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Approaching People through Online Medium: Social Networking

Promoting your content through the internet has become one of the most important factors for any business to increase their reach with the right customers and users.

In nowadays, we feel that Digital Marketing has a bigger approach as compared to any other traditional methods such as Tele-marketing, and is less time consuming, with bigger reach to people of all the different kinds of their work fields.

Online Group Conferences and meetings, Webinars and summits have become the new common. If conducted in a right way, more numbers of people could be engaged, because people could multitask by listening and engaging in the webinars and on the other hand managing their own work as well.

Webinars are helping companies to save their expenses as well as targeting the right group of people from their respective fields. The only drawback is the lack of human interaction and social networking to improve their Public Relations between the other peers attending the webinars or group conference.

The number of users using the internet and increasing day by day with huge leaps of numbers, the world is developing and people are trying to adapt to the new common.

The way to increase your reach and build up more relations is through delivering of good content, more the relevant content provided to the users, more people will be interested in having business with your company.

The use of social media is very crucial for any company's growth. Intelligent use of the Social Media platforms actually plays an important role.

Understanding your customers, listening to the choices and interest is necessary because at the end of the day, more the number people engaged with your company in some sort of way (as a business partner or as a user) more will be the business growth.

Internet has now cheaper than ever that anyone can afford a basic data connection. It is important for any business to make their users to be updated with all the new products or services than you can provide. Delivering a good content and getting more people involved who really explore all your products and services; it helps in building up online presence which automatically helps. The better the site and its users, better the ranking.

And all the search engines appreciate site with content and visitors. So choosing the right medium, the right set of team to deliver your content is also important.

If hiring a marketing company, conducting an analysis going through all their historical stats should be the right way to proceed.

Online presence is necessary with the good strategic plan plays a very important role in any company for their business growth.

Tarun Taunk
Editor-In-Chief

Kaspersky releases new intelligent solution.



Kaspersky has released its new intelligent solution for discovering threats. It is aimed at helping SOC analysts and also to match malware samples particular to an incident to previously revealed APT groups. Using this solution, Kaspersky Threat Attribution Engine will match a previously discovered malicious code against one of the biggest databases of malware in the

industry and based on the similarity in the code, it will link it to a specific APT group or campaign. This information will help the security experts to prioritize the high-risk threats over the less serious incidents.

The security teams can gear up with a better customized incident response plan for the attack if the nature of the attack is known to them previously. Understanding and revealing the true nature of an attack is quite challenging because it requires not only a large amount of collected data pertaining to threat intelligence (TI) but also the right knowledge and expertise to crack it. Kaspersky provides an automated classification and identification of the sophisticated malware with its new Kaspersky Threat Attribution Engine.

The solution has been developed using an internal tool used by Kaspersky's Global Research and Analysis Team (GReAT).

In order to determine whether a new threat is related to a known APT group or campaign, Kaspersky Threat Attribution Engine breaks a newly found malicious file into small binary pieces. Each of these pieces are compared with the ones present in Kaspersky's database of malware data. For better accuracy, the

solution also includes the large database of whitelisted files. This helps in easy tracking of the malware quality and attack identification and therefore provides a better and faster incident response.

Based on the similarity, Kaspersky Threat Attribution Engine calculates the reputational score. It also highlights the possible origin, description of the author and links to both private and public resources, outlining the previous campaigns. Kaspersky APT Intelligence Reporting subscribers can also see a detailed report on the strategy used by the identified threat actor, as well as further response steps.

Kaspersky Threat Attribution Engine can be used in a customer's network which is "on premise", rather than in a third-party cloud environment. The customers have complete control over data sharing. The customers can also create their own database and fill it with malware samples using the extra threat intelligence data obtained.

There are several ways to understand who is behind an attack. The analysts can use various entities in the malware to determine attackers' native language, or IP addresses. These information help to track the location of the attacker. A professional attacker will always mask such information to mislead the analysts. The best way is to search for code similarities that the samples have in common with others identified in previous incidents or campaigns but such manual investigation take a long time. To speed-up this process, Kaspersky has created Kaspersky Threat Attribution Engine, which is now available for the company's customers," comments Costin Raiu, Director Global Research & Analysis Team at Kaspersky.

Kaspersky Threat Attribution Engine is commercially available globally.

McAfee Reveals The Top Ten Most Targeted Entertainment Titles To Stream In India



Research unveils the quest for free popular TV shows and movies puts Indians at risk

NEWS HIGHLIGHTS

McAfee reveals the list of top 10 movie and TV titles targeted for web crime

Enthusiasts are on the constant lookout for free and accessible content

Regional content, in Hindi and other languages account for nearly half of the top titles at most risk of being targeted

India, June 23, 2020 – With online video consumption on the rise, given the nation-wide stay-at-home orders, McAfee researched the risks Indian consumers could potentially be exposed to when browsing the web for popular online entertainment content. As subscription-based models and content behind paywalls continue to trend, users who do not want to pay for premium content will continue searching for free content online, exposing themselves to a host of vulnerabilities.

"The lockdown induced surge in online entertainment traffic has brewed the perfect storm for cybercriminals. They are following

and targeting consumers' obsession with accessing content – particularly for free. They entice users to visit potentially malicious websites, designed to install malware or steal passwords and personal information," said Venkat Krishnapur, vice-president of engineering and managing director, McAfee India. "In these uncertain times, it is crucial that consumers stay vigilant, invest in responsible online behaviour and recognize that if something is too good to be true, it probably isn't true."

From an analysis of more than one hundred most talked about entertainment titles available across today's leading streaming providers, McAfee identified a "top 10 web risk list" for both television and movies. Ranked in order of web search risk (from highest to lowest) as identified by McAfee's Web Advisor platform, Delhi Crime and Mardaani 2 took the top place in their respective categories.

Top 10 Web Risk List: Television – India

- Delhi Crime
- Brooklyn Nine-Nine
- Panchayat
- Akoori

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Apple's supplier Foxconn marks India for further investment



Taiwan's Foxconn, a major electronic manufacturer for various companies, is planning to expand its presence in the subcontinent by investing in India. The multinational

manufacturer is planning to invest in India, seeing the favorable conditions for manufacturing. Chairman Liu Young-way announced in the annual general body meeting about his plans regarding the expansion of operations. Foxconn had to halt its manufacturing in the wake of coronavirus but resumed production soon after. They recorded the lowest profits from January to March quarter in the last two decades. As there were no

cases in their factories, they were allowed to resume production. He said India was a bright spot for future development but couldn't be counted on right now because of the virus's existing presence. "We are fully pushing ahead with the next steps there, and maybe in a few months' time, we can reveal on our website the next steps and report back to everyone. We'll have a further investment there," Liu said. No details were revealed at the moment, but they promised that the company would show their ideas with a step by step procedure on their website soon. They said that the worst was over for the company but are at risk if another wave of the virus hit worldwide. They are positive that Q2 will result in better profits for them though much lower than their earning last year during the same period. Foxconn is best known for assembling Apple's iPhone and will soon expand their business and invest their money and resources in India

Everything you need to know from Apple's WWDC 2020

Keynote event



Apple's WWDC 2020 kick-started yesterday, for the time Apple's developer conference will be an all-digital affair and will be live-streamed across the world. No one was in attendance personally

during Apple CEO's keynote event. There were several surprises during the event, as well as some already known facts from the company. So let's take a look at what the company has to offer.

Apple showcased its new iOS 14 for the first time; this new update is coming to all iOS devices running on iOS 13 this year. It will be made available later this year, probably after the launch of the iPhone 12. Apple has announced that you could add widgets on the home screen of your device, which could help you acquire more knowledge or make your device more useful. It has changed the look of iOS software, making it similar to the WatchOS. Widgets could be attached to the home screen using the widget gallery. Apple now also a dedicated app library for accessing the apps more quickly than ever before. They have also introduced a much-awaited picture in picture features, which will allow you to view other apps while streaming media or watching a video. It could be toggled around the home screen without closing to view any other apps. Android has had this feature for quite some while, and it will be interesting to see how Apple utilizes this feature. Apple has updated the memojis for more variety of reactions and age features to make it more realistic; it may not seem a very major upgrade but could be significant for people wanting to communicate with memoji. There have been updates in the messaging apps with a new group interface and mentions. Apple Maps has been modified for cycle owners and electric vehicle drivers giving them more information about stands or charging points whether they will have to carry their cycle upstairs where they are going or not. These are small updates but could make a

significant change and make life much easier for its customers. This feature will be available in selected cities for now.

The BMW has partnered with Apple to turn your Apple devices into car keys for Devices running on iOS13 and iOS14. It will be first made available for the BMW 5 series and later to the other lineups. Apple has released its version of Android's Instant Apps known as apple app clips. Apple has made similar upgrades to the iPadOS 14 with a refined search bar that is more like the spotlight from MacOS. There will also be a new sidebar, making it much easier to navigate through the screen in the iPadOS14. Apple pencil has been upgraded to modify any scribbled information into electronic text and open the correct app related to it. It will be made available in multiple languages through the details weren't released.

They also released the next macOS called macOS Big Sur, which a redesigned notification center and more features in the control center. Apple had revamped all its apps for the Mac lineup with new designs. They also announced the shift from Intel chips to their ARM-based chipsets of the Mac lineup. They have made it official, and now soon we will see a much more powerful Mac device. Apple has provided developers a platform to make it easier for them to port apps from the Intel chips to the new Arm-based chips. They cited the reason to make the shift to increase performance while using less power; it could differentiate from the other manufacturers and improve their market share.

