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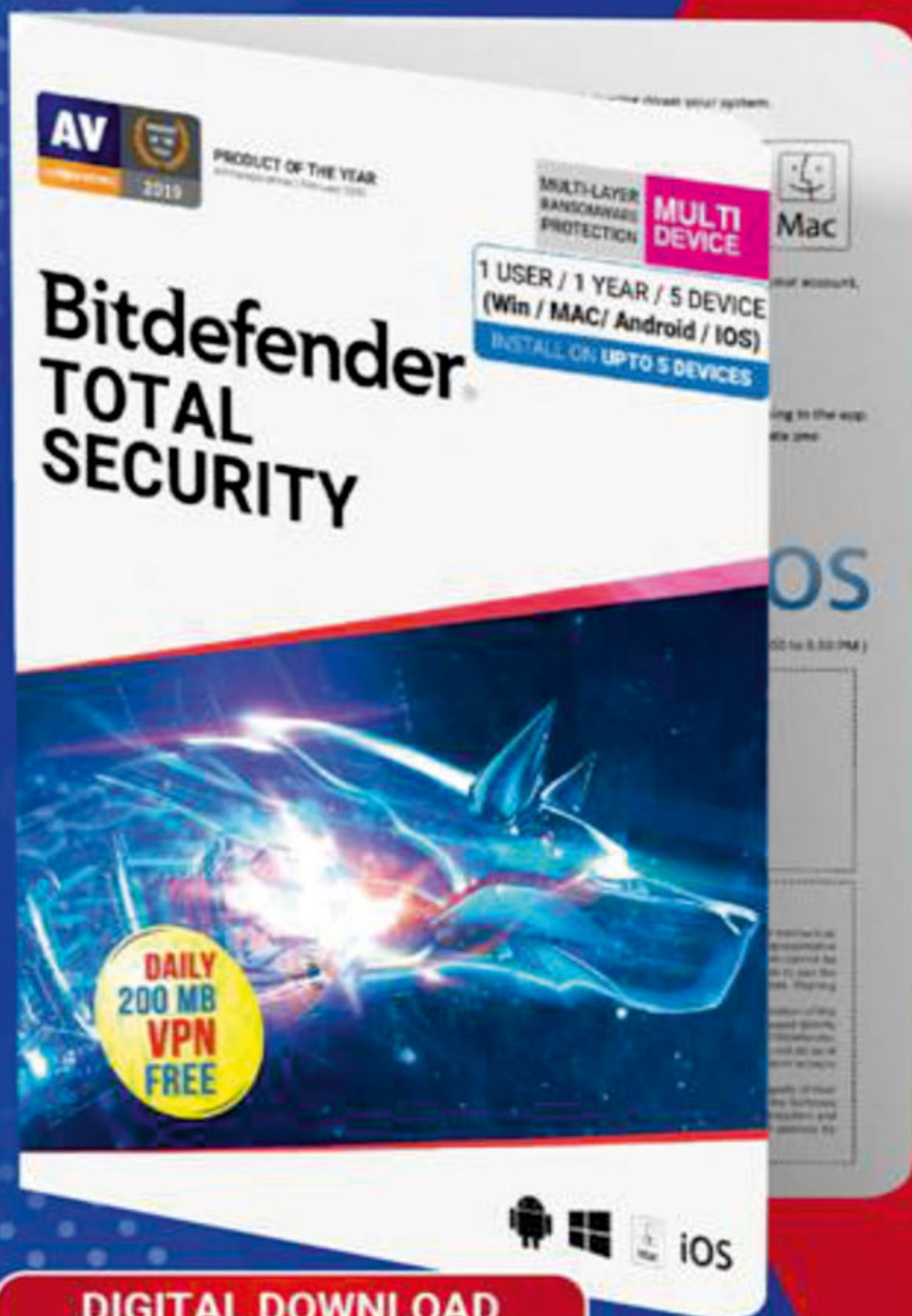
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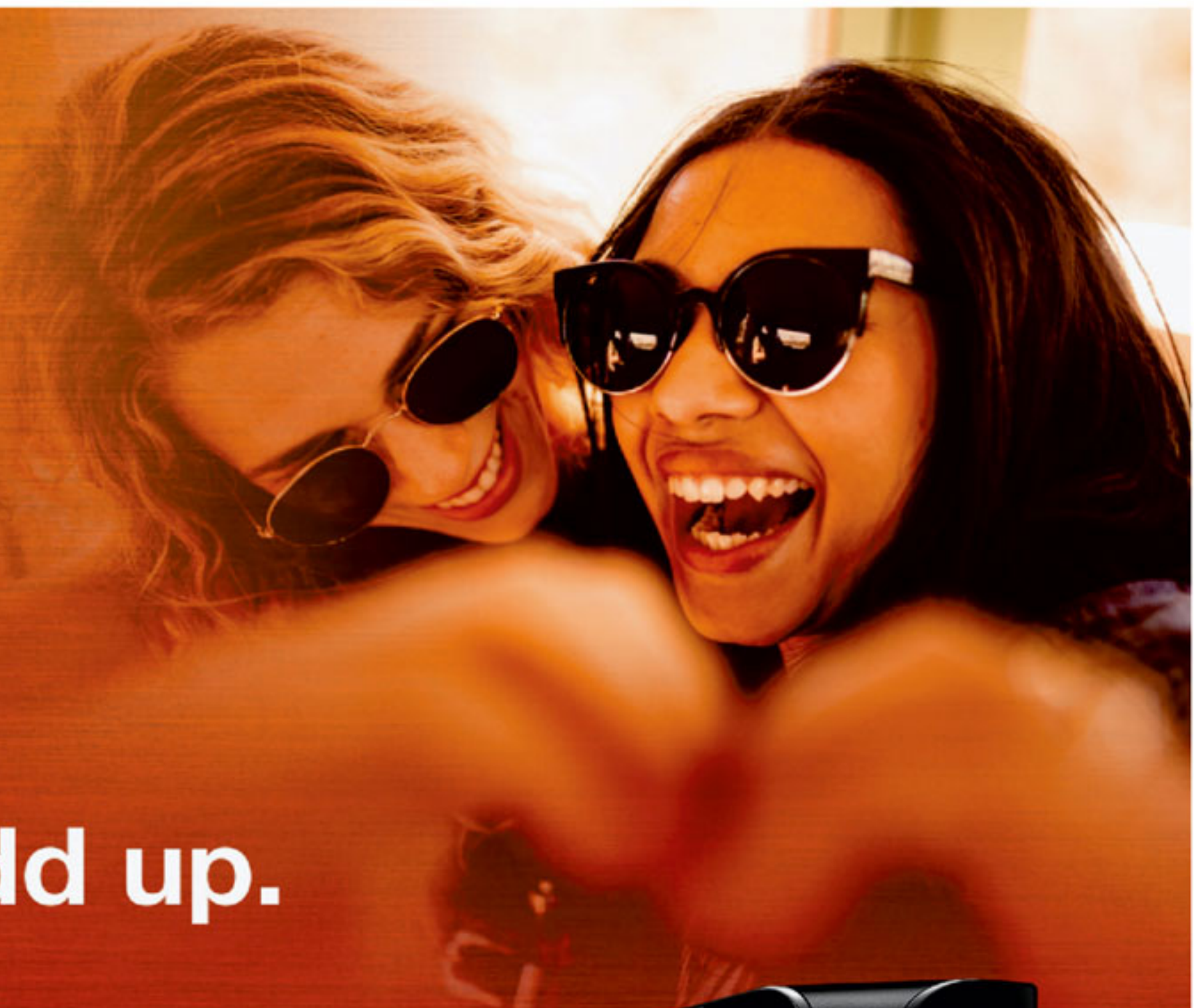


