

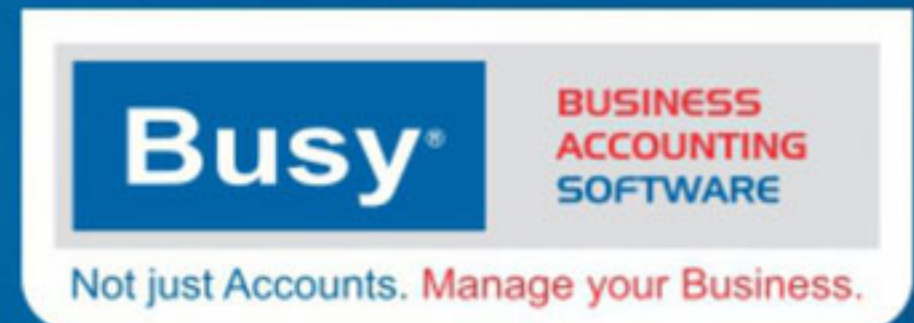
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## CORONA: Prevention is better than cure

As the corona virus spreads around the world, public-health experts are encouraging people to maintain social distancing. The limiting of non-essential gatherings and thanks to technology, many professionals can now work from their home or anywhere with a laptop and a high-speed internet connection. The deadly outbreak has claimed that lives of over 10000 people and infected nearly 236920 globally. The WHO has declared it a pandemic. The Health Ministry has confirmed 195 cases of corona virus in India and four deaths so far. The disease has already claimed over 10000 lives globally and infected close to 236,920 worldwide. The WHO has declared the Covid-19 outbreak as a pandemic.

The corona virus is a family of viruses that can cause a wide range of illnesses in humans including common cold, fever and more severe forms like MERS and SARS which are life-threatening. The virus is named after its shape which takes the form of a crown with protrusions around it and that's why, is known as corona virus. Now we reach at the edge of our lives, where we are both humans we should protect our lives as we can instead of running off. This case does not escaped anymore, so we have to take risk and nothing to fear.

Since it is a new strain, there is no specific vaccine treatment that can treat it. According to the World Health Organization, "In most of the cases many of symptoms of corona virus can be treated according to the patient's clinical condition". However, it has already killed over 10000 person globally. India has expanded screening of international travelers. Few Indian travelers who were found with the symptoms of corona virus have been isolated and treated. Major worries are supply chain disruptions and a sharp reduction in tourism and business travel could weaken the global economy or

even cause a recession.

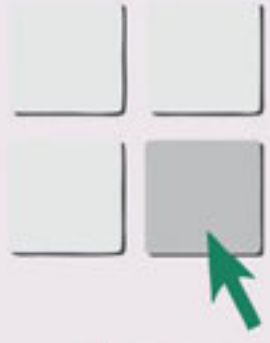
"PM Modi addressed nation, next 15 days are very crucial to India's battle against Covid-19. Prime Minister Modi calls the nation for 'Janta Curfew' on sunday, Mar 22 from morning 7 AM to evening 9 PM, says no citizen, barring those are in essential services, should get out of their houses. On sunday, 22 March at 5 PM, we should thank people like doctors, nurses, medical personnel, cleaning staff for their services".

Panicking might make corona virus worse for everyone. Store shelves emptied by corona virus panic shoppers. Cleaning supplies, masks, water, toilet paper and hand sanitizers are among the items flying off shelves in response to the corona virus. Public health experts says that, the best way to clean hands is to wash them with soap and water. It could be counter productive to deny sanitizer to others, who could use to avoid spreading the infection to you and even though the corona virus is not going away tomorrow and medicine to treat corona virus infections is expected in the coming months. A vaccine could be ready in sometime and then there are some idiotic and selfish reactions, such as stealing stocks of medical face masks from hospitals and research facilities, as has been reported in the country. The nation already has a inadequate supply of masks and taking protective gear away from those who work with sick people endangers everyone. Staying away from big crowds, stocking up on prescription medication and food in case of in-home isolation and washing hands frequently are all wise in the face of a pandemic that is spread through virus-laden droplets sneezed or coughed by sick people.

*Tarun Taunk*  
Editor-In-Chief

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# A journey from Architecture to software



Mr. Puneet Mittal is the CEO and Co-Founder of Pratham Software. Mr. Mittal laid the foundation of PSI in his late twenties in the year 2000, with a vision of building a world-class IT Solutions Company. Today, PSI is a leader in providing software development services providing visible and tangible ROI to

enterprises in USA, UK, Europe, and Australia. He has been instrumental in developing PSI's Global Delivery Model, which has helped in providing real-time IT solutions with live support and high-quality service experience.

He lives in Jaipur, India with his family. He was born and brought up in Bharatpur, a city famous for its Braj culture and Bird Sanctuary. He has 1 brother and 2 sisters. He is a proud father of two beautiful girls. After completing High School in Bharatpur he came to Jaipur to do his graduation from MNIT, and finally settled in the beautiful city Jaipur which is also known as the pink city. He did Architecture for 5 years but he knew it was not his cup of tea so he decided to jump into the software industry as he was inclined towards computers since the college days; unaware that this



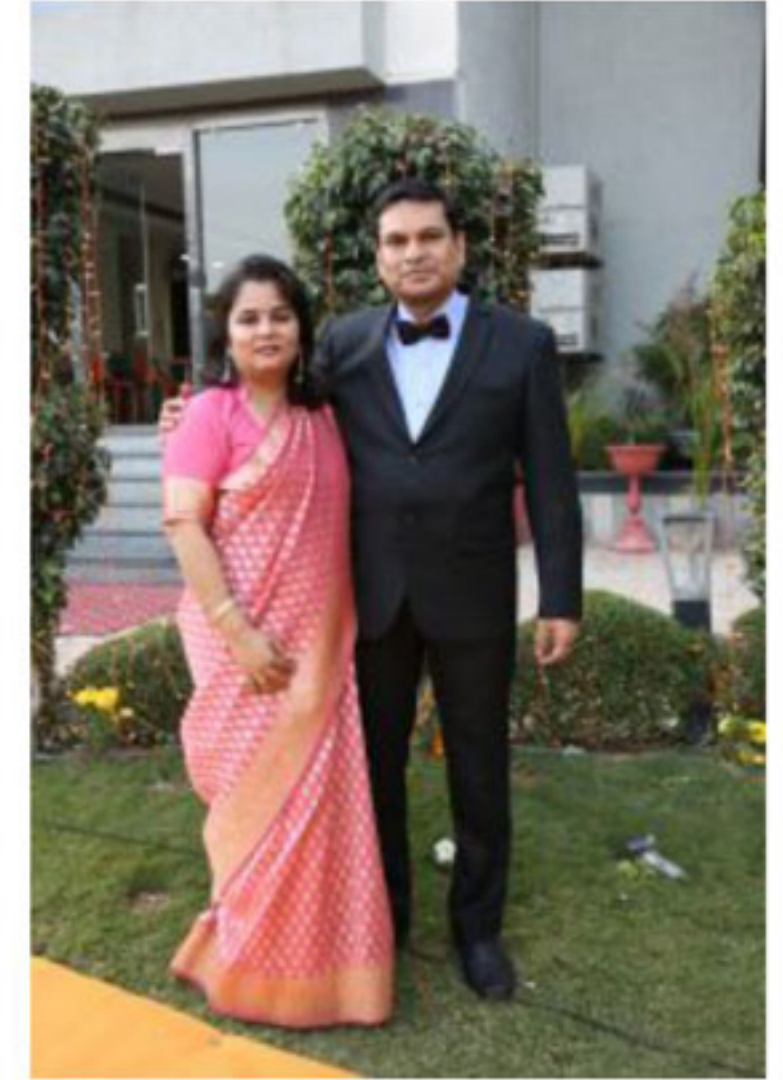
inclination would turn into a profitable profession. He got an offer from a US-based company to develop software for them and this is how a small software export order changed their plans. Mr. Mittal took this opportunity of software

assignment as a challenge. Having basic knowledge about coding, he decided to hire an IIT Professor to take interviews for their company to look more professional. Their journey in the field of software exports started with a mere four fresher from IIT and NIT. The couple then took up software development courses. Having tasted a byte during the college days, the subject was not new to them. Mr. Mittal was inclined towards computers since the college days; unaware that this inclination would turn into a profitable profession. He says that all credit of my success goes to my parents

Because of his unique vision, dedication and ability to foresee future technologies; PSI has become an enabler of technology in the areas of Software Product Engineering and Professional Services. Under his leadership, PSI has consistently bettered growth targets and expanded its footprints from India to UK and then in the US and also covering Europe. He has pioneered overseas alliances with IT companies and various affiliation-marketing programs in the US & UK Puneet Mittal and Sumeeti Mittal gave away their comfortable jobs to start Pratham Software (PSI). Mr. Mittal started his career in designing and construction of infrastructure, and Sumeeti, a Government employee, quit her job with the aim to pursue higher studies from USA. But destiny had something else written for them.

He is also associated with various professional and charitable organizations including TIE, MNIT Alumni, etc. He feels

passionately for the society and pursues avenues that can contribute to making this world a more equitable society to live in. He is involved in many charitable organizations including Pratham Shiksha and Prem Shanti Charitable trust. Technology fascinates him and he reads, plays chess and solves puzzles in his free time. A firm believer in honesty and integrity, Puneet has inspired PSI to imbibe similar values in organizational practices and service standards. He has over a decade of experience in the



IT industry and possesses a vast wealth of IT business knowledge. Puneet has always shared his knowledge by identifying, enabling and empowering people with a passion for innovative use of cutting edge technologies and has ensured that there is a room for new ideas and concepts.

The journey has not been very easy for him as it was a start from scratch, with barely any infrastructure or expertise. Starting from a meager number of four, now there are around 400 people working in Pratham Software (PSI) and every year there is a growth in number.

Mr. Mittal says that Jaipur city is in tier-2, we can do much better to attract more IT industries to Jaipur but for that people need to more focus on opportunities. Jaipur is very near to NCR so industries are more interested to expand their business in Jaipur and it can be five times better than the present scenario. Jaipur can be a hub in north India. Government of Rajasthan is doing good as they have opened BTH (Bhamashah Techno Hub) for start ups and we all know that there are so many startups in the IT Industry but it doesn't get that much response. If we are talking about Mahindra sez, there are very few companies working over there. Our government should focus on suggestions which are given by our industry for improvisation and government should also take the initiative to invite more companies like Genpact. He said the Government should open IIT in Jaipur rather than Jodhpur. One third the population of Gurgaon is from Rajasthan so we have to give better options to them so they think twice before leaving Rajasthan for jobs.

