarters in Rajasthan itself.

IT skills set and recruitment is one of our pain area or major challenge. To overcome this we do vendor engagements outside of state which really impacting our costs. The other things we are doing is – internal training of fresher to scale up their skills to fit in the IT industry.

## Ranjana Thanvi
Founder & Director Memorres Digital Private Limited

Growing Rajasthan IT sector could be done by allowing the IT companies to solve the problems like Climate Change, Food Wastage, Women Security, Child Trafficking etc by using IT Technologies and Solutions. It will not just help the IT industry but also solve the common underlying problems in Rajasthan. Government of Rajasthan should help the companies with basic funding to build such solutions and promote them on International level. Today many companies are providing outsourcing and helping international countries in building healthcare, environmental, educational etc solutions via technology and consulting services. If we can do it for other countries, why should we not focus on our country first with the help of government.

Most challenges we faced last year is international companies questioning Indian quality of Communication and Deliveries. We are overcoming it with our high quality deliveries and adding value to the organizations we work with. One aspect we follow is to build human to human (H2H) not business to business (B2B) or customer to customer (C2C).

# Post Budget Reactions - Union Budget 2020:

## LTI (L&T Infotech)

Mr.Sanjay Jalona CEO&MD, LTI (L&T Infotech)

"Acknowledging the influence of technology in shaping new age economy is a distinct aspect of the Union budget. Focus on artificial intelligence and targets set for quantum computing is a step in the right direction to strengthen India's position as a frontrunner in exponential technologies. From IT services perspective, it will be interesting to see if setting up more export hubs is encouraged by incentives for the industry that has been at the forefront of exports for the country."

## Kaspersky India

Mr. Dipesh Kaura Kaspersky India

"Government's growing interest in the use of Advanced technologies such as Artificial intelligence, quantum computing, etc was definitely seen as the base of the IT budget for 2020 and an interesting move for Digital India.
In today's budget we saw the government allocating funds to make data centers across India which will also support their upcoming Data Protection Act. However we do hope that this budget will be majorly focused on protecting the stored data especially of sectors like BFSI and large enterprises that consist major quantity of critical data. As it was rightly said that Data is the new oil, it becomes increasingly important for a country like India to protect and secure their data moving forward and also invest in securing other vulnerabilities that may target India's critical Infrastructures, banking and finance institutions and government bodies against the ever evolving cyberthreat landscape."

## RAH Infotech

Ashis Guha CEO at RAH Infotech

"All in all the Union Budget 2020 is a welcoming step towards enhancing India's Digital Ecosystem. Significant investments in the space of cybersecurity, electronics manufacturing, and promotion of IT and IT- enabled services is indeed a great move. The corporate tax cut and benefits derived by new companies, along with improved GST collections, will increase the revenue generation. Initiatives like data center parks across the country, increased focus on BharatNet and National Mission on quantum technologies will boost employment, address skill shortage issue and definitely attract global investments to boost the overall economy. Overall the budget has fulfilled the aspirations of all, from common man to a business tycoon,"

## SoftwareSuggest & CallHippo

Mr Ankit Dudhwewala, Founder, SoftwareSuggest & CallHippo

"When it was announced, the budget hurt the Sensex. In the grip of a slowdown, businesses in India expected a far more pro-business budget. While the budget may not be precisely what the business community wanted, it has several silver linings, especially for the IT sector. Data centres are at the heart of a modern digital economy; the government's decision to promote the establishment of data centres in India is a win-win for businesses and consumers. A considerably more significant number of data centres in India will make the economy more competitive globally. Indian IT players will benefit from the building of additional data centres. The relaxation related to Employee Stock Option Plans is another huge plus. Employees awarded stocks need not pay tax on them for the next five years. Not paying tax on stocks will go a long way in making companies competitive by helping them attract the best talent. Finally taxing dividend when it is in recipients hands will be beneficial to the business".