Apple finally brings the sleep tracking feature to Apple Watch in the WatchOS 7. Now people can also share their watch faces with friends. Apple TV received significant software changes; now, the Apple TV can also be used as a Home hub. More information will be made available later.



Qualcomm to unveil the mid-range 5G enabled Snapdragon 690 processor



Qualcomm has launched the new Snapdragon 6-series chipset for mobiles. This unique chipset is truly a marvel as it will have 5G capabilities and will provide the facility to more than 2 billion smartphones around the world in mid-range smartphones. Future proof 5G enabled budget smartphones could soon make a way in India too. Nokia, Motorola, LG Electronics have

all agreed to use this OEM on their devices, Xiaomi and Realme could also jump on this coach and announce smartphones are running on the latest Snapdragon 690 processor. The Snapdragon 690 will have the next-gen networking features with support for the 6GHz 5G network made possible by the X51 5G modem. This chipset is far superior to its predecessor the Snapdragon 675 with 20% better CPU and 60% better GPU performance. This mid-range chipset can power up to 192 megapixels camera recording 4K HDR content with a stunning 120 Hz display. Built on the 8nm manufacturing process, it has eight Kryo 560 CPU cores with two Cortex A77 performance cores clocking at 2GHz and six Cortex-A55 cores clock at 1.7GHz. Previously the 5G capabilities were only possible in Qualcomm to tier the Snapdragon 865 and the premium Snapdragon 765 and 768G. Many manufacturers were using these chipsets. OnePlus Z and Nokia have confirmed they will use the Snapdragon 7 series for 5G capabilities in their smartphones.

Qualcomm is also working on the Snapdragon 865+ processor,

previously it was reported no such chipset would be launched this year, but over the period of the time, Lenovo released the information that their gaming smartphone Lenovo Legion will be powered by the Snapdragon 865+ chipset following that Xiaomi Mi10 Pro+ also is suspected to be powered by this chipset. iQoo 3 which was released back in February, will have an elder brother in iQoo 3 Pro having the new Snapdragon 865+ all these reports confirm the availability of this new processor. Recently Antutu benchmarks scores were spotted surfacing online for this new processor. It scored better than the standard Snapdragon 865 because of the increased efficiency and CPU speeds. Qualcomm has also been working on the Snapdragon 775G which Xiaomi will be the first to use in their devices. Qualcomm is expected to release this chipset this month which will have 5G enabled features—built on the 6nm architecture. It will be the best chipset in the more premium smartphones range but not the best and will have unique abilities. Qualcomm Technologies has also released the Qualcomm Robotics RB5 platform successor of the Qualcomm Robotics RB3 platform which will provide users with a platform comprised of an extensive set of hardware, software and development tools. It will help companies to integrate AI and 5G to make next-generation robots and drones. The platform's Qualcomm QRB5165 processor, customized for robotics applications, will open new avenues to explore. Qualcomm and been working on new and exciting products and it will be interesting to see what the company can bring to the table.

Cybersecurity to be the most promising sector post pandemic.

Filip Cotfas, Channel Manager, CoSoSys in one of his article writes about the changing times and changing trends due to this pandemic situation. He stated that the current pandemic situation has forced people to work remotely. All the business, organizations and big companies have reduced their workforce and the entire process is happening online. This newly forced process of work is vulnerable to security threats, malicious attacks, data breaches and unauthorized access. Therefore "online-security" is of utmost importance for every organization currently.

Previously, the entire organization was under one platform secured with one firewall. Now due to remote access, this has scattered into multiple endpoints and the defense mechanisms have to cover more number of systems. The security experts are trying to intercept the threats but it's quite clear that the data or the PC or the simple email in this connected world is highly vulnerable be it a SMEs or a large enterprise.

The pandemic will continue to increase cyber threats. These crisis are the moments from which we should learn lessons and adopt new strategies and supporting technologies to

improve our digital economy and technological infrastructure.

Due to increase in cyber threats and internet penetration the enterprises are investing heavily in cyber security tools. The companies are implementing new infrastructure, network security solutions, endpoint protection and Data Loss Prevention software. Post pandemic the online security tools will experience a dramatic rise across different sectors like healthcare, insurance, BSFI and many more. Covid-19 will elevate the need and definition of cyber security. Cyber Security will become a big promising sector with increasing opportunities and growth plans.

About Filip Cotfas, Channel Manager, CoSoSys:

Filip Cotfas has an imposing background in sales and project management. Filip's main responsibility was to handle the existing Customer portfolio, as well as to acquire additional revenue streams. He has developed sales strategies for his markets and built a successful relationship with channel partners. Filip's primary objective is to help the businesses overcome their security challenges and protect their sensitive information.

Best Antivirus Software to Purchase in 2020

Since the start of the Covid-19 pandemic and countries being under lockdown, everything has moved online. The fact of the matter is, no-one could have predicted we'd be where we are today, in the novel Coronavirus era with more of the world's population now working from home. A large amount of traffic has moved online, which has provided hackers a good breeding ground, which has risked cybersecurity. Both cybersecurity and healthcare organizations are tasked with fighting viruses, whether they may be airborne or malware. Antivirus products help organizations to strengthen their security framework by managing and securing their digital infrastructure. In a situation such as this, many companies are making sure they encrypt their data and secure information and transaction, but what can we, as regular users of the internet, adopt to make our internet environment safer. Hackers use a variety of means, and their techniques are continually improving. These techniques include various sorts of malicious software. Purchasing antivirus software and using them to protect you while surfing the internet can be advantageous. They scan the information during the exchange of information through your computer and report if they discover anything suspicious. So here we have compiled a list of top five antivirus software of 2020.

1. Bitdefender Antivirus

It has been ranked as the best Antivirus software for two years running. It offers five different security packages at different prices. The prices depend on the functionality and no of devices as well as the subscription length as in years. Bitdefender only has limited VPN functionality and lacks identity theft protection, but on the other hand, it has numerous functions along with app-specific protection features. You can also buy the identity theft software separately. It includes basic malware, spyware, adware, and ransomware protections with regular updates to improve the protection services.

2. Kaspersky Antivirus

It has been the go-to option for many budget-friendly users. Kaspersky Total Security is one of the best antivirus protection

you could have for your system. It has an encrypted browser and banking security preventing shopping transaction frauds, it also offers webcam and phishing protections. Kaspersky includes a Security Cloud, which adds on to the functionality. It is handy and comes with relatively cheap multidevice and multiyear subscription options.

3. Norton Antivirus

Norton, made by Symantec, is one of the most popular antivirus and internet security software in the market. It includes all the functionality making it the best antivirus software, but its services are a little expensive for the ordinary man. VPN is included in all the packages along with safe cam features and identity theft protection with cloud storage. It comes in various packages, and depending on the type of package is the package price. Norton antivirus is one the safest and most trustworthy software in the market.

4. AVG Antivirus

Many users think of it has free software, but its paid subscription is powerful antivirus software. It sells only two antivirus packages: AVG Internet Security and AVG Ultimate. It has many unique protection features and the best in class system optimization techniques. AVG was bought by Avast and was improved to perform better; it has its separate VPN. It offers many more features than its competitors considering the price range.

5. McAfee Antivirus

McAfee is the only company on the list to provide security services to major corporations around the world as well as design products for personal use. It often comes pre-installed in many Windows 10 devices, but the company also sells four different antivirus subscriptions. It includes a standard array of antimalware protection, VPN services, and a file shredder, which removes all erased data. It offers safe web browsing and file encryption features. With McAfee, a VPN and identity theft protection are included only if you agree to auto-renew. It effectively detects and removes malwares and improves your internet browsing experience.

CATL develops a million-mile battery along with Tesla



Electric vehicles were thought to be a thing of the future, but companies like Tesla and General Motors have made it a possibility today. And since then, the battery industry has exploded with rapid improvements. A million-mile

battery seemed to a farfetched idea. Still, a CATL has revealed that it has come up with a design that will support this idea and make the battery last around 16 years with the capability to travel 2 million kilometers. The company has also offered to provide the battery to any automobile manufacturer interested in the prospect. CATL is currently providing batteries for the Tesla cars, which are produced in China and has plans to make batteries for BMW cars by setting up a factory in Germany. CATL is a big brand in the battery industry, also working with Audi and Porsche. These million-mile batteries could make electric vehicles cheaper as well

as more efficient. It is also being reported that CATL worked along with Tesla to design this new battery. The result might be an improvement in reducing the cost of Electric vehicles for both the manufacturers and consumers. After a first life of powering cars, several manufacturers have contemplated the so-called "second-life" use of batteries for energy storage. Million-mile cells would have a greater lifespan for these purposes and increase the value of the batteries. CATL claims that these new battery designs will only cost 10% more to manufacture for them, and if someone places an order, they were ready to build. The prices for lithium-ion batteries have been falling over the years, making them more affordable. Tesla is an essential player in this market since it has been focusing on delivering the latest most potent electric vehicles and could have a boost with these newly designed batteries. Tesla had just restarted its production factory in California after the end of lockdown because of the novel coronavirus and had to face some problems.

For more details visit us at <https://bit.ly/2NJ59vO>

How technology plays an important role in the Healthcare system today



The Covid-19 crisis has left put country in a state of frenzy. This health crisis has led to an economic crisis globally, and it is projected that this crisis will be more impactful than the great depression and the 2008 global financial

crisis. The healthcare sector has been severely impacted, especially in countries where the state doesn't control the healthcare system. There were shortages of beds and ventilators and safety equipment. Correct testing methods and the cost of conducting the test had to be regulated. There were significant problems that were exposed during the crisis.