Mr. Mittal's skills, adaptability, and approach of doing things to suit a new situation, is the key to their success. He believes in investing in the right people and considered as good paymasters in the industry. Their philosophy is to build relationships based on mutual trust and respect as it helps achieve the desired results.







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# Konica Minolta and NEC Strengthen Cooperation to Promote DX by Utilizing Local 5G



**KONICA MINOLTA**

Konica Minolta, Inc. and NEC Corporation today announced that they have agreed to collaborate as partners to promote digital transformation (DX) utilizing 5G in the fields of imaging IoT/AI technologies, working styles, healthcare, and manufacturing. In December 2019, the Ministry of Internal Affairs and Communications instituted a "local 5G" for assigning 5G radio wave licenses to companies and local governments other than mobile operators. By utilizing local 5G, companies and local governments are able to flexibly build dedicated networks capable of secure and stable ultra-high-speed communication in response to their needs, and DX is expected to occur in a variety of industries. As the first step in collaborative activities, Konica Minolta and NEC will establish local 5G verification environments using 5G network products (5G core, base stations, terminals, etc.) in the brand new Takatsuki building of Konica Minolta's development base Innovation Garden OSAKA Center(1), which is scheduled to be completed in October 2020. Using these environments, Konica Minolta will combine its imaging and IoT/AI technologies with a variety of assets, including office equipment and medical equipment, as well as NEC's 5G and AI technologies. Through these efforts, they will increase the value-added to industrial optical systems, medical equipment, and office equipment, thereby contributing to the achievement of Society 5.0 and SDGs. With local 5G environments in place, Innovation Garden OSAKA Center will be an open lab where R&D

will be conducted in collaboration with co-creation partners. As a result, it will provide new value for the evolution of society by responding to the "wants" of our customers, regardless of industry or scale.

Konica Minolta has long supported Japan's growth by combining the strengths it has cultivated through its businesses with cutting-edge digital technologies to create high value-added products and services, and by offering a wide range of products, including medical equipment, offices, and industrial printing equipment. It also has a strong customer base in Europe and other international markets. Leveraging the wireless technologies and know-how it has cultivated in its base station business for telecommunications carriers, NEC has developed 5G base stations and begun shipments of commercial equipment. By capitalizing on its network strengths, NEC promotes NEC Smart Connectivity(2) as a service business in new areas, creating new value in collaboration with various partners.

(1) Innovation Garden OSAKA

In August 2019, Innovation Garden OSAKA Front in Grand Front Osaka opened in front of Umeda Station and JR Osaka Station in order to develop imaging IoT/AI technologies in earnest in the Kansai area. The new "Innovation Garden OSAKA Center" in Takatsuki will function as a hub to develop the imaging IoT/AI business and promote open innovation with customers and partner companies.

(2) NEC Smart Connectivity

Network services that draw on NEC's accumulated expertise and track record in network technologies and related solutions.

## Ambrane launches the perfect Travel Companion 'BT-83' Bluetooth Speaker

**AMBRANE**

One of the leading Brands in Mobile Accessories, Ambrane introduces BT-83

Portable Speaker. With the thrilling quality of sound, rugged design & IPX6 protection, carry the speaker wherever you go! The speaker is available in black as well as a cool Teal Blue color with leading retail and Ecommerce stores in India. It comes with a 12 Months Warranty

The cylindrical shaped Speaker comes with a string which makes it convenient to carry around, blending to the needs of the true music lovers.

Flaunting the rugged design, the outer layer of BT-83 Portable Speaker protects the built-in speakers from the elements when outdoors. Its textured exterior and metal rings surrounding the speaker grill brings added durability on the move. IPX6 Certified,

the speaker eliminates the worry of dirt and water splashes, making it perfect for adventure and other outdoor trips

BT-83 is equipped with True Wireless (TWS) Technology, which means that you can connect two wireless speakers with TWS Technology, for unbeatable audio output from both speakers at the same time. The impressive drivers of this Bluetooth speaker bring High bass and clear treble, to deliver a powerful audio performance with 10W output. A reliable performance of working wirelessly for up-to 7 hours comes from a strong and durable 2200 mah battery

The BT-83 speaker also supports hands free calling so that you can attend calls while your phone is connected to the speaker. The speaker can be wirelessly operated within 10m range. Connectivity options include AUX input, SD Card and Bluetooth. The product is available in black and Blue with leading retail and ecommerce stores in India.

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# THE SKY IS ALL YOURS, IF YOU NEVER STOP LEARNING: Munish Jadoun CEO. ZNetTechnologies



Munesh Jadoun is the founder and CEO of ZNet Technologies which is a part of RP tech India. He belongs to Bayana, Bharatpur, Rajasthan. He did his schooling from his native place and then he came to Bharatpur for further studies. He got selected for a polytechnic diploma in computer science, so he came to Jaipur to pursue the diploma but soon he decided to launch his own venture and learn from the practical world. He started his own company named ZNet India, a proprietorship firm, with little savings he had, after doing a few jobs.

He has one brother and one sister. He got married in 2006 and has a very supportive wife. He has 2 sons, the elder is 13 years old and the younger one is 9 years old. Mr. Jadoun has received many awards from leading media houses like CRN and from prestigious organizations like IAMCP (International Association of Microsoft Channel partners)



He believes in self-learning and that you can learn anything by practicing as he himself learned digital marketing, about domains and technologies related to web hosting

and the cloud. He started website designing and website development and because of his hard work, his first employer is his client now. He admires a lot of people, but he only picks the good things from them. Equality and diversity and inclusion core values in his company. He says that we all are the same, it doesn't matter what is your position or education, ZNet gives equal priority to every employee.

He loves reading books and is passionate about cycling. He cycles almost 1000km in a month and listens to audio books while cycling. Mr. Jadoun's philosophy is to accept life as it is and to live in the present. He says that we humans are like input-output machines, so we should never stop learning.



Established in 2009, Jaipur based ZNet Technologies Private Limited is the leading

distributor of cloud services, IT infrastructure services, and cybersecurity services to partners across the globe. In an interaction with IT Voice, Munish Jadoun, CEO and Founder, ZNet Technologies, throws spotlight on his organization and his learnings.



Munish Jadoun CEO, ZNetTechnologies

As an entrepreneur, he has been a part of the hosting industry for almost 2 decades. ZNet Technologies has two successful brands (RackNap and ZNetLive) under its umbrella. ZNet Technologies has 1 lakh+ customers across the globe. The flagship product of ZNet is RackNap. RackNap is a billing and provisioning automation platform for selling cloud and non-cloud services. RackNap offers a unified platform for CSPs (Cloud Service Providers) – including direct/Indirect resellers, web hosting providers, data centers, telcos, and subscription service providers to efficiently deliver services and to manage their customer relationships.

He is also actively involved in IAMCP (International Association of Microsoft Channel Partners), a community of Microsoft channel partners across the globe that works to improve P2P collaboration among partners. He is also a part of IAMCP Delhi, India and Global Marcomm Committee. Mr. Jadoun said that government should provide more IT-friendly environment and motivate people to work in the IT sector because Jaipur's vicinity to NCR provides it with many opportunities to develop its IT capabilities. Government should develop infrastructure and focus on startups to convert Jaipur from a tourist city to a business city.

IT is a very big industry, so it is not necessary for newcomers to make their own product or invest a large amount, they can start IT consultancy and product reselling. Knowledge enhancement can transform their business. He said, "I had started this company with 1 employee and now we have 100 employees". So, always have faith in your abilities and if you never stop learning, the sky will be all yours.



## Lava Launches A1 Colors To Celebrate The Spirit Of Holi



Indian mobile handset brand, Lava International Limited announced the launch of its special collection for Holi- LAVA A1 Colors. The feature phone comes with a

sturdy polycarbonate body, contact photos and icon support, one year replacement guarantee, three day battery support, instant torch and auto call recording. Priced at INR 999, the phone supports 7 languages – English, Hindi, Tamil, Telugu, Kannada, Punjabi and Gujarati. This special Holi collection from Lava comes in three vibrant candy colors- Light Blue, Green and Magenta Red. Lava A1 Colors has 1.8" display, 0.3 MP camera and 800 mAh battery. The additional features of the phone include Calculator, Stopwatch, Calendar and Alarm. It has a TFT Screen with a resolution of 128 x 160 pixels.

About LAVA International Limited

Lava International is a leading Mobile Handset Company in India and has expanded its operations to 26 other countries in rest of the world as well. Right from its inception, Lava has been at the forefront of building a strong ecosystem of design and manufacturing of mobile handsets. With the 'Design in India' initiative Lava is now the only mobile handset company that makes truly Make In India phones with complete control on design and manufacturing within India. Lava products are available through a nationwide retail network of 1.65Lakh retailers who in turn are directly served by over 1000 distributors. Lava's after sales service network is one of the largest in the country with over 800+ professionally managed service centres focused on speed and quality of service.



# Panasonic Life Solutions India unveils its 'First' Exclusive Brand Store in Hyderabad

**Panasonic** ~The aim is to open 130 experiential stores across the country by FY2022~

Hyderabad March 18, 2020: Panasonic Life Solutions India is one of the largest domestic manufacturers of electrical construction materials (ECM) in India. The products are available through the length and breadth of the country under our flagship brand, 'Anchor by Panasonic', for more than five decades now. Apart from the ECM space the company also operates diverse smart electronics, housing, and home automation solutions in India, and has today announced the launch of its first exclusive brand store in Hyderabad. The brand store would house an alluring choice of the best in class Anchor and Panasonic products ranging from advanced Electrical Wiring Devices, Switchgear, Wires, LED lighting solutions, IAQ (Fans) and Water Heaters for the residential, commercial, and industrial segment; designed to suit the needs of every individual.

The expansion of commercial and business hubs, robust infrastructure and burgeoning IT sector in Hyderabad has led developers to take up more commercial projects and residential space. Panasonic Life Solutions' global expertise will act as a catalyst for Hyderabad's real estate players, architects, interior designers and consumers to for an unparalleled experience of safety, comfort, and convenience. Strategically located, Panasonic Life Solutions' store is an experience zone for buyers with a wide range of Home automation, smart and energy saver products.