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Management – Doing more by working less

A principle is a fundamental truth about a phenomenon which explains and establishes cause effect relationship. These principles are derived on the basis of observation, experiments, experience and analysis of events. These principles serve as guides to thought and action. A body of interrelated principles dealing with the same subject matter constitutes a theory thus the theory of management consists of a number of principles, duly recognized and systematized and concerned with the management of an organization.

Management principles are universal and are applicable to all types of organization business or non-business government or private enterprises.

Management principles are flexible and not rigid. They are capable of adapting to every need. They can be modified as per requirements of the situation and environment, through providing useful guide lines for future course of action

Taking an example of an organization, how you manage your time and divide the work among your employees is must. Doing everything by yourself will consume more time and will give small results.

Smart work is more important than hard work in this modern era of technological world where everything is modifying and developing and innovating day by day,

Many management principles are not standardized. They are

concerned with human behavior, which is not standardized and is highly unpredictable. So, management principles hold good in a large number of situations and need to be modified in specific conditions. That is why the management is regarded as inexact of soft science.

We may have heard certain statements like “He is the best boss or he is the best manager I've ever had” but what we don't talk about is that what makes him or her the best manager or the boss.

The way they respond to daily conversations and daily office problems, the way they interact with other colleagues and employees. It's may be hard to finish a task in a deadline but it is not hard to follow some management tips and principles to get a way around by dividing task and finish it before time.