There has also been a cry for innovative solutions in the domain of healthcare for a better response from the healthcare department. As far as medical technology is concerned, we have come a long way by building machines and developing technology, which has helped us increase the people's lifespan. But now we face a different issue altogether. Indian Space Research Organization has provided its satellite for public use to have proper GSM connections in rural areas. Hospitals have been able to send mobile units that have been able to contact people and help the public by diagnosing people for early symptoms of many diseases and educating the people. The current primary healthcare system in India is an ancient system sent in place in the early 1950s; hence we need to upgrade it. There can be many viable options like using artificial intelligence to streamline the system, and the public can receive the facility at the time of need in his home.

We also need to focus on producing medical devices in our country rather than importing them from outside. We have seen that the virus has caused an increased demand for ventilators. There are so many other equipment and devices which we need to keep prepared for the future if anything of similar happens again or if there is a second wave of the virus.

We have seen that tracking and testing were the essential tools used all over the world during the pandemic. Therefore start-ups started creating apps there helped monitor people and regulate quarantine measure. Governments also released apps to provide people with the latest information. These digital solutions were vital in flattening the curve worldwide. We also need to improve our IT infrastructure and place specific rules so that this information and online footprint can be used to improve the situation in India as the curve continues to rise in India. Decentralization of decision-making would help support more rapid deployment of COVID-19 containment responses.

Though most of the funding is going for molecular research, drug discovery, and vaccine development in India and across the world, we should also look at newer start-ups, which provide new ideas on how this situation can be tackled. Look at countries like New Zealand; they set up QR codes across the nation in every building that whoever enters the building is recorded and accounted for, which will improve the tracking and testing procedure. India should look to the future rather than being involved in petty politics.



Google Pay and PhonePe lead the industry of Digital Wallets in India



In the world of stringent lockdowns globally, online payment platforms have risen to the occasion to provide feasibility and accessibility to the people. Since social distancing is being promoted

worldwide contactless transactions, have given it a boost, and people not using e-wallets earlier have been forced to use this facility for their good. In recent years Google Pay and Walmart owned company PhonePe has become the preferred e-wallets for Indians. They are leading the market even though they came into the industry long after other platforms, especially Paytm, which has been trying to cope with the success of Google Pay and PhonePe and previously had the highest active users. On the other hand, Facebook's Whatsapp Pay facility has been facing issues to launch since its conception. It was projected to start in December 2019, But because of their inability to seek approvals and its regulatory battle.

Google Pay now has approximately 75 million transacting users, as reported by TechCrunch in May. While PhonePe comes in second place with 60 million transacting users. Paytm was once the no.1 player in India but, in recent years, has been unable to retain its user base. The company blames the introduction of Unified Payments Interface (UPI) and know-your-client (KYC) policies since being the only player in the market at that time had to spend its resources in educating the people in these policies and were also late to incorporate UPI in their platform. Paytm claim that they performed over 100 million KYCs by physically meeting customers. UPI lets users send money directly between accounts of different banks and eliminates the need for a separate mobile wallet. Paytm was late to adopt this system, which they say was partly because of the delayed approval to start embracing it into their platform. Whereas PhonePe says, their success is because of their strategy to focus more on essential services and adopting the UPI system early. And then continuing to work with third-party services such as Ola, Swiggy, and grocery stores, which gave them a huge base to work.

For more details visit us at <https://bit.ly/31tOhRN>

“AI is going to transform the digital marketing space completely.”-Mr Amol Roy, Founder, TheShutterCast

IT Voice:-Share details about the inception of TheShuttercast?

Mr Amol Roy:-The Shuttercast was founded in 2017. It was an idea which struck me at the time when I was facing issues in developing my own website through an agency. This gave me inspiration to start something of my own in this space that can address the gaps and create innovative web products and services that are more efficient.

IT Voice:-What is your mission and vision for 2020?

Mr Amol Roy:-2020 is a year which challenges me and excites me the most, as the whole world shifting towards digitization because of the pandemic. Also as startup we are facing many issues we are slowly fostering into one-stop solutions. Right from app development, to legal issues, to funds, we will be helping these young companies with best solutions to their problems.

IT Voice:-How the innovative website design and development has helped SMEs grow

Mr Amol Roy:-We believe in making our clients the centre of our work flow. Everything we do is to make technology the part of the business which makes it simpler and cost effective for SMEs today.

IT Voice:-How Covid19 has changed the Digital Marketing Strategies of Businesses

Mr Amol Roy:-During COVID-19, marketing has completely changed from being a huge expenditure to the companies to now being the most efficient and innovative way to the growth of their business. The whole market is heavily relying on micro

influencers as a way to connect to their customers.

IT Voice:-How has Artificial Intelligence transformed the future of Digital Marketing in India?

Mr Amol Roy:-I have been a believer that AI is going to transform the digital marketing space completely. AI is being extensively used to understand customer behavior, predict their spending habits etc. We have been actively using these technologies for our clients and see it growing furthermore

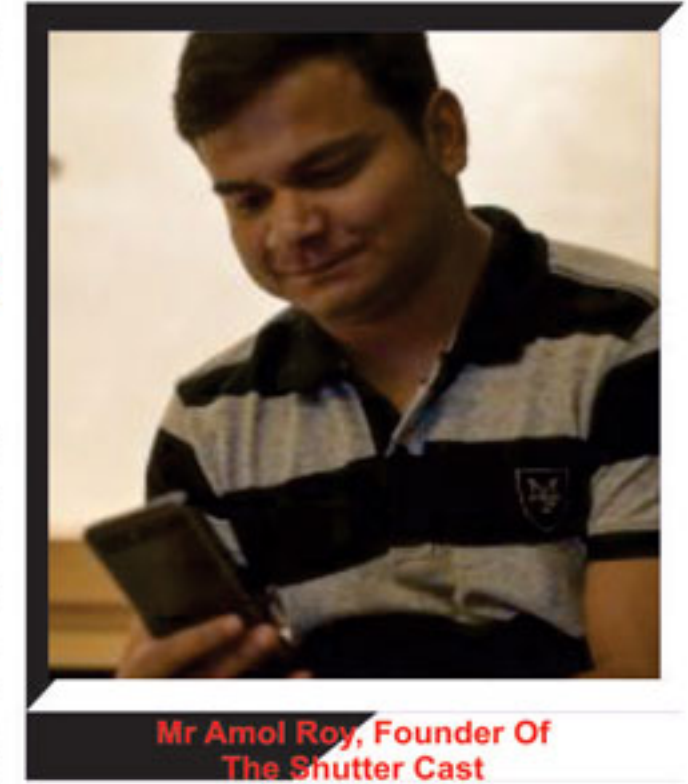
IT Voice:-What are your Future Plans?

Mr Amol Roy:-We are expanding into domains where we as a firm will be helping our clients with legal work, marketing and advertising etc. We will also be expanding into other industries like building custom PC's, Clothing etc.

IT Voice:-What were the key achievements of TheShutterCast in Year 2019?

Mr Amol Roy:-Key achievements of Theshuttercast in 2019 were generating revenues worth more than \$150K.

- Working with more than 150+ companies.
- Expanding into digital marketing space.
- Opening our Vlogging / blogging venture named Shutter and voyages.



Global Service Providers Partner with Fortinet to Deliver Customized and Scalable Secure SD-WAN Services

Fortinet®, a global leader in broad, integrated and automated cybersecurity solutions, today announced continued momentum with network service providers who have chosen to leverage Fortinet Secure SD-WAN to scale and grow their business, deliver new value-added services, and limit overhead.

With the recent increase in remote workforces, network service providers are facing unprecedented demand for highly scalable VPN service offerings. Additionally, as the SD-WAN market has matured, these same SPs are beginning to offer security services as new customer demands and deployment efficiency call for advanced and integrated security. In fact, all participating service providers in a recent MEF (Metro Ethernet Forum) survey identified security as an essential value-added service they were either planning to offer or have already started offering on top of their SD-WAN solution.

With advanced routing, security and SD-WAN functionality in a single solution, Fortinet Secure SD-WAN has emerged as a top choice for network service providers to offer new and differentiated value-added services to their customers. Heightened by one of the broadest API ecosystems in the industry, Fortinet enables service providers to customize highly scalable secure SD-WAN services that can be quickly added to their offerings and easily deployed at customer sites. Fortinet's security-driven networking approach to SD-WAN

empowers service providers with the ability to deliver highly scalable VPN services for business continuity. This approach also gives SPs the ability to build a complete security services platform with next-generation firewall capabilities such as web filtering, anti-malware, and threat protection, including deep SSL inspection, and even further expand to SD-Branch for complete consolidation of branch services.

Continued Secure SD-WAN Innovation

Fortinet's commitment to SD-WAN innovation that supports service providers is evident in the latest release of FortiOS, Fortinet's flagship operating system. FortiOS 6.4 includes advanced SD-WAN orchestration capabilities, automated NOC with advanced monitoring, and advanced analytics to help service providers offer additional value to end customers. Fortinet also continues to be an active member of MEF (Metro Ethernet Forum) and shares its dedication to facilitating the adoption of assured services orchestrated across global networks and helping define SD-WAN services standards to meet the evolving needs of today's digital transformation efforts. Fortinet has been actively engaged as a member of MEF since 2017 and is working together with the organization in the development of new SD-WAN security standards.