The exclusive store will also display a wide range of advanced Indoor Air Quality (IAQ) Solutions such as Energy Recovery Ventilator (ERV), Bidet-Panasonic Electronic Automatic Toilet seats and Bathroom Dryers enabling the consumers to experience the next-generation technology. The ERVs with their advanced features will enable substantial energy savings in large commercial and residential establishments.

Mr Vivek Sharma, Managing Director, Panasonic Life Solutions India said, "It gives us immense pleasure to launch our first exclusive brand store in Hyderabad today. We have set ourselves a target to open 130 such stores, across Tier 1 and Tier 2 markets, in

India by end of FY21-22 to cater to the growing need of the ECM (Electrical and Construction Material) Industry. These stores will serve as experience centres for consumers and influencers, a place where we can showcase the depth and width of our range and display products which are a part of Panasonic's global innovation on smart and connected homes. Not only does the store targets individual customers, but would also provide a platform for the makers for the new India, the builders, contractors and architects fraternity, to experience the next-generation solutions, which they can, in turn, incorporate in their upcoming projects. This unique experience of sorts, would help the Indian consumer move up the ladder of comfort and choice, in a category which otherwise is largely driven by electricians and is associated with crowded electrical stores. The exclusive store will showcase our Energy Recovery Ventilator (ERV), Electronic Automatic Toilet seats and Bathroom Dryers enabling the consumers to experience the next-generation technology".

Panasonic Life solutions India, to accelerate its retail reach and expansion with the intent of boosting its customer connection, will invest heavily in its retail strategy. The 130 brand stores would set up in a Franchise Owned and Franchise Operated (FOFO) model, allowing the people to associate and grow with the brand Panasonic while assuring customers of superior quality and high-tech products.

Mr Rajan Gangal, Franchisee owner added that "We are happy to have Panasonic Life Solutions launch its first exclusive store in Hyderabad. Panasonic Life Solutions India has established itself as a manufacturer of high-quality products; especially for residential and commercial infrastructure projects. The showroom is designed to create an impression of the actual touch and feel of the zone which will further ease the buying and selection process of the consumers".

Customers in Hyderabad can now visit and experience the experiential store spread across 6000 sq.ft. Located at Opposite AMB, Sharat Capital Mall, Unit No 101, Sri Mythri Square, 2-41 | 11,6 | 2, Kondapur, Hyderabad.

## R&M Starts Blog on Network Topics



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

in Wetzikon, Switzerland, is extending its range of information for specialists from the world of communication and data networks. The blog portal, which has just been launched on the R&M website, pools background information and specialist articles on key technology and market trends.

Focus reports look at topics of significance for the planning and future of infrastructures. These include, edge computing, All over IP, digitalization, smart cities and 5G. In the trend reports, the focus is particularly on technologies and applications, such as 400G and Single Pair Ethernet.

In the blog, authors from R&M share their latest findings, research and market insights with interested readers. Articles by guest authors may also be published here. A comment function makes it possible for readers to add their own findings and engage in dialogue with the authors. Keyword-based search and topic-specific links provide valuable additional benefits. A further section provides information on corporate topics, such as sustainability, training and corporate responsibility.





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## IT INDUSTRY REACTS ON PATH BARRIERS AND SHARES SUGGESTION.

### Lalit Sharma

M.D. - Decipherzone softwares

Rajasthan is incorporating the booming IT industry, contrary to the sectoral players in other regions we do not house big tech giants but we have blooming small companies. The biggest problem these small players face is with regulatory compliance and quality control mechanisms, that's why I believe that the government should host events and invite speakers to form a community where people from the IT industry can voluntarily participate to help each other in these contexts. The small companies neither have the economic capacity to host these kinds of events nor have the capacity to hire consultants for guidance in these contexts.

Although the government is on a spree to setup special economic zone but the minimum cap for space a company can buy is too much. The small companies can never leverage the subsidies offered in SEZ hence I would recommend either they start offering these subsidies and lower tax rates implacable even outside of SEZ to empower these companies or reduce the minimum caps on space buy in.

Currently as far as in my knowledge I only know BhamaShah technohub as a significant step to escalate startup growth which is not enough. Even if there are other steps that the government has taken, we aren't aware of it yet.

Last year we suffered severe losses due to abrupt electricity supply and connectivity issues hence we had to open up a new backup branch where we can have 24 hour guaranteed access over these resources to support our customers. Since Jaipur doesn't have world class shared IT spaces that are financially viable for a small company, we had to move

out this backup branch to Gurugram in a shared IT space. For connectivity issues we had migrated from BSNL broadband to other service providers with multiple connections to solve our problems.



### Vikas Solanki

CEO - Doomshell Softwares Pvt. Ltd.



The IT sectors have the potential to provide large scale employment to educated and skilled youths. Rajasthan is a late starter in this field in comparison to southern states, but now this sector has started gaining momentum for growth. The state government and Riico have taken numerous initiatives to promote and develop this sector by way of creating infrastructure in terms of IT parks, earth stations and optical fibre based networks. The availability of skilled and trained manpower is also contributing to the growth of the IT & ITeS sectors.

As a school management system, there are various challenges that we had to overcome with time.

1. Course Management. 2. Admission and Enrollment. 3. Student Management & Monitoring. 4. Revenue Management. 5. Communication & Collaboration. 6. Classroom Management Strategy. 7. Teacher Evaluation. 8. Online Registration. 9. Exam and Daily Chores Management. 10. Forecasting Academic

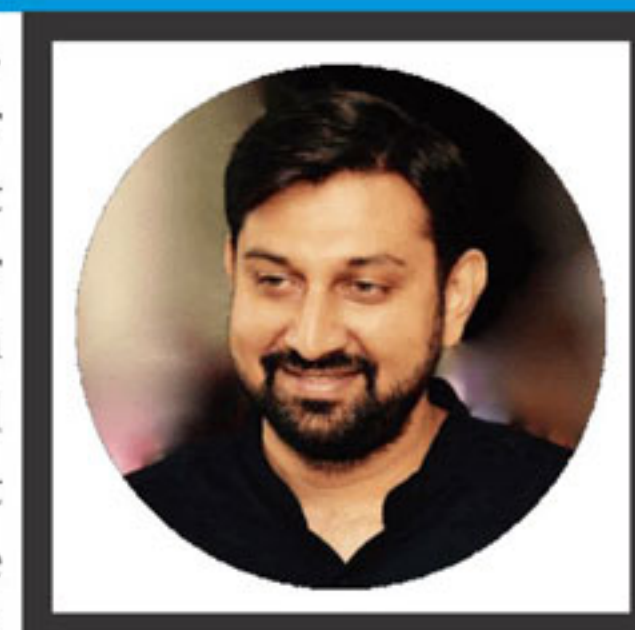
Achievement.

Educational institutions are burdened by cumbersome paperwork, manual processes, and all the above problems, and they find it difficult to maintain records on attendance, fees, admissions, transport, student and teachers records, etc., and track the information they need. Using the school management system, automate academic processes to save time and reduce staff workload.

### Nishant Singhvi

Co-Founder Activant Solutions

Growth will come only through talent. Talent can only be groomed through quality higher education. Government should focus more and have checks on the quality of education imparted. The quality is going for a toss and there is a lot of youth unemployed and the same time there are a lot of vacancies present at most organisations for the right people. There is this huge gap of expectations which are not met. Infrastructure for start ups is still naive. Regulations for IT companies can also be eased more so that start ups can start from residential set ups. Major challenge was internet banning during government exams or the communal unrests. Many people from the IT industry work from home and depend upon mobile data for the internet access. Such instances make the work suffer. Besides that, GST refunds from state were delayed and the process should be smoothened. The application for refunds are rejected without proper reasons or reassigned to other officers just to delay the process.