## TechnoBind

Prashanth G J CEO at TechnoBind

"The budget this time looks very encouraging. Among other things two areas stand out for me. Firstly the FM's specific mention on recognising new disruptive technologies being an integral part of the economy is very welcome – this will give boost to players like us who are focused on Data and other new gen sectors like Fintech and IoT. Secondly the acknowledgement of liquidity crunch as a problem area and the eventual measures to alleviate this by the focus on NBFC sector and their lending prowess will go a long way in helping improving the business climate in the country."

# Kaspersky- global cybersecurity and anti-virus brand.

The budget is going to be announced tomorrow and we would like to share a quote by Kaspersky India with you on the same.

In case you are working on any budget stories, would request you to use the below quote attributable to *Mr. Dipesh Kaura, General Manager, Kaspersky (South Asia)*

"This year's budget is crucial across businesses in India. While we have seen a steady increase in the cybersecurity budgets globally, we are expecting the same in India too this year. India in recent years has shown growth in its initiative to become a digital nation and we can see the Government increasing cybersecurity awareness in the country. As an industry, we are hoping that this is reflected by the government in their new budget as well.

Proper investment in critical infrastructure cybersecurity will only accelerate the nation's Digital Transformation. Funds also should be focused on supporting skill development & training of aspiring students who aim to become cybersecurity professionals, as well as for the government and already existing large enterprise employees to fight the evolving cyberthreats. Cybersecurity Awareness campaigns for general consumers should also be a major focus of the budget."

# Budget Expectation from Technology Veteran – Absolutdata, a firm providing customize AI solutions globally

Ms. Sudeshna Datta, Co-Founder & Executive Vice President, Absolutdata.

"As part of the Union Budget2020, we expect the government to put forth focused initiatives that will help India strengthen the momentum of its digital growth and contribute to the global growth story. India is steadily paving its path towards becoming a knowledge economy. However, there is a need for a key focus on upskilling and reskilling amongst the existing workforce and the country's youth. This will help to bridge the pressing skill-gap and enable them to effectively navigate through the dynamics brought about by new and emerging technologies.

As we continue to witness a rapid digital transformation across industries, we hope that the Indian government will extend further support towards developing technological innovations and give a boost to new-age businesses in the ecosystem. We look forward to seeing more investments in the Artificial Intelligence sector, in particular, as indicated in the interim budget so that the benefits of AI technology can truly reach the masses. The delivery of this should be given priority in the short, medium and long term as well, in order to transform the architecture of our society into one that is forward-thinking and future-ready."

# Marg ERP Ltd. has launched 'Business on Google Map of Marg ERP Software

Marg ERP Ltd. has launched 'Business on Google Map of Marg ERP Software', which enables distributors to find out more customers in specific area of their operations. The company is aiming to generate Rs 200 crore in the form of subscriptions from the dealers in next three years. The dealers are going to gain substantially with the introduction of this feature. 'Business on Google Map of Marg ERP' is a platform through which the distributors can increase their sales by 15-20% by searching area-wise, date wise and route wise sales of retailers (customers) on Google Map. With the help of this feature, the distributors can identify, how many retailers are available in a particular area and can efficiently tap them by making them customers instantly. The deep penetration of distributors through existing sales force is made easy with this new feature launched on Marg ERP software, which is currently used by 2.50 lakh+ active distributors and MSMEs in Pharma, FMCG and other major sectors. The distributors can view a list of other retailers to whom their salesmen are not currently reaching out to increase their sales and can direct their salesmen to reach out to those retailers and add them as new customers. This would also ensure the salesman to work efficiently as the distributor is keeping a track of the sales made by them through 'Business on Google Maps'. Thakur Anup Singh, CMD, Marg ERP Ltd. said, "To mark the New Year, we wanted to give a wide choice of features on our software platform for locating retailers in a particular area. This is a revolutionary product where in MSMEs and distributors can further penetrate and increase their business by banking on our new feature in Marg Software."

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