FORTINET®

New Advances In Cloud Computing: Germany and France Creating Services for Europe



In this new era, when everything is changing rapidly, cloud computing has come to the forefront to show the users its capabilities. It is a computer resource that, whenever required, could be called upon

like cloud storage and computing power without the active involvement of the user. Cloud computing generally refers to data centers accessible by users all over the world. And now, in 21st-century cloud computing is much more than an unlimited supply of servers and software which you pay for. It has become a necessity to connect and combine with other services to meet the application needs. For example, with an app like Slack, you can bend its functionality by integrating its services with dozens of other services like google drive or Microsoft Teams. Since the oncoming of Amazon Web Services, Microsoft Azure, and Google Cloud Platform, they have changed the meaning, providing vast ecosystems and, with the ability to integrate them, has open avenues for applications. Even streaming services like Netflix rely on cloud computing services to run, and so many other businesses require their services. Companies get the advantage of not having to maintain their own IT infrastructure and simple way for what they need depending on their usage of the software. The services may range from natural language processing and artificial intelligence to standard office applications. This feature has made it an essential part of our lives and has helped us provide a more interconnected internet experience.

Instead of building programs from scratch developers now add APIs and make their code on existing free to use service build their application.

There are three types of Cloud Computing Services:

Infrastructure as a Service (IAAS): It gives business access to extraordinary web architecture such as storage space, servers, and

connections. Companies need not manage any of the infrastructure themselves, and business can develop their architecture and grow on demand.

Platform as a Service (PAAS): Developed instead of IAAS to render the scalability and deployment of any application. It is valuable because it requires no money and allows scalability by design.

Software as a Service (SaaS): In this Cloud applications allow the cloud to be rented for software developers. It reduces their workforce to maintain and supports the application.

In the current world scenarios, when people are being forced to work out of their homes, employees are worried about the productivity of their employees hence cloud computing and SaaS and provided a solution. Companies are seeing that productivity has gone up rather than going down. The stringent lockdown on worldwide has made it a necessity and a must-have for companies. This industry is projected to reach \$17700 Billion by 2025.

Seeing the success of the American service providers in cloud computing, Germany and France are making a cloud computing platform for Europe. Europeans could use cloud resources from any supplier they want in the ecosystem and switch between providers without losing their data. This is the most recent project to challenge the supremacy of the American cloud provider and ant to gain tech sovereignty from the European Union.

There are various ways in which providers offer their services like Amazon Web Services provides six different cloud storage tiers, each with different performance and price points. However, this industry is yet to come into the mainstream; its advantages are used by every one of us who use the internet and is very beneficial.



The Next Big Thing in Delivering Services: DGCA Permits the Use of Drones



Nothing could be more comfortable than ordering food online to be delivered straight to your homes. One could argue that it is the most feasible solution in this modern era when people are busy with work and

sometimes even forget to order food. Nothing could beat the feasibility it provides, and now with food being delivered in 15 minutes to you is a dream come true, But is it possible? The answer is maybe, though roads, it cannot using the sky route; it can be made possible. For quite some time, food delivery companies like Swiggy and Zomato want to kick-start this initiative in India.

In contrast, companies like Amazon have already tried it out in the USA to deliver items through drones. Director-General of Civil

Aviation (DGCA) recently permitted companies to test and submit results for delivering items through drones. Hence getting your food delivered by a drone could soon become is a reality in the post-Covid-19 world where contactless delivery will be the new common. They have approved over ten groups to start testing beyond visual line of sight (BVLOS) drone flights. In April, more companies would have been given the opportunity, but only a few could get their hands on the permission because of the lockdown. A Zomato spokesperson said, "We have been working on powering delivery via drones for some time now and welcome this move from DGCA to test our systems. We are excited to build the future of aerial food delivery in India." Zomato acquired also bought a Lucknow-based company called TechEagle to help with the logistics and enable them to deliver food via drones.

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



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IIT develops new methods to fight novel Coronavirus



IIT's have always been a center for innovation in India, and during the pandemic, they have made it crystal clear that they will lead the innovation in the next decade too. They have

come up with remarkable innovations that will help out medical sector combat with coronavirus. They have also received the Indian Council for Medical Research (ICMR) to manufacture Covid-19 test kits. They have patented the test kits and licensed it to manufacturers for production while keeping the patent for themselves. To avoid inflation in prices, they have maintained a maximum retail price of Rs 500 so that they can regulate the market price. This affordable test kits are being manufactured by Genie Laboratories in Andhra Pradesh and will be available within a week. IIT Delhi which developed this test-kit has asked other manufacturers to come forward and produce the test-kits for the betterment for the nation. They claim that their technology is probe-free and still manages to retain the accuracy of testing.

They have also developed an 'infection-free fabric' treating the cotton cloth to certain non-toxic chemicals. This makes the fabric antimicrobial and kills the virus as soon as it falls on it. This fabric can be stitched into various items like protection kits, bed sheets, and curtains. They took cotton rolls and subjected them to a specific set of chemical reactions giving it strong antimicrobial

properties. The fabric also passes the number of washing and retains its ability even after washing it several times. Uniforms could be developed for patients, doctors, and nurses, which will help them and keep them safe from the virus. They have also developed a digital stethoscope in which they don't have to make contact with the chest of the infected person to measure the heartbeat and can keep it a distance and still manage to measure the pulse with accuracy. These methods will minimize the risk of contracting the virus for our front-line workers.

IIT Guwahati has developed drones which can spray disinfectant over large areas. It can cover 50 times more space in lesser time than traditional methods. The Government of Andhra Pradesh has been using this technology across their state to disinfect large areas. They have also developed bamboo furniture which as low-cost to make temporary hospitals and beds because of the increasing demands in numbers of beds. They have attached speakers and cameras to the drones for monitoring the situation in affected areas without having to go in the infected areas personally.

Researchers at IIT Kanpur have come up with a design to manufacture low-cost ventilators. It will be a portable ventilator and could also be used to keep the hospital germ free. It could be manufactured for a quarter of the cost of a conventional ventilator because of the material used. IIT has proved yet again that this center of education not only imparts learning but also helps out the nation to move forward and helps in the progress of our country. It will be interesting to see how these products are put to use by the Government.

Unified Payments Interface cross the 600 million transaction mark for the month of June



UPI or Unified Payments Interface is a real-time platform that helps transfer funds between any two bank accounts. Through online or a mobile platform. National

Payments Corporation of India came up with an idea to get a single mobile application with multiple bank accounts. Overall, transactions over the UPI had fallen significantly in April. But once the lockdown was lifted, it is on the road to records one of the highest volumes of transactions in June. UPI has already crossed 663 million transactions till 15 June, much more than the recorded figures in May. Though there could be variations in the volume of transactions taking over the platform, it is safe to say that the recovery seems to be right on track or UPI. In June, the transaction rate has grown by 7% compared to May, which may not seem a lot, considering a large amount is vital statistics. Google Pay leads the increase in the volume of transactions at 541 million transactions followed closely by

PhonePe and the trailing Paytm application. Google pay has been leading the pack ever since its introduction in 2018. These platforms quickly adopted UPI resulting in profits in terms of market share. NPCI's instant payments facility Immediate Payment Service has also recorded a good figure this month recovering from the previous months of lockdown. There has been a 44% increase overall since the lockdown in the past two months, and the future figures look promising.

Paytm Payments bank was a little late to adopt UPI; hence is trailing in terms of market share and volume of transaction. It leads to many top-level executives being forced to quit. Anubhav Sharma is said to join PayTm payments bank after leaving NPCI. At NPCI, he was heading the UPI and IMPS. Though it is a role at PayTm is not yet known. After the resignation of so many executives in leadership positions, Sharma will most likely look after digital payments. It will be interesting to see if this move will boost the PayTm market share again after all they were the leading pack in India just a few years back.

Fortinet Advanced Endpoint Security Blocks 100% of Malware in AV-Comparatives Real-World Protection Test

Rajesh Maurya, Regional Vice President, India & SAARC, Fortinet “When a device is targeted with malware, every second counts, and this is more important than ever with the increase in remote work today. To be effective, endpoint security solutions need to incorporate real-time post-execution protection rather than just detection, and then integrate closely with the network and other security components to share telemetry, correlate intelligence, and quickly address increasingly sophisticated threats as part of an automated and coordinated response. Fortinet is pleased to have received this recognition for its advanced endpoint protection capabilities and remains committed to third-party testing validations for other products within our Security Fabric platform.”

News Summary

Fortinet® (NASDAQ: FTNT), a global leader in broad, integrated and automated cybersecurity solutions, today announced the results from AV-Comparatives’ Business Malware Protection Test and the Business Real-World Protection Test.

In this year’s Real-World Protection Test of 19 endpoint vendors, Fortinet’s advanced endpoint security, which included FortiEDR paired with FortiClient, demonstrated a 100% block rate of exploits, unknown threats and HTTP malware, and with zero false positives on the Malware Protection Test.

The Fortinet solution also demonstrated high effectiveness in detecting malicious malware across multiple vectors, including email, web, and USB (for offline threats), and was proven resistant to all evasion techniques.

AV-Comparatives’ reports provides the industry’s most comprehensive test results for security effectiveness and total cost of ownership for endpoint security solutions protecting today’s

increasingly intelligent and hyperconnected endpoint devices.

Automated Protection, Detection, and Response

Fortinet’s approach to endpoint security converges protection, detection, and response for powerful security pre- and post-infection. It proactively reduces the attack surface, prevents malware infection, detects and defuses advanced threats in real time, and can automate response and remediation procedures with customizable playbooks. Fortinet endpoint security helps organizations stop breaches in real-time, automatically and efficiently, without overwhelming security teams with a slew of false alarms or disrupting business operations.