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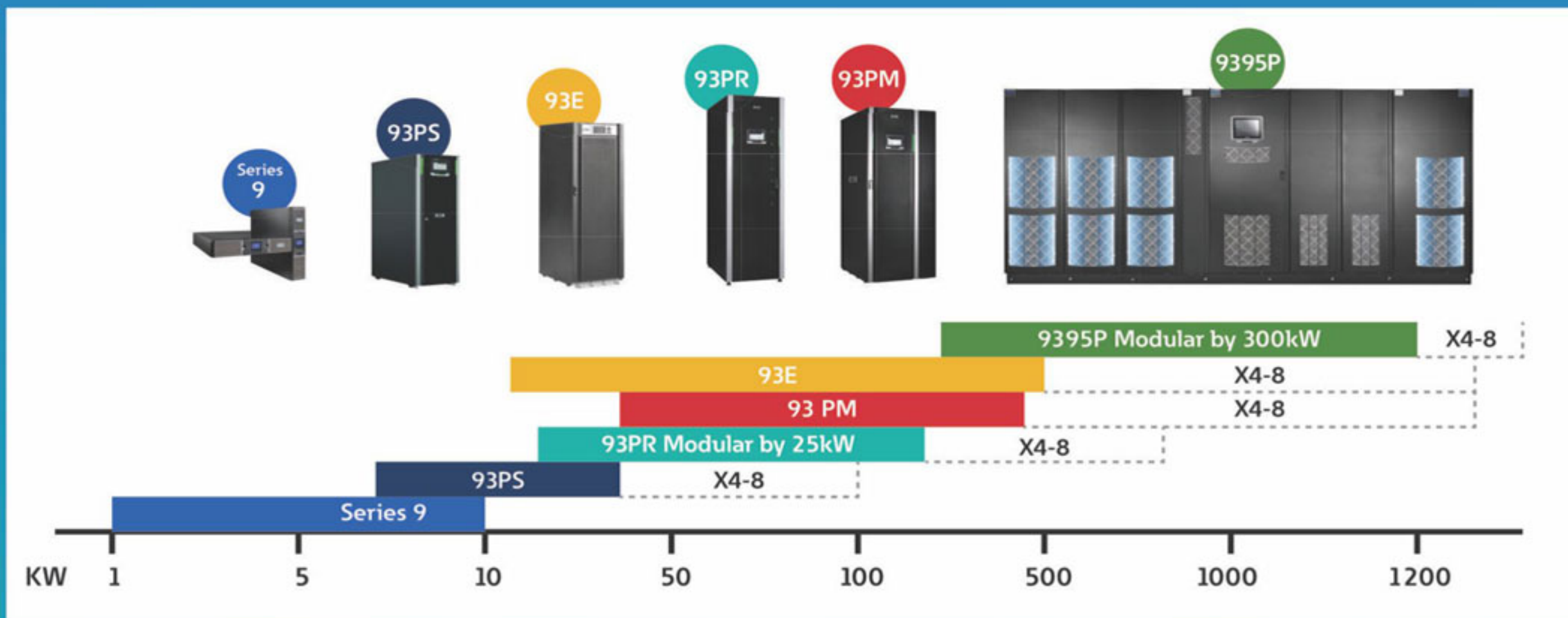
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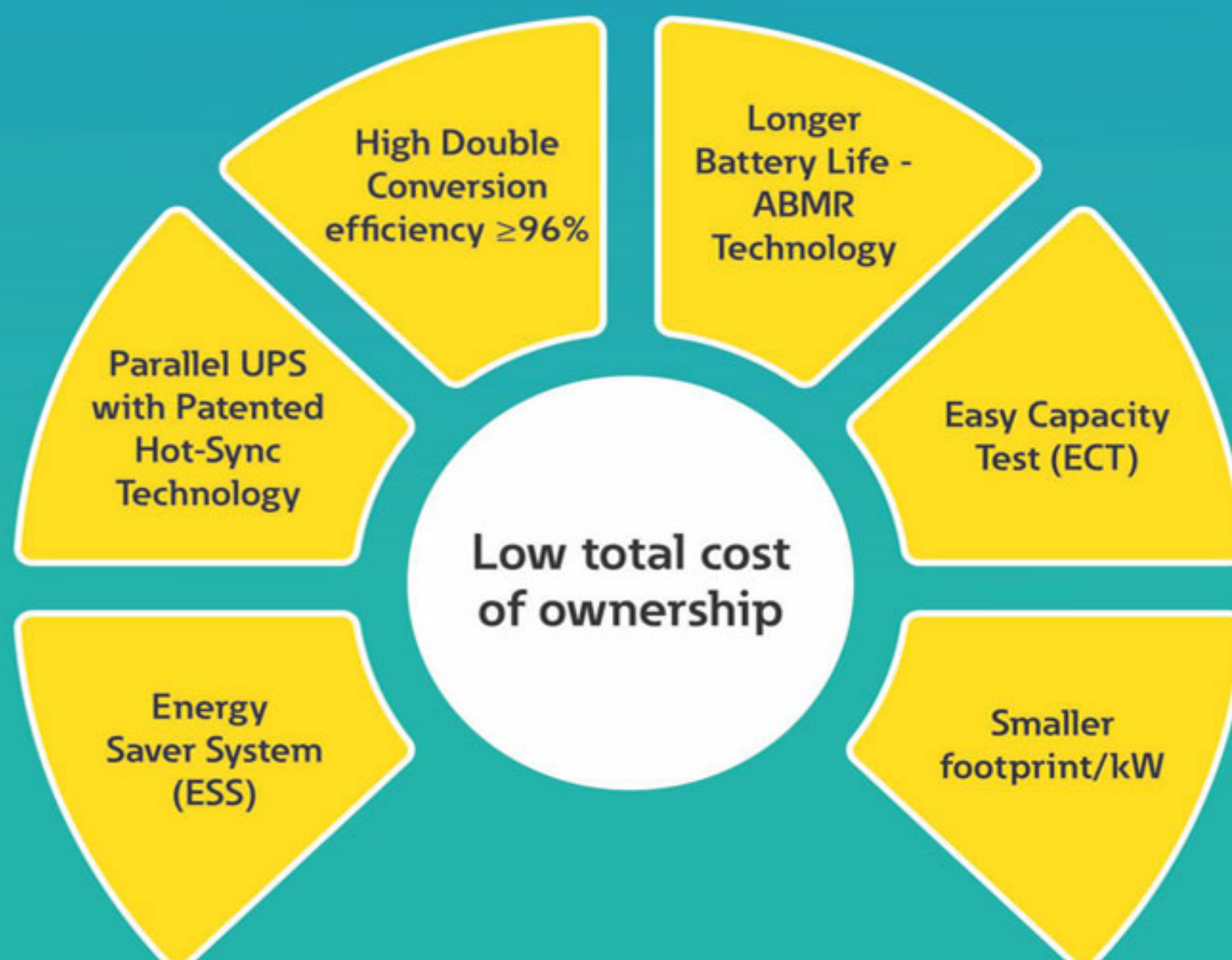
## Power quality range that fit's any need

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# Major manufacturers & competition of Uninterruptible Power Supply (UPS) market in India

According to the report, the UPS solution is ever increasing due to the rising demand for electricity amongst consumers and enterprises as well as the need for quality power and in a nation where electricity can often be scantily available; Uninterrupted Power Supplies (UPS) emerge as a key place for energy storage in times of a power cut. Several reports claim that come 2021, India's UPS industry will reach USD 1.2 billion- and that is a very big number.

A number of companies have been making UPS' in India for a long time now. In a conversation with ITVoice Team, companies in this industry shared their different strategies to strengthen their market position in India are as follows:

## Eaton



Mr. Shailendra Shukla, Director, Eaton

Founded in 1911, Eaton has been safeguarding the critical systems of businesses across the globe. Whether protecting a single desktop or a large data center, Eaton solutions provide clean, uninterrupted power to keep mission-critical applications working. Eaton offers a comprehensive range of environmentally sensitive, efficient, reliable UPSs, surge protective devices, Power distribution units

(PDUs), remote monitoring solutions, meters, software, connectivity solutions, enclosures, airflow management and professional service.

*Mr. Shailendra Shukla, Director, Eaton – Sales, Power Quality, Electrical Sector – India,*

**Q: Product Line up for the upcoming year?**

**Answer:** As a power management company, Eaton views innovation as a business necessity in meeting the needs of our customers and in addressing the world's growing energy requirements. Eaton is continuously innovating and bringing products and solutions keeping in view the changing landscape of IT without losing focus on Energy saving. For the current year we have lined up solutions for Edge Computing, Hyper scale Datacenters, Datacenters, IT Load, Test labs, Medical application and solutions for IOT enabled devices.

These solutions range from rack mountable single phase UPS to large Modular three phase UPS to high efficiency 1MW UPS meant for large Datacenters and IT Facilities. We will be further strengthening our Li-ion batteries portfolio. We also have lined up comprehensive range of Rack PDU's and ATS apart from our software solutions which would help for managing, monitoring and controlling the devices in the network. One will also get to experience our state of the art Energy Storage Solutions.

**Q: USP of the products and current business opportunity in the Indian market?**

**Answer:** Eaton is deeply committed to India. We are consistently investing in expanding our manufacturing, engineering and services footprint in the country; thus leveraging the diverse opportunities that the country offers.

Eaton Solutions are designed keeping in mind of safety, energy saving, optimum utilization & scalability, software monitoring, ease of use, footprint etc. Some of the key differentiators we have

in our UPS solutions include:

- Energy Advantage Architecture (EAA)
- Variable Module Management System (VMMS) to enhance efficiency in double conversion mode
- Energy Saver Systems (ESS) for improved efficiency up to 99%

Advanced Battery Management System to enhance battery performance and life

Easy Capacity Test

Flexible charger capacity for single phase UPS

The business opportunity in India continues to grow and we will



Powering Business Worldwide

also see higher contribution coming in from Tier-2 and Tier-3 cities.

**Qus: Which all kind of innovation customer can expect from Eaton**

**in the near future?**

**Answer:** At Eaton, innovation is fundamental to our strategies for global growth and we continuously thrive to improve the quality of life and environment through the use of our power management technologies and services. As highlighted earlier, Eaton Solutions are designed keeping in mind of safety, energy saving, optimum utilization & scalability, software monitoring, ease of use, footprint etc. We firmly believe that customers should derive value and return on investment on the solutions deployed and these too remain important aspect of all our innovations.

**Qus: What is the company's current turn over and target for this year?**

**Answer:** Eaton Power Quality commands significant market share and is amongst the top players in the country. We have been growing at a good pace and beating the market growth rate from last many years. This year too, we are positive about the growth in our market.

**Q: What is the Current Market share? How are you planning to enhance the market share?**

**Answer:** As highlighted earlier Eaton Power Quality commands significant market share and is amongst the top players in the country. It is our continuous endeavour to create a differentiator for ourselves through our innovative, energy efficient solutions and service excellence. We would continue to deliver improved market shares through these differentiators and also focus on aligning to the trends like Edge Computing, IOT, Digitization Programs, Cloud etc.



### Q: Take on the competition in India

**Answer:** The industry is moving through an interesting phase where rapid shift is visible in areas of efficiency, scalability, battery technologies, safety needs, software solutions and alignment to IOT devices. Most of the major players are playing their part in this evolving shift. We are also noticing consolidation of market and relevant gains by players who have long term vision and longer commitment in the country.

### Q: Target Markets?

**Answer:** While UPS finds usage in applications like IT, Datacenter, Medical Equipment's, Machineries, Process manufacturing there are certain segments which are poised to grow faster than others. Some of these segments would remain in the focus and includes but not limited to are Datacenters & Telecom, ITeS & BFSI, Government Digitization Program, Healthcare & Education Institutes, Manufacturing & Services etc.

## Microtek

Microtek is one of the leading power products manufacturers in the country, Microtek International Pvt. Ltd. has a wide array of products such as UPS, Inverters, Stabilizers, Solar, Wires & Cables, MCBs & E-Rickshaw Battery Chargers that are designed using state-of-the-art technology and cater to every



consumer's need. It has recently been featured in Forbes India's 100 Most Respected Consumer Tech Brands that propelled its status further in the power products industry.

*Mr. Saurabh Gupta, Director, Microtek International Pvt. Ltd.*

### Qus: Product Line up for the upcoming year?

· HOME UPS/INVERTERS : New Elegantly designed models with LCD Display & IOT capabilities

catering to area specific applications

- ONLINE UPS : New models up to 200 KVA
- LINE INTERACTIVE : External Battery models with AVR & Heavy Charger
- STABILIZERS : Recently launched beautiful looking & efficient working PEARL & SMART series stabilizers for 1.5 to 2 TON AIR CONDITIONERS
- E-RICKSHAW CHARGERS : Have launched the turbo charger 16 AMP for charging the E-RICKSHAWS

### Qus: USP of the products and current business opportunity in the Indian market?

Our products range comes with the latest technology features. The customer gets the benefits in terms of ease of handling & saving of electricity due to efficient working of our products. A brief on different product features is as follows:

#### HOME & HI-CAPACITY UPS

Microtek UPS are built on IPS technology that saves electricity so that every UPS gets Free in 3 Years. The range of External Battery UPS/ Hi-End Sine wave Jumbo UPS starts from 700 VA to 10 KVA.9

#### Online UPS

Microtek offers Wide Range of Online UPS from 1KVA to 120KVA based on World's Latest Technology to meet the harsh Environmental and worst Power Conditions for Applications from Small Office requirement to Space Critical Missions with

wide variety of Backup Range from 5 minutes to 10 hours to meet the needs of every individual.

#### Line Interactive UPS

Microtek has complete range of Line Interactive UPS from 625VA to 1000VA. The UPS are ideal choice to provide complete protection to your

Computers. These Products are manufactured in State-of-the-art automatic manufacturing plants equipped with Hi- Tech Machines in India & abroad at Shenzhen (PRC). All MICROTEK Product Ranges have advantages specially designed for the user's benefit.

### Qus: Which all kind of innovation customer can expect from Microtek in the near future?

**Ans:** Microtek's R&D at India & PRC is working for adding new innovations in the product line. In the near future, Microtek will be launching new products specially designed for the consumer's benefit. The innovations will be more towards using of the latest technology available globally. Microtek has always considered the customer's need while adding innovation in the products. They can expect IOT based better power efficient along with long lasting durable products.

### QUS: What is the company's current turn over and target for this year?

**Ans:** At present the company is doing great in the power products markets in India and LY turnover was 1150 Cr. & the target for this financial year is around 1400 Cr.

### QUS: What is the Current Market share? How are you planning to enhance the market share?

**Ans:** Our current market share in Home UPS is around 52%. We have planned the product, service, distribution & marketing strategy for enhancing the market share in the coming years. Microtek brand building & visibility through different marketing campaigns has been planned for its consumers & channel partners.

### Qus: Take on the competition in India

In Microtek, we believe in offering the best quality products at the best competitive prices. We have a good brand pull & a base of more than 12 Crores happy customers. With this unmatched strength, we will focus more on marketing, promotions & after sales service to take on the competition in India.

### Qus: Target Markets?

Beside PAN INDIA, we are globally increasing our footprints in many countries. Our products are designed to work in all type of market conditions.



Mr. Saurabh Gupta, Director, Microtek International Pvt. Ltd.



# Zebronics



**ZEBRONICS**  
ALWAYS AHEAD

Founded in 1997, Zebronics is an IT & Gaming Peripherals, Sound systems, Mobile & Lifestyle Accessories & Surveillance Solutions brand with a mission to provide products which are great on design, performance yet so easy

on pocket that every household in the country can afford. Zebronics is known for its EQR Mantra (Excellence, Quality and Reliability) throughout its large range of computer peripherals and consumer electronics

**IT Voice:-Product Line up for the upcoming year?**

**Mr Rajesh Doshi:-**We have an extensive range of products under the power solution category. We are one of the leading brands in India when it comes to line-interactive UPS with more than a decade of experience in this segment. Our inception for the online UPS segment was in late 2017, now we have a wide range of online UPS up to 40KVA capacity. To complement this range of UPS we have introduced batteries up to 100AH capacity. In the power segment, we also have products like Isolation Transformer, Servo Stabilizer, Active Harmonic filter and more.

**IT Voice:-USP of the products and current business opportunity in the Indian market**

**Mr Rajesh Doshi:-**As with all other products, Zebronics adds value to every product with our EQR mantra that stands for excellence, quality, reliability to bring out quality products in every segment. In such a competitive market it's difficult to succeed without quality products. We have introduced products that are of exceptional quality with value prices. We also have a wide range of power solution products so customers/partners do not have to go anywhere else for their requirements and their needs can be fulfilled with Zebronics basket of products.

Apart from that Zebronics also has an edge when it comes to after-sales service with presence across India and in this segment its very important criteria for the customer when buying a product. The same applies to all retail and sales as we have a presence across India. Business opportunities are great in this segment. As a growing economy, we have our share of challenges when it comes to power management. There are lots of opportunities in SME and govt segments due to these challenges. Indian online UPS market is growing at a tremendous pace and forecasted to grow at the

**IT Voice:-Which all kind of innovation can expect from Zebronics in the near future?**

**Mr Rajesh Doshi:-**We are trying to give the customers a hassle-free experience. As we have a complete range of power solutions, we can give customers an end to end solution. In terms of technology, we are ensuring that the products are made to sustain Indian power conditions. Products that can protect your equipment from power problems like surges, noise, harmonic distortions, low/high voltages, etc. We are also launching products that are high on efficiency and require less maintenance including product



Mr Rajesh Doshi, Director, Zebronics India pvt ltd.

features like remote monitoring, automatic alarms and smart features like power management.

**IT Voice:-What is the company's current turn over and target for this year?**

**Mr Rajesh Doshi:-**We have been successful in registering Zebronics as one of the leading brands in the audio segment and fastest-growing brand in mobile accessories. With the growing use of smartphones and laptops, there

has been a considerable drop in IT peripheral segment. This year we will be retaining our turn over and hoping to register some growth in these turbulent times. The target for the year for us is to see Zebronics as a preferred choice for customers in both offline and online markets. CCTV products also have shown good performance. We will be also putting our best efforts to successfully establish Zebronics as one of the leading Power solutions providers in the country.

**IT Voice:-Target Markets?**

**Mr Rajesh Doshi:-**As I've mentioned earlier the target market in the power segment is SME and govt segments. We are also catering to lots of small offices and homes. There are multiple opportunities in the SME segment, we are a brand that is providing an international standards product at affordable prices. As Zebronics has a nationwide presence, it's easier for us to provide solutions to the customers even in the remote parts of the country. We think the power segment is going to be a huge business vertical of Zebronics in the coming years and help us stay "Always Head".

# Socomec

Socomec is an independent, family-owned company founded in 1922. A leading manufacturer providing expert solutions for LV electrical networks: power control and safety, critical power, energy efficiency and solar power.

**New product launch**

Rack mountable UPS solution - Masters GP4

RK for edge computing applications. The latest single and three phase UPS available from 10 to 40 kVA that specifically designed to easily mount in 19" cabinet with the height of 7U space. The UPS solution can be parallel up to 6 units and could also be used in



Banking, Telecom and media infrastructures.

**Edge computing evolution:**

Whilst organizations are outsourcing to colocation and cloud service providers, they are also investing heavily in local Edge computing for new and evolving needs: data security, analytics, maintaining control of mission-critical applications, IoT development programs, virtual and augmented reality experience. 5G cellular networks will increasingly rely on Edge IT technologies to enable applications such as the IoT, autonomous vehicles and smart cities.



Edge solutions can provide faster data analysis, as close as possible to the data source.

Edge computing is rapidly emerging in India. To play a part in this movement and to achieve expected system availability, industry is already in the process of transition to a new distributed architecture and investing in technologies that are wholly reliable and designed to support future evolutions.

**Certified performance:**

Accompanied by cooling capability and a server, Masterys GP4

RK UPS perfectly suits the edge computing application, thanks to the ultra-high reliability, considerable power density and a front access rack-mounted structural design. The UPS offers 96.5% highest efficiency on the market using a VFI double conversion mode and up to 99% efficiency in "ECO" mode. The UPS performance is tested and verified by TÜV SÜD.



## “Indian consumers are now more than ever optimistic towards the idea of engaging with IoT enabled devices.”-Mr. Manish Misra, Chief Innovation Officer, Panasonic India.



**Nisha Harshwal:-Tell us more about Miraie.**

**Mr. Manish Misra:-**Panasonic has a longstanding commitment towards creating 'A Better Life, A Better World'. Taking a step forward towards this vision, we have forayed into the Connected Living Solutions space with the launch of our IoT & AI-enabled platform – Miraie. With the literal meaning of the Miraie being 'future

home' in Japanese, the platform is aimed at empowering the everyday lives of our consumers with comfort, convenience and seamless connectivity across all Panasonic appliances. The platform presently hosts India's largest range of connected ACs, Smart Doorbells, and Smart Plugs & Switches. We will continue to expand the connected portfolio and add more products by the end of this year.

*Conceptualized and developed at Panasonic's India Innovation Centre, the solution features:*

- *In-built intelligent diagnosticsthat detect issues in advance maximizing performance and operational lifespan of products*
- *Leverages Google's Voice Assistant and Amazon's Alexatechnology to offer seamless and hands-free operations and control devices with voice commands*
- *Offers e-warrantywherein all warranty services and annual maintenance contracts are stored digitally for all products and consumers gets notified if there is a change in any status*
- *Advance recommendations build with our AI technology and customized sleep profiles*

**Nisha Harshwal:-How will Miraie work, tell us with an example of a usual day?**

**Mr. Manish Misra:-**Imagine its 4AM, you are starting to feel a little too cold, curling around your blanket and voila, your AC senses it and turns off without you lifting a finger. Your alarm goes up, lights switch on and while you're trying get up from your bed, the TV switches on to your favourite music channel and your refrigerator has pre-ordered milk for your breakfast, even before you realized it's over. You're in the bathroom, the geyser switches on and warms the water for a quick shower, the washing machine is running a cycle and the doorbell rings... before you know, your doorbell opens the door because it is tuned to recognise the face of

your regular guests. This and so much more, the possibilities with Miraie are endless!

Miraie has been designed to empower everyday lives of consumers through technology, it extends comfort, convenience and efficiency to consumers across all Panasonic appliances.

**Nisha Harshwal:-Elaborate on the products under Miraie?**

**Mr. Manish Misra:-**We recently unveiled the first range of IoT products that will be available in the Indian market – Connected Air Conditioners, Smart Door Bell and Plugs, and Switches. Let us take an example of the AC here – besides just a simple on/ off functionality, our AC hosts unique feature – sleep profiling which allows users to set the room temperature for different parts of the night allowing uninterrupted sleep. If you are driving home on a hot summer afternoon, Miraie synced with your Google maps will send you a prompt to turn on your AC when you are 15 mins from home. Our Smart Plugs and Switches not only allow users to

# Panasonic

operate smart devices but also the conventional devices in this connected world. The smart Door Bell allows one to know who's at the door even when not at

home, ensuring safety and security for the family.

The intuitive Miraie platform helps recognise usage patterns and suggests optimal modes extending the best comfort for consumers. It also offers features such as e-Warranty and AMC management, OneTouch-service request, proactive maintenance notifications among others.

**Nisha Harshwal:-What is the role of Panasonic's India Innovation Centre in developing Miraie?**

**Mr. Manish Misra:-**With the consumer insights that were derived from the survey and market analysis we did, Panasonic's India Innovation Center developed and conceptualized Miraie and the range of connected ACs, Smart Doorbell and Smart plugs & switches. Spanning over 12 months from conceptualizing to developing and then launching, a team of 30 people were dedicated to bring this platform to life.