With FortiEDR, Fortinet offers the only endpoint protection solution that provides both comprehensive machine learning antimalware pre-execution and behavior-based post-infection protection. This allows organizations to

automatically detect and defuse potential threats in real time, even on already infected hosts. The defusing post-infection protection layer controls outbound communications and file systems modifications to prevent data exfiltration, lateral movement and C2 communications, as well as file tampering and ransomware.

With automated Endpoint Detection and Response (EDR) functions for threat hunting and incident response, Fortinet endpoint security eliminates the breach response time gap, dwell time, and helps alleviate alert fatigue for stretched security staff. Its broad OS coverage protects workstations, servers, and virtual machines, including legacy and embedded operating systems.

Further, FortiClient can also be deployed as an essential and integral component of the Fortinet Security Fabric, delivering endpoint visibility, network access control and automated threat response.

[For more details visit us at https://bit.ly/3gaZVF9](https://bit.ly/3gaZVF9)

Organisations with Cloud Management Consistency Reap Better Business and IT benefits

The Cloud Complexity Imperative report reveals that organizations who have a fragmented cloud environment have experienced 3.6 times more cloud-related security and availability incidents in the past 12 months. Interestingly, 27% respondents globally (APJ: 25%) believe that organisations with management consistency across clouds can reduce the number of security breaches, application outages, or other events affecting its public cloud-resident data by 26-50%.

Commissioned by Dell Technologies, VMWare and Intel Corporation, the ESG research insights report on “The Cloud Complexity Imperative”, surveyed over 1,257 IT decision makers across 11 countries at enterprises and midmarket organizations using both public cloud infrastructure and operating a modern on-premises private cloud environment. The report focuses on benchmarking consistent operations

management across both public cloud and modern on-premises private cloud infrastructure.

“Organizations are struggling with the complexity of multi-cloud environments, and fragmentation is only expected to increase over the period of time. Organisations see tremendous value in the concept of management simplification. Consolidation and

simplification of complex multi-cloud environments will lead to cost saving, reduced security risk, accelerated innovation and overall business agility,” said Surajit Sen – Chief of Staff, Modern Data Centre – APJ, Dell

Technologies. “For organizations struggling on their cloud journey, thoughtful analysis should be done to move towards a more consistent infrastructure management experience in order to simplify operations and drive cloud efficiency and effectiveness.”

[For more details visit us at https://bit.ly/3ga3LOU](https://bit.ly/3ga3LOU)



A New Era of Space Exploration: NASA and SpaceX launch the Falcon 9



While the observation of the world beyond the skies has always fascinated Humans it also happens to predate history. Still, the development of liquid-fuelled rocket engines in the past century has made it practically possible for us to delve into space exploration.

Since its inception in the 1950s Space exploration has often been used as a proxy competition for geopolitical rivalries of technologically advanced nations. The early era of space exploration was driven by a "Space Race" between the Soviet Union and the United States; the launch of the first man-made object to orbit the Earth was the USSR's Sputnik 1, on October 4, 1957, and the first Moon landing by the American Apollo 11 craft on July 20, 1969, are often taken as the boundaries for this initial period. India has also come into the picture in recent years with its landmark achievements of Mangalyan and Chandrayaan programs. Our understanding of space has evolved over the years and we have achieved incredible feats and continue to do so. Recently this catalog of achievements was taken a step further when NASA and SpaceX joined hands on sending American astronauts to the International Space Station (ISS).

This was a different venture from what had taken place before, NASA astronauts were launched from the Kennedy space center in a commercially built and operated spacecraft called the Crew Dragon powered by the Falcon 9 rocket both build by Space X, a

company founded by billionaire entrepreneur Elon Musk. This mission marks the first human spaceflight with private collaboration. Although Space X spacecrafts have previously been used to resupply the International Space Station (ISS). The SpaceX Crew Dragon spacecraft carried NASA astronauts Robert Behnken and Douglas Hurley to the International Space Station. It was launched on Saturday, May 30 at 3:22 p.m. EDT. NASA called this mission DEMO-2 as this was only a test flight which if successful will lead to many more missions in collaboration with SpaceX. This mission was also used to validate end to end SpaceX crew transportation system, including launch, in-orbit, docking, and landing operations. So if there were no technological advancements in this mission why did this mission initiate so much talk? It was because it was NASA's first crewed US spacecraft in nearly a decade. Nasa owned five spaceships under its Space Shuttle program Challenger, Columbia Discovery, Atlantis, and Endeavour. The first two were destroyed in accidents, Indian born astronaut Kalpana Chawla was aboard the Columbia in 2003 when it crashed. Discovery, Atlantis, and Endeavour were decommissioned and retired in 2011 even though they had a few rounds in them. It was mutually decided NASA had other prioritize and it no longer made sense to fund more spacecraft's when other private players were boasting of making space travel capable shuttles. Therefore, NASA started its collaboration with Russia for its spacecraft's which cost millions of dollars hence SpaceX gave an alternative to provide homemade spacecraft's which will also be cheaper for NASA.

[For more details visit us at https://bit.ly/3eMUHzg](https://bit.ly/3eMUHzg)

ASUS India rides high with a 15% market share in the Consumer Notebook Segment in Q1 2020

While the nationwide COVID-19 lockdown has disrupted the growth trajectories of brands across industries, ASUS India has defied the prevalent norms and registered exceptional growth during this period. Recent data by IDC has revealed that ASUS has garnered 15% market share in the consumer notebook segment as of Q1 2020. The brand has witnessed a 40% jump in sales in Q1 2020 as compared to Q4 2019. While the overall laptop consumer market in India declined by almost 26.5% in Q1 2020 as compared to Q4 2019, this comes as a remarkable feat for ASUS.

In the weeks following the sequential relaxation of the lockdown, ASUS has successfully recovered more than 90% of its national sales as compared to pre-COVID 19 phase. Driving this hyper-growth is the increasing demand for high-quality, feature-rich laptops to support the work/study-at-home mandate, bolstered by the rising penchant for online gaming while individuals practice social distancing at home. In line with these trends, ASUS has seen a steady rise in the demand for its ROG and Thin & Light laptop segments.

Speaking on the developments, Arnold Su, Business Head, Consumer & Gaming PC, System Business Group, ASUS India

said, "India has always been an important market for ASUS hence investments and growth strategies have been in sync. Our efforts have always been to expand our base and reach out to as many people possible to make technologically advanced and affordable laptops available to them."

"Post the lockdown has been relaxed in some geographies the pickup pace of our products has been phenomenal, so much so that we expect sales to surpass average sales in the coming weeks.

It is heartening to see our brand playing a key role in ensuring smooth work/study-at-home and enthralling gaming experiences for individuals during this challenging situation."

ASUS aims to cross the 20% market share by the end of Q3 and a lofty 23%-25% by the end of Q4 2020. To continue this growth trajectory, ASUS is set to launch an array of new products while expanding its offline presence from 100 stores to 200 stores by the end of 2020. With concerted efforts in terms of enhancing its product portfolio and refining consumer experience, ASUS aims to emerge among the top 3 brands in the consumer laptop segment by the end of 2020.



WiJungle- World's first unified network security gateway

WiJungle is an online cyber security firm established worldwide. It is currently serving government and private giants across various sectors like hospitality, healthcare, education, BFSI, retail, defense, transportation, ITES etc. This company develops and markets 'Unified Network Security Gateway'.

Foundation and beyond

The company is founded by Karmesh Gupta and Praveen Gupta. During its initial stages, the company suffered a massive loss and it proved disastrous to its founders but they kept on chasing success and continued working sincerely and diligently which ultimately gave them results in 2017. Since then, the total investment is around Rs.11.5 Lakhs.

WiJungle has its headquarters in Jaipur and has a network in more than 25 countries. The parent company is Http Cart Technologies Pvt. Ltd. WiJungle is now reckoned as the only single prominent player in the 'Unified Network Security' not just in India but also globally.

How it functions

Based on Artificial Intelligence (AI) and Multiple Language, WiJungle is an unified network security gateway product. It enables organizations to organize and safeguard their entire network by means of a single window.

The company is world's first all-in-one appliance that eradicates the need to have several standalone security products like Network Firewall, Guest Management Solutions, Web Application Firewall, Routers, Proxy Servers reducing the management and scalability challenges. This company has also reduced the capital investment of an organization by up to 60 per

cent.

WiJungle has a proprietary operating system which is mounted onto a general server. Currently there are 26 different server models to serve organizations up to 12000 synchronized users.

Business model

The business of WiJungle caters to various sectors like Ministry of Defence, NIC, Airport Authority Of India, Aljazeera Airways, Reliance Hospitals, The Hyatt, Lemon Tree, Royal Orchid, Fern, ESIC Hospitals, FDDI, SAIL, NALCO, CIPET, ICAR and Ministry of Shipping.

Success stories

WiJungle was awarded with the title of 'The Most Promising Enterprise Information Security Product of 2018' by CIO Review. NASSCOM and Data Security Council of India have also conferred the title of 'The Most Innovative Product of the Year' to this company.

A Singapore based Startup-O selected this company for its season 9 program - "Prove Your Mettle"

In 2019, WiJungle won acclamation from the Middle East, Africa and South Asia Region. Google had selected WiJungle as one of the 'high growth potential companies' for their digital accelerator program.

Future prospects

WiJungle is planning to lift sales and marketing and obtain international certifications. It is looking forward to expand its market in South Asia, Africa and Middle East by next financial year.