Panasonic's IIC is not only the backbone of all innovation in the country and markets beyond, but also works towards development of business ideas from market research and industry trends, with a strong focus on Connectivity, Education, Healthcare, Smart factory Manufacturing – Industrial IoT 4.0 (to increase operational efficiencies) and Connected Homes/Lifestyle updates.



**Nisha Harshwal:-What is the Brand's AI and Market strategy for Miraie?**

**Mr. Manish Misra:-**Panasonic has always focused on developing products and solutions that have a great User Experience, are efficient and durable. In line with this we at Panasonic, have taken a step further by adding AI to provide consumers a holistic connected experience, giving our consumers a true sense of connected, comfortable and convenience living. Taking the connected AC as an example – Besides simple switch on and switch off feature on your mobile app, with Miraie one can:

Set-up their custom sleep profiles for an uninterrupted sleep, intuitively managing several products in collaboration with each other thus providing a comfortable living solution

Set switch on preference for your AC in advance. In case one forgets, Miraie sends the user a reminder once they are about to reach home with Google map synchronization

Switch on the AC in advance based on location proximity

With the growing ecosystem commanding the growth of smart homes, we are aligning our strategy with the way Indian consumers look into their homes. Our new range of smart appliances are aligned to the vision of the company – to make India future ready. Keeping this in mind, we are offering our IoT powered products at affordable prices. For example -Our connected AC is priced at the same cost as our conventional ACs and with Miraie the TCO (total cost of ownership) in terms of Durability, Efficient Performance over time, comes down.

**Nisha Harshwal:-Do you think consumers are ready for an innovation like this?**

**Mr. Manish Misra:-**Indian consumers are now more than ever optimistic towards the idea of engaging with IoT enabled devices. Our exclusive consumer insight study tells us that over 50% Indian

consumers aspire to the idea of connected living with plans to purchase an IoT enabled product within the next 6 months with comfort, convenience and safety being the top reasons.

Interestingly, we've also noticed that the consumers are ready to spend extra pennies for luxury, which makes it a huge opportunity for businesses like us to harp on and continue to invest in newer technologies like IoT, AI and ML. Indian consumers today seek enhanced product experience that can make daily life chores easier and efficient, and 81% are willing to pay a bit extra for connected features basis our study. The fast evolving demand for technologically advanced products mirrors the fact that Indian consumers are indeed welcoming the IoT powered devices to ease their lives.

**Nisha Harshwal:-What are the future plans with Miraie?**

**Mr. Manish Misra:-**The pursuit of comfort and convenience has enabled us to work closely with our consumers and ensure seamless technological integration into our appliances thus making lives simpler. We have a lot to look forward to with Miraie wherein a perfect amalgamation of Artificial Intelligence, Machine Learning and Internet of Things will create a special relationship between Humans and Machines.

In line with this, we plan to extend our IoT enabled product portfolio to include connected Washing Machines, TV, Refrigerator, Geysers, Fans among other devices and appliances in the near future. With Miraie, our aim is to bring down the total cost of ownership as the platform sends users regular notifications for servicing requirements driving optimum output and efficient performance over time.

We expect this combination of price and technology will allow people to embrace the next generation of connected living by Panasonic.

## Nuance's popular PDF editor and convertor remains a strong rival to Adobe Acrobat



Icons Infocom Pvt. Ltd.

Kofax Power PDF Advanced has been one of our favorite Acrobat alternatives. It boasts a comparable set of annotation and markup tools laid out in an intuitive Office-style interface, allows you to control access to sensitive content, and

integrates with Microsoft's productivity apps so that you can turn Word, Excel, and PowerPoint files into PDFs from the Office toolbar. It even leverages Dragon Notes, allowing you to dictate your comments into a PDF instead of typing them.

You can now open multiple files within a single pane rather than in individual document windows. It's hardly a radical idea but certainly a welcome one as you no longer have to shuffle through a stack of PDFs to find the one you want. Now you can invite partners to collaborate on a document from within Power PDF using a Collaboration Panel that's been added to the right toolbar. Participants can co-edit a document and see each other's changes—each person's cursor is distinctly colored and labeled with their nickname—in real time.

One major reason people turn to a PDF editor is the need to combine multiple documents into a single PDF. This has typically been an arduous process, even in Acrobat, requiring you to open, drag, and order the individual files, one by one. Power PDF 3 adds

the ability to combine all currently open PDFs into one PDF with a single button click. It's a huge time saver when you're creating multipage reports and other long documents.

Power PDF Advanced 3 is available for Windows at \$180 per copy. Volume licensing is available for large organizations. A Standard version that omits some enterprise features like redaction and eSignatures is \$130. There's still no separate mobile app, but the desktop version is optimized for use on touchscreens. Overall, Nuance Power PDF is a strong contender for your all-in-one PDF solution, allowing for easy conversion, editing, creation and management of your documents.

There are many resources available to learn how to use the program, and the help and support features (including online chat on their website) are solid as well.

Despite its limitations such as a lack of online or mobile version, it presents some unique features in addition to the standard range of functionalities you'd find in professional PDF converter software—the dictation functionality and JavaScript integration could put it over the edge for some users. The Advanced version of Power PDF already had a number of features that set it apart from its Standard stablemate, such as the ability to automatically convert documents into PDF when they are placed in a special 'watch folder'.



## Tally Solutions announces 'Tally Release 6.6 with Browser Access'.



Tally Solutions, India's leading business management software provider, today announced the global launch of its latest release Tally.ERP 9 Release 6.6 bringing the Tally experience on web

browsers. With the launch of this release, Tally aims to assist businesses access critical business data anywhere through any device, securely and privately, while keeping the data on customer's machines itself.

The release empowers entrepreneurs with business information like business reports and invoices. This will be accessible to them on web browsers, removing the dependency of having a particular type of computer or device, or installing Tally for the access.

During the launch Mr. Tejas Goenka, Managing Director, Tally Solutions said, "This is easily one of our most awaited releases. With more and more people on the move, the need to see their data, and take decisions anytime, anywhere, is going to transform the ease of doing business. We were clear that we wanted our small

business customers to continue having physical control of their business data, and not worry about the possible risks of it going outside their office. While customers are willing to trust us with its custody, we believe it would be unfair to both command and demand that kind of trust. At the same time, the need to see their data on any device, anywhere, was equally – and perhaps – more critical. The breakthrough created by our engineers is to give our customers the best of both worlds. They remain in custody of their business data, while getting access to it using a simple web browser. It is our first major product release towards the journey of bringing even more powerful solutions which leverage the internet for our customers."

Even on the web browser, users of Release 6.6 will experience the simplicity and drill-down capability of Tally, which have become its hallmark over the years. So, not only will they get the top-level reports like Balance Sheet, Profit & Loss, Stock Summary, Bills Payable/Receivable, etc. but also be able to drill down to the actual transactions. Every report, including the transactions, can be converted into a PDF and further forwarded to relevant people.

## DIGISOL Launches 5GHz Wireless Outdoor Access Point- DG-WA6611P; offers 10KM Wireless Data Transmission



DIGISOL Systems Ltd., a leading provider of the IT Networking Solutions, introduces DG-WA6611P an high performance 802.11ac

Point to Point/Multipoint bridge device which helps to extend wireless coverage between remote locations or enable broadband services in places not reachable with wired connectivity in mountain or terrains or rivers etc. With DIGISOL Outdoor solution, service providers can reliably provide best in class wireless backhaul performance at ranges up to 10 kilometers.

10KM PTP/PTMP Distance

Specially designed for outdoor uses, DG-WA6611P Access Point is ideal for long distance wireless data transmission, covering a

range of 10 KM. It features Point-to-Point and Point-to-Multipoint applications with 500mW high power and 18dBi MIMO high gain panel antenna, in order to offer seamless connectivity up to 10 KM distance.

Power over Ethernet

Integrated with passive Power over Ethernet (PoE), DG-WA6611P makes installation easy and low cost, by eliminating the use of PoE switches and mess of altering existing network infrastructure.

Designed to work in all weather conditions:

The outdoor Access point is equipped with with ABS waterproof, dust proof and sunscreen shell which avoid the damage from dust & rainy weather. Its compact size helps the Access Point to blend in any environment seamlessly and for flexible deployment it comes with wall mounting and pole mounting kit.

## Unistal Appoints Rajesh Koul as National Sales Manager



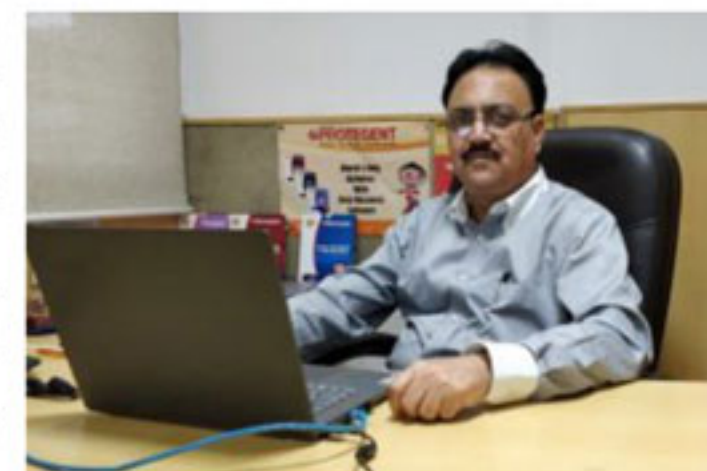
Since 1994

Unistal Systems Pvt. Ltd., the developer of popular Antivirus 'Protegent' has announced the appointment of Rajesh Koul as National Sales Manager, India. He will be based in Delhi. In his new role, Rajesh will be responsible for driving Unistal's business operations across the country.

Alok Gupta, Managing Director at Unistal Systems, said of the appointment, "Rajesh's rich industry experience makes him a natural fit for the current role and responsibilities. We are confident that Rajesh, with his strong track record of success in customer sales management along with maintaining healthy business relations with clients and channel partners, will play a key role in strengthening Unistal's position in the market. His induction to Unistal will bring great value to the marketing and sales operations of the company." Rajesh is a seasoned industry veteran with experience of more than 20 years

in the IT industry and has a strong track record in strategic planning, profit center management, business development, sales & marketing and channel management. Rajesh joins the company from a senior management position at Supertron Electronics Pvt Ltd. Prior to that, he was employed as Product Development Manager at Zen Exim Pvt Ltd, and Regional Head for North India at K7 Computing Pvt Ltd. He has extensive experience working within the IT & Telecom industry in India. "I am very excited to join the team of Unistal Systems.

With my experience and knowledge, I look forward to use my extensive contacts across the market to forge new alliances, build relations with partners and take the company to newer heights," said Rajesh Koul.





# Zebronics launches home automation cameras

**ZEBRONICS** Zebronics, India's leading brand of IT & gaming peripherals,

sound solutions, mobile/lifestyle accessories, and surveillance products has launched a new home automation smart camera that comes with WiFi, Pan, Tilt, Digital Zoom and AI.

Home automation cameras have become the need of the hour especially for children and elderly care. You can quickly monitor what's happening at home; while you're at work or vacationing elsewhere. Your peace of mind is guaranteed as you receive notifications on your phone and even communicate via the camera to your folks at home ensuring a peaceful state of mind while you're away.

Download the MIPC app available on the Play Store or App Store. The app helps you set your home automation camera with ease and comes along with features like changing the camera angle, setting up the alarm, motion tracking and more.

Monitoring your premises, home, villas and more will seem easy with our home automation camera that comes with 2 megapixels making every video movement clear. The camera has a unique feature called motion detection in case of any movement it would raise the alarm and send a notification to your phone so that you can have a quick monitor/scan of your home. This home automation camera can also double as a baby monitor camera since it comes with a 350-



degree rotating feature that can pan, 100-degree tilt & Digital zoom at the object remotely through the smartphone app, so you can get a full view of your space. It also comes with Smart H.264 video compression which saves space while recording.

Apart from the 350 degrees rotate feature there is a two-way communication feature that helps you communicate with your loved ones. If you're monitoring an elderly person or a child at home you can not only monitor but even communicate with them, as the camera comes with built-in speaker and mic.

If you're wondering about being extra vigilant in the night then fret not as the camera has a night vision up to 10 meter IR range so you can track every movement in the night too.

Speaking on the newest addition, Mr. Sandeep Doshi, Director - Zebronics says, "Surveillance in and around your premises is a must these days, but now with home automation camera monitoring what's happening inside your house is fairly accessible with a touch on your phone. We feel that our journey into home automation camera is just the beginning, there is a lot more to come in our home automation range."

The camera comes with connectivity for LAN/WIFI/Hotspot and has a Micro SD card slot that supports up to 512 GB of memory for capturing/recording your data. The camera can be wall-mounted or used on a tabletop as well.



## Government to open booking of website name in 9 Indian languages including Oriya & Kannada from Mar 16



The government will open booking of website names in nine Indian scripts including Sanskrit, Kashmiri, Oriya, Kannada, Sindhi and Malayalam from Monday. The autonomous body National Internet Exchange of

India (NIXI), under the Ministry of Electronics and IT, has invited applications under the sunrise period starting from March 16, 2020 to book the entire website name in nine Indian scripts with Bharat as the top level domain which can also be written in the same scripts. While this facility was already available for languages using Devanagari script, the booking has been opened also for eight new languages. The other scripts are Santhali and Assamese in which the entire website name can also be booked. "The sunrise period will begin from

March 16 and ends on June 15. We will collect applications and check that there are no trademark or copyright issues. The allocation of dispute free domain will begin thereafter. Each domain applied during the sunrise period will have to be booked for a period of 5 years," a NIXI official, who did not wish to be named, told PTI. The move to start website registration in regional languages is part of international internet body ICANN (Internet Corporation for Assigned Names and Numbers) agenda to facilitate more people access internet by curbing language barrier.

"This makes India a global leader in the internationalized domain name space to have maximum IDNs in different languages. We are getting ready to launch email addresses in all the remaining languages. People with the Datamail app will be able to get email addresses in all 22 Indian languages," Ajay Data, Founder & CEO, Data Ingenious Global said.

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# Let employees work from home: Data Ingenious Global Ltd. to It's employees amid Covid-19 pandemic

As the government adopts social distancing measures to contain the spread of coronavirus in India, Data Ingenious Global Ltd. has issued a notification to its employees to work from home as coronavirus cases continue to grow.

## HIGHLIGHTS

In view of the COVID-19 and to avoid the impact of Corona Virus – they are bringing the following changes and advisories.

**Work from Home:** If your project leader and team members can work in isolation and it is possible to work from home effectively.

Follow the followings.

Those who can work from home, will install Asset Logger for accurate working hours

Use Xgen Email app attendance module for marking attendance and end of day.

Use PMS login to report status of work as regularly reported during normal office.

As person is expected to be at home. Keep your location on of your phone for accurate location.

You can use Xgen Say to making calls or normal calls to your team mates.

**No biometric attendance:**

Those who come to office should not use biometric attendance.

Use Xgen Email app attendance module for marking attendance and end of day.

**Update:** Keep yourself and colleagues updated through Xgen IM – DIL TEAM group, which is open for anyone to post any message. Avoid forwards. This is just to update the self situation if any. All notification from HR will also be through Xgen IM – DIL Team group only.

**Travel:** No AIR/TRAIN/BUS travel should be planned for business meetings or client visits. All travel must be put on hold. Take special approval from CEO for the same.

**Social Distance:** Follow Social Distance i.e do not work in close proximity of anyone. Do not share food, cloths, vehicle etc. All social visits to friends / relatives must be avoided unless absolutely necessary.

**Health Checkup:** Everyone who comes office will be subject to the following.

Temperature will be checked by laser based thermometer

Must sanitize hands

In case of slightest cough / tiredness / sore throat, must report to HR and visit Doctor.

**Corona Test Positive :** Urgently visit SMS hospital for further checking and protocol.

HR Department must be told about it to avoid further impact.

Ensure that you do not come office till doctor do not allow you to do so.

Let HR department know in case any help is required.

What can you do?

If you are looking for personalized guidance we suggest you to visit Doctor for health and lifestyle guidance. But there are some

guidelines that you can follow in general.

**Don't smoke:** Smoking we know is injurious to health but more so for Covid. The ACE2 receptors are more expressed in smokers, and these are receptors for 2019-nCov, the virus.

**Maintain a healthy weight:** Obesity has been linked to several diseases and is a risk factor for many conditions. While one diet doesn't suit all, we all can try to not overeat and exercise. Understanding your genetic makeup may help guide you as well.

**Eat a colourful diet:** A colourful diet, no not a rainbow cake but a diet full of vegetables and fruits gives you a lot of natural nutrients that help build your immune system naturally.

**Sleep is the best medicine:** Good sleep or rest is essential for building your immune system. A lot of scientific evidence points to how sleep helps in improving your immune response if you do get infected. Sleep is something that you can do in your home, free and every day. Ideally, if you can afford to, 7-9 hours of sleep

can equip you with much more immunity than other ways.

**Keep calm and carry on:** Stress of any kind is related to a plethora of clinical conditions! Worry is definitely a gift that doesn't appreciate loneliness. It comes free with several disorders and brews the possibility of more in the pipeline. When you stress that much, there is a strong possibility that you would have fawned the virus's appetite to replicate.

Remember the song "Don't worry be happy"

**Exercise is therapy:** You have already heard this in the past from many health pundits; today may be a good day to start. If heavy aerobic activity is not for you, walking and breathing (Pranayam) can certainly help. Some breathing exercises could be as simple as deep breathing for 3-5 minutes with breathing in through your nose for a count of 5, holding it for a few seconds and breathing out through the mouth at a count of 5.

**Maintain Good Hygiene:** If you are in India, you have most certainly heard the audio message by the Ministry of Health about maintaining good hygiene like washing your hands and covering your mouth while sneezing or coughing.

**Practice Social distancing:** This may be a good time to finish writing that book or reading those hundreds of books that you bought but never read. Or perhaps go on an overdrive of Netflix.

**Avoid large gatherings and meetings.** Remember sleep is important so make sure you get that while binge-watching. The Indian government has recently placed a lot of travel bans, in any case, making it easier to cancel conferences, meetings and more.

**Supplement your diet:** Add Supplements like Zinc, Vitamin C, D and E especially if you have genetic predisposition to have low levels. Avoid overdosing especially with fat-soluble vitamins like A, D and E and K. Consult a medical doctor.

**Channelize your inner OCD:** Routinely clean all frequently touched surfaces in the home and workplace such as counter tops, sinks, seating, workstations and doorknobs.





# 5 Reasons Why Indian Companies Should Use DLP



India is rapidly transforming into a digital society, and protecting the constantly growing amount of sensitive data has become an essential question for all organizations. A Data Loss Prevention

(DLP) solution proves to be one of the critical components to protecting confidential information, as it helps organizations to keep close tabs on when, where, and how data moves in and out of their networks.

Enterprises in India are spending more on information security each year and are keenly looking at innovative tools to defend themselves from cyber-attacks and threats. Let's check the main reasons why DLP solutions are a vital part of every organizations' data protection arsenal.

## Growing Amount of Data

Data has become one of the most valuable and vulnerable assets of enterprises. Safeguarding it has to be of paramount importance to any organization nowadays, given the high risks associated with the failure to protect data as an asset. Security has to shift towards a data-centric approach, involving a switch from securing networks, applications, and endpoints to identifying, controlling, and securing data.

A comprehensive strategy involves data loss prevention solutions that aim to prevent sensitive data and confidential information from being stored, used, or transferred insecurely. Organizations can set specific rules, at a very granular level, about data access and movement. The protection of sensitive data at rest, in-transit, and on endpoints can be assured, thus reducing the likelihood of data theft or unauthorized exposure.

## Rising Costs of Data Breaches

Data protection has always been a concern for organizations, and a host of factors have made DLP an even more valuable tool. Among these factors are data breaches and leaks that have become some of the most prevalent cybersecurity issues worldwide.

In the past years, security incidents in India included several leakages of Aadhaar numbers, databases of medical records as well as financial data. Data has increasing value, and the costs of breaches are getting higher on a global level. DLP products can

help organizations in decreasing the risks of data leaks by discovering, monitoring, controlling, and securing sensitive data.

## Insider Threats

Although organizations place significant emphasis on keeping out external threats, insider risks are likely to pose an even greater threat. The volume and frequency of security breaches caused by disgruntled, careless, or negligent insiders have risen significantly in recent times. Regardless of the intentions, a breach can cause financial and reputational harm to organizations. According to The Ponemon Institute's report, "2018 Cost of Insider Threats: Global," the average cost of an insider threat annually is \$8.76 million.