Wipro collaborates with AWS to extend DevOps capabilities

Wipro Limited, a leading global information technology, consulting and business process services company, today announced an expansion of its global strategic relationship with Amazon Web Services (AWS) in the area of DevOps. As a part of this alliance, both companies will collaborate to help global organizations leverage the benefits of automation, effective monitoring and rapid deployment leveraging DevOps.

Wipro's marquee offering for end-to-end DevSecOps, Digital Rig, accelerates digital innovation and delivery through self-service while complying with federated and automated governance. Delivered from the 'Wipro AWS Launch Pad' and aligned with Wipro's agile anywhere approach, Digital Rig supports new ways of working in the current COVID-19 environment leveraging AWS Cloud. Organizations can benefit from its established methodologies and frameworks, which cater to the entire DevOps engagement lifecycle by defining and managing DevOps as a code.

Wipro recently attained the AWS DevOps competency status,

which further reinforces the company's commitment to help drive agile development for enterprises. The AWS DevOps Competency distinguishes Wipro, which is an AWS Partner Network (APN) member, as a specialist with demonstrated technical proficiency and proven customer success in delivering DevOps processes, methodologies, and tools.

David Jones, Group Chief Digital Officer, John Swire & Sons said, "Working with Wipro gave us access to skilled DevOps consultants. We were impressed to see the expertise in action at the Wipro AWS Launch Pad and look forward to Wipro enhancing this capability further."

Dr. Manish Govil, General Manager and Global Head - AWS Practice, Wipro Limited said, "Wipro is a trusted AWS Partner Network (APN) premier

consulting partner. We have added value to our joint customers by delivering DevOps solutions with agility and speed. The AWS DevOps distinction awarded to Wipro reaffirms our dedication to technical excellence, the breadth of our services, and the pace of innovation that AWS provides."



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MSI Comes out powerful in Q1 2020 revenue even as PC OEMs fear inventory pile-up once COVID-19 starts abating



Sales of PC hardware have seen a sudden surge during the COVID-19 pandemic, but OEMs fear that this upward trend may reverse as the situation returns to normalcy, according to a recent Digitimes report.

However, gaming laptops may be an exception as they have been witnessing good growth and are expected to continue as such with MSI leading the way with record Q1 revenues.

The COVID-19 pandemic has brought in unprecedented changes to the way we work, and the rapid spread of the virus meant that many organizations and their production lines had to come to a grinding halt. With many people being forced to work from home to control the spread of the pandemic, the PC industry has seen a surge in sales contrary to other industries that were badly affected, according to a Digitimes report. During the COVID-19 pandemic, due to work

from home policies enforced by many organizations, sales of PCs, tablets, and gaming devices have been on the rise. However, OEMs aren't sure whether this surge in demand is only temporary and whether there is actually enough demand to meet the supply. According to Digitimes, PC manufacturers are of the opinion that this surge in demand may reverse once the pandemic starts diminishing. The saving grace, however, are the new GPUs introduced by NVIDIA and AMD such as the RTX Super Mobile cards and the Radeon RX5600M. These GPUs are perfect for e-Sports gaming and thus, gaming laptops featuring these GPUs are expected to continue to sell well.

Among the several players in this space, Digitimes reports that Micro-Star International (MSI) has been able to withstand the

prevailing situation better than its competitors. Despite dropping 3.3% in Q1 2020 consolidated revenues, MSI has still been able to report a 24.2% growth in April revenues to the tune of NT\$10.6 billion (US\$351.6 million) due to increased demand for gaming notebooks. If current sales are to be considered, MSI's consolidated revenues in Q2 2020 are also expected to rise sequentially.

MSI said in a press release that the company has been able to keep up with the surging demand and forecasts an upward growth going into Q3 2020. With the advantage of having its own design and production facilities, MSI has been able to not only keep up with the demand but also introduce new laptops powered by 10th gen Intel processors and NVIDIA RTX Super Mobile GPUs for gamers and content creators. Noteworthy among these new launches are the MSI Creator 17, MSI GE66 Raider, GS66 Stealth, and Prestige 14 laptops.

Overall though, there is still some reason for concern. Most other OEMs piled-up their inventories to cater to the sudden increase in demand fearing supply chain shortages. Regions where COVID-19 has started to abate and where normalcy is returning back may, therefore, see a drop in sales of PCs and PC components. People who generally opt for new hardware purchases in the peak season after June have bought them earlier than anticipated and this may lead to a slower clearance of inventory.

Thanks to eSports and fueled by the new GPU refreshes from NVIDIA and AMD, the gaming PC segment is better poised to witness good sales in the months after June without much hindrance compared to consumer and business devices.

Right now, MSI appears to have shown good resilience to the effects of the pandemic compared to its competition. Hopefully, other OEMs will also bounce back as evidenced by recent launches from HP, Dell, and Razer among others.

Apple's supplier Foxconn marks India for further investment

Vertiv (NYSE: VRT), a global provider of critical digital infrastructure and continuity solutions, together with technology analyst firm Omdia, released a new report on the implications of the shift to edge computing for telecom operators and the best tactics and strategies for capitalising on edge growth.

The report – Telcos and edge computing: opportunity, threat or distraction? – reveals that growth in edge computing could generate new revenue opportunities for operators. Omdia, formerly Ovum, says specifically that mobile and wireline operators can build a platform for the development of edge services while saving massively on costs by combining existing cell tower networks with central offices and aggregation points such as edge data centres.

“The growth at the edge opens opportunities for telecom providers to develop new services related to 5G, IoT and other



innovative technologies,” said Gary Niederpruem, chief strategy and development officer of Vertiv. “Operators will need partners with international reach, as well as a breadth of solutions and services, to support them on their edge journey.”

The Omdia report also reveals that edge growth should open up new areas of competition, with 36% of those surveyed believing that network operators will be most important in the creation of new revenue services from edge. Application developers (30%) and public cloud providers (25%) are also seen as

key edge players. “Communications service providers (CSPs) believe they see a clear opportunity in the emerging edge computing market, but other potential players including public cloud providers and over-the-top (OTT) content players, are equally attracted by the prospect of delivering the edge,” said Julian Bright, senior telecoms analyst, Omdia and author of the research.

For more details visit us at <https://bit.ly/3gfcFuG>

Astrum expands its health category with the launch of Infrared Thermometer GF-Z99Y in India

Astrum, a renowned technology brand known for its new innovation and intelligent solution expands its health category with the launch of infrared thermometer to reduce potential spread of diseases, boosting non-contact technique to maintains hygiene.

Commenting on the launch, Mr. Manoj Kumar Pansari, Chairman and Managing Director, Astrum said, "At the time of pandemic, not just hospitals but Airports, Railway stations, Office, Schools and Malls at large need to keep a routine

check of temperatures as a precautionary measure to help avoid the spread of the Coronavirus. Keeping the scenario in mind, we have launched this product with non-contact operation and ultra-fast results that will adequately serve the purpose and more."

This versatile thermometer is a simple to use and safe to measure temperature of any human body and hard surface from a distance of 3cm-5cm (max). This U.SFDA and CE cleared IR thermometer is intended for hospitals, airports, railway stations, offices, schools, Malls, for home and personal use. Once the laser is aimed at target,

the temperature will be shown on the LCD display range between 32°C – 43°C, that shows 32° – 37°C in green display, 37° – 38°C in yellow display and 38° – 43°C in red color display detecting ALERT sign.

With fast measuring reaction of 1 sec, Astrum infrared thermometer can store up to 100 records at once. Simply hold the device after setting in body or surface mode it at a distance of 3 to 5 cm away from the object or person by changing the setting in body or surface mode to measure

temperature from forehead or behind the earlobe and then press the trigger to activate instrument. This product is used as a reference for fever and hard surface screening and cannot be used for medical identification. However, use of this thermometer is not intended as a substitute for consultation with a health care professional.

The infrared thermometer GF-Z99Y comes with 1 year warranty and is already available online on Amazon India at special discount priced at Rs. 3,499



Tech Mahindra and Lucideus Announce Strategic Collaboration to Conduct Annual Cybersecurity Assessment for Organisations Globally



Tech Mahindra Ltd., is a pioneer in digital transformation, consultation and business re-engineering services.

Lucideus, on the other hand is a leading company in providing cyber risk quantifying solutions. Both the giants have announced a collaboration for conducting the annual cyber-security risk assessment for organizations globally. This initiative known as the 'Most Admired Cyber-Secure Enterprise' (MACE) will help corporations worldwide to understand, prevent and reduce the emerging cyber-security threats in the real-time using a complimentary online assessment.

The MACE initiative will play a major role and help in identification of the vulnerabilities and ways to reduce it. The enrolling organizations will be evaluated across many parameters such as cloud, web and network, email, domain name system, leaked credentials in the deep and dark web, internet protocol & domain reputation, employee enumeration and many more. After the assessment, the organizations will receive a report that will present them with their ratings and score on their present cyber-risk and also the probability of a breach to occur in next 12 months. Rajesh Chandiramani, Senior Vice President and Global Business

Head ESRM, AI & Data Analytics, Tech Mahindra said that Tech Mahindra has always been in the front-end and has helped spread awareness about the need to reduce cyber-risks. With the ongoing pandemic situation, the risk of cyber-attacks have increased exponentially. Cyber-security tools are not only a necessity right now but are a part of the board room discussions. Through this initiative, Tech Mahindra will regain it's position for a cyber-security partner and help the organizations to reduce the threats and risks using various tool and analytics.

Saket Modi, Co-founder & CEO, Lucideus, said that Cyber-security is a major challenge for every organization in the current time. There is a spike in the sophistication of cyber-attacks and organizations need to adopt strong and effective policies to monitor and study the threats to their assets in the real-time of need and make decisions accordingly.