While these risks cannot be eliminated, with the right strategies and solutions, they can be minimized. Training and awareness are essential tactics for thwarting insider threats; deploying a DLP solution can further help businesses to mitigate these risks. Organizations can monitor communication channels (ports, protocols, or storage locations) and prevent certain data from leaving the corporate perimeter based on predefined rules.

## Emergence of BYOD

The BYOD trend (Bring Your Own Device) is prevalent in the workforce, as it helps to increase productivity and decrease costs; however, it also represents a major security concern for businesses. As in many cases, employees aren't tied to an office desktop anymore, the devices and security measures used throughout an organization have an essential role in enabling safe, efficient remote work.

With complete endpoint monitoring, DLP technologies can prevent employees, third-party vendors, and contractors from intentionally or inadvertently leaking data. Sensitive data can be scanned, encrypted, or deleted remotely when found or blocked from being transferred.

## Ensure Regulatory Compliance



Mr. Filip Cofas, Channel Manager, CoSoSys

For more details visit at <https://bit.ly/2UaLkI8>

## CVE-2020-0688: Microsoft Exchange Server Static Key Flaw Could Lead to Remote Code Execution



Microsoft released a patch for a severe vulnerability in Microsoft Exchange Server as part of its monthly Patch Tuesday updates. Initially, Microsoft labeled this a memory corruption

vulnerability in Microsoft Exchange. However, Microsoft has since updated the title and description for the flaw.

Vulnerability analysis: CVE-2020-0688 is a static key vulnerability in Microsoft Exchange Control Panel (ECP), a component of the Microsoft Exchange Server. The use of static

keys could allow an authenticated attacker with any privilege level to send a specially crafted request to a vulnerable ECP and gain SYSTEM level arbitrary code execution. Microsoft rates this flaw as important but notes that exploitation is more likely, according to its exploitability index.

Researchers have warned that attackers are probing for Microsoft Exchange Servers vulnerable to CVE-2020-0688 and found that many organizations are behind in patching Exchange Servers, leaving them open to attack. Full details of the vulnerability are in the blog post.



# BIOSTAR LAUNCHES A NEW WEBPAGE FOR THE FANS



BIOSTAR, a leading brand of motherboards, graphics cards, and storage devices today, launches a new webpage dedicated for the fans. BIOSTAR has been rising in popularity in the recent times as one of the best manufacturers of high-quality motherboards and PC components and the team at BIOSTAR has decided to celebrate it by launching a dedicated webpage to connect their fans to the latest information about their current and upcoming products. By submitting few simple information in the form provided, BIOSTAR fans will gain access to the latest news and insights of their upcoming products and promotions. Furthermore, if you are a social media personality, a Youtuber with a YouTube channel dedicated to the tech industry or an avid tech blogger BIOSTAR has opened up the

way for you to cooperate with them. By submitting the form section dedicated for influencers, you can let BIOSTAR's marketing team know your interest to cooperate with them and they will get back to you soon through email. Lastly to celebrate this occasion BIOSTAR has decided to do a giveaway and select one lucky winner from the first set of fans that register on this new website that will stand a chance to win a motherboard from BIOSTAR. This promotion will start from 23th of March and will end by 23th of April. Follow BIOSTAR on all social media platforms to know more about this amazing opportunity.



## Xerox announces Leo Joseph as its Managing Director in India



Xerox today announced the appointment of Leo Joseph as Managing Director for India. In his role as Managing Director,

Leo will be responsible for furthering the company's success and delivering on its business strategy for the India and South Asia market.

Leo comes with over 28 years of extensive leadership experience and an in-depth market understanding to propel Xerox into the next phase of growth in the country. His experience with large enterprises, SMBs, Governments, and B2C consumers across the value chain will help the company strengthen its hold in the

existing segments, & charter new growth avenues into the newer markets and segments.

Prior to Xerox, Leo was associated with HP, where he held various senior leadership roles in India and APAC. In his last role at HP, Leo was Senior Director, Printing Systems and Solutions – HP Inc. India. In this capacity, he was leading the Printing Hardware, Services, and Consumables business for the country and responsible for the overall revenue, profitability, and market share for the company. Previously, Leo had also worked with IBM India as Vice President – Systems X servers.

Leo holds an Executive MBA degree from the Helsinki School of Economics in Singapore and completed a leadership program from Stanford University, California."

## COVID-19 Becomes Breeding Ground for Misinformation, Scams and Fake Cures



Last week, Tenable reported on the rise in malware and phishing attacks using the COVID-19 virus. Now, it has

come to light that the global crisis has become a breeding ground for misinformation, scams and fake cures relevant to India. Satnam Narang, Principal Research Engineer, Tenable has conducted some research into the rise of these scams and what the public can do to ensure they don't fall victim.

His research looks into:

The different types of scams he's witnessed, including:

Scammers on Cash App

The spread of misinformation around COVID-19 which is becoming a growing problem

Scammers offering fake COVID-19 test kits

Fake messages from Government agencies, including scam texts alleged to be from the Australian government, offering advice on symptoms and when to get tested

Unsolicited phone call scams

Fake offers of emergency money for essentials

Working from home/job opportunity scams

Fake cures and misinformation circulating on platforms such as WhatsApp

How the public can avoid falling prey to these scams.

Commenting on this Satnam Narang, Principal Research Engineer at Tenable said, "With mounting fear and uncertainty surrounding COVID-19, people will look for home remedies or take any information circulating on the internet as gospel. Scammers and peddlers of misinformation are seizing on this fear and uncertainty, as COVID-19 enables them to dupe unsuspecting individuals.

"In India and Australia amongst other countries, we've seen dissemination of misinformation, offers of fake COVID-19 test kits, fraudulent messages from government agencies along with non-scientific cures.

"To avoid falling prey to these scams, seek information from trusted sources, be sceptical of phone calls and text messages around COVID-19 and recognize that work-from-home job opportunities and free money offered on social media are most likely scams. If you feel unwell, consult your medical professional to get care, avoid forwarding messages on WhatsApp or other social media about so-called cures or news related to COVID-19."



# HCL Releases Unica V12.0: Announcing the New, Cloud Native Unica Platform – Precision Marketing at Scale



HCL Technologies (HCL), a leading global technology company, today announced version 12.0, to be generally

available in April 2020. the largest and most comprehensive update to the Unica platform ever. Features include:

#UNICAisBACK – This is the most comprehensive upgrade to Unica yet – with over 200 enhancements, 25 new features, 90+ native reports, 500+ REST APIs, and a new UI/UX.

Improved Experience – Modern, intuitive user experience; Manage offers and content across all channels with Centralized Offer Manager; Get performance insights in real-time.

Cloud Native – Deploy in minutes, upgrade in hours. Support on-prem, cloud, or hybrid environments – with Cloud Native capabilities like Docker and Kubernetes, a rich set of micro-services, and open source support (no WAS, DB2, Cognos dependency).

“Unica is back and better than ever,” said Darren Oberst, CVP and Head of HCL Software. “This latest Unica version demonstrates to our current and future customers that HCL is committed to continually delivering the capabilities and support that they need to offer value to their customers and businesses, and this is just the beginning.”

## NetRack optimizes airflow management with innovative perforated doors for server racks



NetRack, a leading solution provider for data centers and end-to-end IT server racks,

today announced the introduction of their newly designed perforated doors equipped to increase the airflow in data centers. NetRack’s focus on R&D to put forth industry-relevant innovative concepts has paved the way to the latest addition of perforated doors which can enhance airflow up to 15%.

Mr. Ravi Raj, Brand Head, Director, Sales & Support at NetRack said, “Today operators are striving to bring down the data center operational costs and to increase the overall data center efficiency. This can be achieved easily through effective airflow management. NetRack, with constant inputs from our customers, has come up with a new rack design which can increase airflow by 15%. We have done major design changes in the Rack Frame, Front door, Rear Door and Air seal kit so that the cold air enters only the mission-critical equipment, having this done we can achieve 100%

perforation considering the Equipment Mounting area. This innovative design has increased the cold airflow in the front and hot air exhaustion at the rear.”

Airflow management is essential to optimize data center temperature control. Achieving effective airflow management at the rack level helps to eliminate thermal short circuits and hot spots by addressing the heat issues in data centers and preventing downtime. Perforated doors may be the only ventilation needed if the data center has enough air-conditioning to dissipate the heat load.

NetRack provides purpose build solutions designed with the utmost quality parameters and believes that the future-proof “racks” that they manufacture could smartly help businesses to make intelligent use of all IT resources, including IT assets, power, cooling, and network. The proper planning, power and equipment management of Smart racks provide intelligence to next-gen DCs, enabling them to become efficient, flexible, cost-effective and scalable.

## Dell Technologies shares 5 secrets for CIOs to harness HCI technology



Today, Hyper-Converged technology is going mainstream. Big, small and medium sized

organisations are all deploying this technology to transform their IT infrastructure. However, amidst the increasing emphasis on software (in software-defined infrastructures), hardware is being overlooked. A closer analysis clarifies that hardware is extremely essential to HCI, in order to achieve the highest level of performance. As organisations are increasingly moving to software based infrastructures to meet the storage and processing requirements of their data and mission-critical workloads, Dell Technologies lists down five areas that CIOs must not overlook while choosing the right hardware for HCI deployment:

1) Configuration of hardware as per the needs and workload: Deploying of hardware that are configured to support the workloads has been the success formula for IT professionals over the years. White-label servers can make good compute engines, however maximized results could be achieved with hardware that is specifically optimized according to the needs and are for specific HCI stacks. Hardware solutions can be made capable enough to manage the most critical workloads and deliver highly predictable performance, availability and flexibility as per the HCI requirements. 2) Enhancing IT transformation with high standards of quality: Over the past years, there has been a shift in HCI use cases. From virtual desktop infrastructure it is transforming into more mainstream and mission-critical applications.

For more details visit at <https://bit.ly/2Qz1liw>



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## World's Leading VoIP Phones/ SIP Phones

Fanvil is an established VoIP desktop phone developer and manufacturer from China. Fanvil has grown into one of the largest and most popular brands of VoIP phones around the world after recognizing the global demand for VoIP based telecommunication solutions. Fanvil produces devices for small and medium sized businesses, as well as large mission-critical enterprise environments. It is set to become a leading global IP voice and video terminal manufacturer, by providing cost efficient and innovative IP voice and video products. Fanvil VoIP devices encompass quality, style and value for money.

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