CP Gurnani, Managing Director and Chief Executive Officer, Tech Mahindra with John Chambers, Ex-Chairman, CISCO announced that the MACE program will be launched on 22nd June, 2020 in a virtual event focusing on how the enterprises will step towards digital transformation post the covid situation.



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Epson India retains No.1 position in the Indian Inkjet printer market

EPSON®

Epson, the world leader in digital imaging and printing solutions, today announced that it has retained the No.1 position in the Indian Inkjet printer

market, as per IDC Worldwide Quarterly Hardcopy Peripheral Tracker, 1Q2020.

According to the report, Epson sold 810,269 Inkjet printers in FY19 (April 2019 – March 2020) in India, capturing 46.07% of the market by volume and 56.01 % by value. Epson has been the leader in the Inkjet market since 2017.

“Despite the extremely tough economic conditions we are delighted to have retained our market share and achieved the No. 1 spot by a comfortable margin yet again this year. We were the first to launch Ink Tank printers in India and since then, our printers have been widely accepted by cost, quality and environment conscious consumers across segments. Be it for home, office, business or commercial printing, consumers rely on Epson EcoTank printers for all their printing needs. Our EcoTank printers are both economical and eco-friendly and our consumers appreciate this” said Mr. Siva Kumar, Senior General Manager,

Inkjet Printers at Epson India.

In 2019-20, Epson accelerated the transition from ink cartridge printers to high-capacity InkTank printers by continuing to highlight the formidable advantages of low print cost, high page yield and the environmental benefits of their Heat Free technology used in the EcoTank range of printers. In 2020, Epson will continue to leverage on efficient, compact, and precision technologies to drive innovations in the Inkjet printer space. Epson believes that its technology can help to shrink environmental impact, increase productivity and play a major role in solving social issues.

Epson expects the demand for printers to remain steady in 2020 despite the current worldwide crisis. The demand is expected to be driven by the increasing work from home culture as both working professionals and students address the requirement to print their documents. Epson will also drive the growing shift from Laser printing to Inkjet printing which is a more Economical and Eco-friendly printing technology.



Canon India today announced the launch of the imagePRESS C165 multi-functional printer

A perfect confluence of user-friendly interface and patented technologies, the imagePress C165 is the perfect growth partner to any business, and not just a printer

India, 17 June 2020 – Canon India today announced the launch of the imagePRESS C165, multi-functional printer. The new MFP combines the best of Canon’s patented technologies and easy-to-use user interface combined with a suite of security tools. The imagePRESS C165 delivers professional quality documents time after time. The MFP offers a high-productivity output of 65 pages per minute (ppm), low power consumption, seamless connectivity, equipped to meet the diverse needs of print shops, creative agencies and corporate offices.

Canon imagePRESS C165 addresses the evolving business demands, aiding customers with optimal productivity and remarkable impression in terms of output. In line with their motto of ‘Do More’, the machine will enable users to expand their business and move beyond the current realm of work. Bolstering consumers’ creative abilities, iPR C165 provides a wide range of creative applications with rich, clear and vivid images. With more simplicity in terms of its user interface, customers can connect seamlessly for maximum ease of use and ensure data and network security. Finally, as a growth partner to business, the imagePRESS C165 is also an easy fit in the existing setup due to its compact size and low power consumption, enabling businesses to save more.

Expressing his views on the launch, Mr. Kazutada Kobayashi, President & CEO, Canon India said, “Being the industry leaders in

imaging, it is our constant endeavor to inspire our customers to ‘Do More’ with our range of products and solutions. We understand that with the evolving landscape in the printing industry at present, it is imperative for businesses to leverage cutting edge technologies to ensure cost optimization. Backed with an in-depth market study of technology and product trends, we are delighted to launch the latest addition in our flagship imagePRESS series in India- imagePRESS C165. The new multi function printer will certainly empower our customers to enhance

their creativity, delivering excellent print quality, and at the same time ensure cost efficient business operations. Going ahead, we will be stepping up our product proposition to ensure that innovation leads the strategy for all our offerings to help our customers push boundaries like never before.”

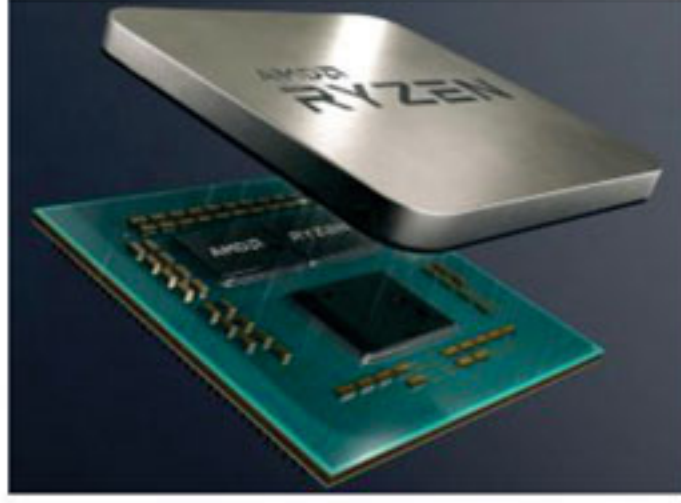
Sharing his thoughts on the product, Mr. Puneet Datta, Senior Director, Canon India said, “At Canon, we remain committed to the growth of printing industry in India, by introducing innovative and advanced products at the right time to the market. Business today are undergoing turbulent times where it is imperative to ‘DO MORE’ than desired from each investment. Also, various surveys on printing industry have indicated that as we start to come out from the lockdown, digital printing technology will see a rapid and enhanced adoption along with an increased focus on generating higher ROIs. In alignment with the market needs, we have launched the latest addition to the imagePRESS series, the imagePRESS C165.

Canon

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For more details visit us at <https://bit.ly/3eXNA6U>

AMD to release the new 3000XT Series CPUs along with StoreMI 2.0 Software



AMD has confirmed their plan to launch its leaked Ryzen 9 3900XT, Ryzen 7 3800XT, and Ryzen 5 3600XT. This will be the successors of the Ryzen 9 3900X, Ryzen 7 3800X, and Ryzen 5 3600X series at the same prices. The new models are based on the same refined structure but have

faster boost speeds because of 7nm manufacturing. AMD claims that these CPU's will perform up to 4% better than their predecessors. The Ryzen 3000XT family will be launched on July 7 precisely one year after the original series was launched.

The Ryzen 9 3900XT has 12 cores and 24 threads with base and boost speeds of 3.8GHz and 4.7GHz respectively, Ryzen 7 3800XT has speeds of 3.9GHz and 4.7GHz with 8-core, 16-thread. While Ryzen 5 3600XT has 6 cores and 12 threads with base and boost speeds of 3.8GHz and 4.5GHz respectively. These chipsets have an improved boost frequency of more than 100MHz for this series. Ryzen 9 3900XT has the peak boost frequency at the same level as the current flagship Ryzen 9 3950X at such cheaper price which

means that you can have a better gaming experience without having to spend extra Rs7000.

AMD is also planning to launch the Ryzen 4000 series desktop CPUs after the launch of the mobile version of the Ryzen 4000 series. AMD has also not announced any price cuts in the predecessors of the Ryzen 3000X family though it is expected to get much cheaper and still will be a viable option to purchase. AMD also plans to release the new AMD A520 chipset which will be made available later this year. AMD A520 will replace the older A320 chipset, and will also support more modern processors.

AMD also severed ties with Enmotus who collectively released the StoreMI tiered storage solution which helps people to virtually merge more than one solid-state drives and improve the existing RAMs. Apple has also included the AMD Radeon Pro 5600M GPU selection for customizing the MacBook Pro which will help deliver better performances. It has 8GB of integrated HBM2 memory build on the RDNA architecture, which makes it energy efficient and gets the most out of your laptop. AMD has been coming up with lots of new chipsets, but their GPU is yet to be used by other manufacturers to prove the claims of the company.

NETGEAR Offers Armor Protection to its Latest Wi-Fi 6 Routers and Mesh Systems



NETGEAR, the primary provider of Wi-Fi 6 products, that drives connectivity in today's smart homes, announced the availability of NETGEAR Armor™ powered by Bitdefender®, an advanced cyber security solution on Orbi Wi-Fi 6 Mesh Systems and a number of NETGEAR Wi-Fi 6 routers.

NETGEAR Armor™ cybersecurity will protect the connected home and unlimited connected devices from the online cyber-threats. It is a multi-layered cybersecurity solution which is built into NETGEAR Orbi Mesh Wi-Fi systems and Nighthawk Wi-Fi routers to provide protection to the Internet of Things (IoT) products, the connected TVs, mobile phones, computers, tablets and other devices.

Marthesh Nagendra, Country Manager India, ME & SAARC, NETGEAR said that the current situation has forced all the organizations and business enterprises to adopt a work-from-home policy. This new policy has increased the risk of cyber-security. Thus, it is very important for every organization to be properly secured. The NETGEAR's Armor Security will help the organizations and employees reduce the risks of cyber-threats.

NETGEAR Armor protects networks against threats, including trojans, ransomware, rootkits, and spyware, and also helps block the fraudulent websites which try to steal financial data.

David Henry, Senior Vice President for Connected Home Products at NETGEAR said that the world is a highly connected place now. With the increase in connectivity, the potential cyber-threats also increases. In the year 2018, NETGEAR made a strategic decision to help the customers with security by providing them with a world-class network security through their partnership with Bitdefender. NETGEAR Armor, provides full assurance that the home network and all the connected devices are secured.

NETGEAR Armor specifications and compatibility:

Active Vulnerability Scans : It runs an active vulnerability scan on all the connected devices at our home.

Instant Alerts : Issues instant alerts when threats are detected & blocked through NETGEAR Orbi/Nighthawk app.

Web Protection provides a safe browsing experience by alerting and blocking the harmful webpages.

Anti-theft Protection : Provides full protection incase the devices is lost or stolen for Android and Windows Devices.

Bitdefender Security provides on-the-go protection for iOS, MAC, Android & Windows devices.

Bitdefender VPN is a new feature which has been included with the Bitdefender Security. It provides a highly secured browsing. It encrypts the internet connection to keep the online activities private.



Wired or Wireless what's in store for the future of Headphones?



Headphones have become an essential part of our lives; every one of us owns a pair of headphones. It has become crucial to stream media, listen to songs, or require it for gaming.

Therefore every one of us has

faced the dilemma of buying a pair of headphones. In this era of no headphone jacks, we have to another task to figure out which one will suit my needs and will be pocket friendly at the same time. It is not easy to choose the right headphones for your needs and wireless headphones getting cheaper, and with the introduction of true wireless earbuds from many companies have made the task more challenging. Apple changed and directed the market once again with the removing the standard 3.5mm jack in their iPhone series and introduced the AirPods providing authentic, seamless wire-free experience with the ability to do anything and a very futuristic feature. They undoubtedly offer freedom from wires, but do they sound as good as their wired counterparts? Wireless devices are becoming even more smarted; they have an in-build voice assistant connected to your phone who can answer any query, gestures to help you navigate, and so much more. Although over the years, their price has significantly decreased, the manufacturing cost is extremely high because of the components required to build a wireless headphone of earpods, for example. If we take wireless headphones and a wired headphone costing almost the same, the wired headphone will give a much better

sound experience, though the freedom from wires is lost. Another reason to prefer a wires headphone is that they use batteries, and sooner or later, the battery will die out, and you will have to but a new one. Some cheaper variants of wireless headphones use the previous generation of Bluetooth and aren't able to play the high-resolution music which comes in FLAC or WAV formats and can be used play for MP3 files. We wouldn't disagree for a daily commute or workouts; wireless headphones do the job by compromising on the sound which a regular customer won't mind. But audiophiles whose priority is the sound of the music and the quality they listen to headphones manufacturers have improved the sound technology over the years. They don't just care about creating quality music but make sure that their audience looks to it the way they want in the best quality hence wont to provide an experience that they will cherish. The Music industry still uses expensive wired headphones, which start from Rs 10000 upwards and go all the way.

So about the question which one should you buy, it all boils down to the fact of what type of customer you are. If you are looking for more utility by compromising on sound wireless, it can be an excellent option, but if you prefer the sound quality, we will surely suggest you go for wired headphones. Sony has released its new Sony's WH-CH710N wireless headphones for Rs 9,990, which can be a terrific offer for its functionality.

Cyber-security is Crucially Important for the Growth of New Digital India



In this current pandemic situation, the entire system of workflow has been forced to undergo a massive change from desk-job to remote working and digitalization. All the organizations and enterprises have reformed and changed their policies

and working structure. Among the many sectors even BFSI has significantly reduced it's offline operations and are urging the customers to use online services for any type of assistance. Mostly 70% of the compnay already had a digital transformation in place or were working towards one. The process of digitalization is growing among the companies, industries and different geographoc locations. Our lives are completely impacted by Internet maybe it be basic needs or luxury. With growing digital usage, the hacking community is becoming stronger than ever. There is an urgent need of developing proper hacking tools which can provide complete security and protection. The only way to stop it's path is by improving and developing Cyber-security.

According to the reports, by 2024 Indian data center market is expected to reach approximate values of approximately \$4 billion. The modern technological concepts such as digitization,

automation, AI, cloud, social media, blockchain, IoT, and many more are developing at an incessant pace and as a result completely exposing the data and the other critical resources of an organization.

With Internet, becoming such an integral part of our lives the critical data and information are constantly at the risk of getting exposed and breached. Cyber-security is one of the most serious challenges that is being faced worldwide. Mostly the attacks happen due to human error such as clicking on malicious links, opening an attachment which contains malware , entering credentials in the fraudulent page, and using weak passwords. A strong cyber-security strategy is very important to keep our data safe and secure. One should use network firewalls, update software regularly, set up strong passwords and use multi-factor authentication.

Mr. Prashanth G J, CEO at TechnoBind said that the current pandemic situation has forced everyone to stay remotely connected which opens path for the hackers to exploit the personal networks and computers easily which might not have a strong protection. Data is stored digitally for convenience and better utility but the digital format of data increases the risk of breaching by multiple times.

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

Acer launched the Acer Veriton N series



Acer launched the Acer Veriton N series. It uses the latest Intel . It also has a 4GB RAM which is expandable upto 8GB. This series has a variety of connectivity options and is suitable for e-learning, and also to help the small and medium scale Businesses, Enterprises in their digital transformation. The new Acer Veriton N

series has Microsoft Windows 10, enhanced security and manageability features and WiFi b/g/n ac for wireless connectivity. It can easily fit behind a monitor saving space and giving a clean and compact look.

Sudhir Goel, Chief of Commercial Business Group, Acer India said that they are excited for the launch for the launch of this PC series.

It is highly economical and will mainly address the demand of E-learning, Enterprises and businesses across all sectors. With the changing demands during this pandemic situation Acer guarantees a fast, smooth, easy and highly responsive computing experience which is essential to keep the workforce fully functional with negligible loss in productivity.

Acer India will extend it's full support towards education and enterprise. This series supports up to two displays to increase productivity, and 6 USB ports with at least 2 USB 3.1 Gen 1 that provides high-speed data transfer and best-in-class connectivity.

Pricing and Availability:

The Acer Veriton N series has a starting price of Rs. 9999 and will be available at Acer E-store (<https://store.acer.com/en-in/>) and at over 1500 Acer channel partner stores across India.

Top things to keep in mind while choosing Enterprise SSDs



If you are in the market for a solid-state drive (SSD) to

improve overall storage system performance, you must first have an understanding of the vast amounts of different SSD features and characteristics, so you can select the drives that best suit your environment and applications. However, even seasoned system administrators are, at times, bewildered at the swarm of ever-evolving SSDs on the market. Despite knowing that SSDs offer high data transfer speeds, some may think that the storage capacity is too low, or believe that SSDs are too expensive, not balancing the improvements and value SSDs could present in terms of faster business results or higher productivity.

Enterprises across virtually every industry and sectors understand the potential that data offers. To leverage the value of their data, they are using various computations, algorithms, machine learning and analytics to unlock patterns that provide valuable insights. In order to capitalize on these opportunities, it can sometimes become quite tedious to choose the right storage device for your system. It is important to note that extreme big data and fast data workloads demand a sound storage infrastructure with specific capabilities. Therefore, in order to narrow down on a suitable SSD storage device, a checklist can make the process easier: –

Form Factor

This defines where the SSD fits, whether it is possible to replace it without powering down the server, and how many SSDs can be packed into a chassis. Typically, for SSDs, such as Western Digital Ultrastar DC SN640 NVMe, the form factor of 2.5 inch is the most common. Such drives are hot-swappable and can fit 24 such drives on most 2U servers. While M.2 and Add-In Card are other common form factors and offer higher bandwidth and power profile than 2.5-inch drives.

Interface

There are three types of SSD interfaces: SATA, SAS and NVMe and each has its own set of applications. SATA with its legacy protocol optimized for rotating media (HDDs) offers a maximum transfer rate of 600 MB/s. Whereas, SAS drives, such as Western Digital Ultrastar SAS series SSD, offers a more robust enterprise feature

set with higher data transfer rates. On other hand, NVMe drives, such as Western Digital Ultrastar NVMe SSDs are designed as an ultra-high-speed connection interface for near-memory applications, thereby delivering unprecedented low latency compared to the other two interfaces.

Endurance

Each SSD warranty comes with a limited amount of erase and write cycles for data over its lifetime. Hence, the selection of the SSD will depend on its intended application. For instance, choosing a high endurance SSD for a read-mostly application will needlessly incur a higher cost. Whereas, choosing a low endurance SSD for a high-write workload can lead to a premature drive failure.

Error handling & data protection

In comparison to consumer SSDs, enterprise SSDs offer better data protection safeguards. Unexpected events such as power failure or flash errors can corrupt the data. With features such as NAND error handling, power-failure protection and end-to-end data path protection, enterprise SSDs make sure there is minimal possibility of data loss, with state-of-the-art data encryption.

NAND

The most common type of flash memory, NAND is a type of non-volatile storage technology that are built on flash cells and do not require any power to store data. These flash cells range from single-level – storing one bit per cell – to quad-level cell that stores 4 bits of data in a single NAND cell. The multi-level cell (MLC) technology allows 2 bits per cell, doubling the storage capacity of a single NAND chip. This TLC is the most prevalent in enterprise-class SSDs and delivers reliable performance and endurance.

Performance

By now we know that SSDs are fast, making them the preferred choice for data storage. However, measuring the performance of an SSD does not follow a one-size-fits-all approach. SSD performance depends on the specific workloads running on them. Transfer speed and latency are the most important metrics for SSD application performance. Latency is the time taken by the drive to read or write data – a lower latency is always better.

For more details visit us at <https://bit.ly/38esXB8>



Fanvil

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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