Management principles are not only descriptive but are predictive or normative also.

These are predictive or normative as these principle are generally flexible and normal, and also linked to the human behavior to perform in daily work life.

Tarun Taunk
Editor-In-Chief

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Coming Soon

Cybersecurity firm NETMONASTERY appoints RAH Infotech as national distributor for its SIEM Product DNIF



Cybersecurity firm Netmonastery has appointed RAH Infotech, a specialty technology distributor of cybersecurity, data management, disaster recovery and cloud solutions, as the national distributor for their

Next Gen SIEM product, DNIF.

In their role as the national distributor, RAH Infotech will provide NETMONASTERY access to a diverse and vibrant Channel Partner ecosystem and strong customer connections in the Enterprise, Government and SME sector.

Recognized by Gartner, DNIF offers solutions to customers across the globe and caters to a variety of cybersecurity needs across industries. A vast majority of managed security service providers use DNIF as the core of their security operations. This next-generation analytics platform combines security and big data analytics to provide real-time threat detection and intelligence to the most critical data assets on the internet.

Shomiron Das Gupta, Founder & CEO, NETMONASTERY commented, "we are excited about the partnership with RAH. We intend to leverage this business relationship to reach out to a wider market across segments for our SIEM product, DNIF, that combines the features of traditional software with advanced technologies such as security analytics, SOAR, UEBA and security data lake to bring power and efficiency to security operation centres of all sizes."

"DNIF, a Next Gen SIEM platform that leverages big data analytics and machine learning to provide end-to-end visibility, is a great example of the 'Make In India' story. This partnership will strengthen our security offerings and help our customers gain unparalleled insight around emerging threats and bolster their network defenses," said Ashis Guha, CEO, RAH Infotech.

DNIF has great patronage from large and medium enterprises and forms the core of cybersecurity operations of some of the largest enterprises in the BFSI, NBFC, Telecom, Government, and E-commerce space.

Cost, Complexity and Compliance: Clumio Addresses Enterprise All-Cloud Needs Amidst COVID Challenges



Clumio, innovators of authentic SaaS for enterprise backup, today announced increased demand for its "all cloud"

enterprise data protection service in 2020, with an eight-time increase in the number of its platform customers protecting more than one data source across private cloud, public cloud and SaaS compared to seven months ago. Clumio has tripled its employee headcount, hiring more than 50 percent of its total company roster during the pandemic. The company has expanded from protecting one to four data sources, including AWS EC2, EBS and RDS, VMware Cloud on AWS and Microsoft 365 – the first service of its kind on a single platform. Enterprises choose Clumio for its innovative air-gap backup service for public cloud and SaaS. Clumio, unlike any legacy product, frees companies from the burden of managing data protection. Clumio continues to advance company, product and industry innovation throughout 2020 by

solving the cost, complexity and compliance problems that are inhibiting enterprises from getting to the cloud faster.

Clumio has responded to rapidly increasing customer demand for all-encompassing data protection with an easy-to-onboard service that safeguards against ransomware and data loss. The company has redefined the enterprise backup experience with the industry's first "born in the cloud" data protection offering for long-term retention and compliance of AWS native services. Clumio scales on demand, has predictable pricing – including a free tier for operational recovery – and is simple to manage.

"Remote work and a major uptick in SaaS and cloud use has escalated potential ransomware threats. Now, more than ever, our customers are realizing the value of a cloud-native data protection platform – a platform that arms them to fight today's data protection challenges," said Poojan Kumar, CEO and co-founder, Clumio.

For more details visit us at <https://bit.ly/3477Dfk>

Made in India VIDEOMEET empower colleges and schools for online classes and E-learning



VideoMeet, a Made in India Video conferencing application has launched features to enable schools

and colleges for online classes. Recently VideoMeet has tied up with S.S Jain Subodh P.G. College, one of the most prestigious colleges of Jaipur, to offer their services to organize online classes of more than 60 courses in undergraduate, postgraduate, Ph.D. and professional programmes.

Everyday VideoMeet is serving thousands of students and teachers of the various colleges spread across multiple states and cities; the application is clocking around 2 lakh plus online meeting minutes daily. With its features such as HD viewing to LD viewing available, data compression technology, specific room code and customization, VideoMeet can allow Lacs of participants in a single video conference.

Some of the prominent features used regularly in lectures are fixed classroom name such as Maths SectionA which makes easy for students to join every day, ease of asking questions with the raise-a-hand tool, and writing the question in Q/A box which goes to the professor directly. Commenting on the tie-up and VideoMeet's attention to e-learning, Dr. Ajay Data, Founder and CEO, VideoMeet said, "It is a giant leap that educational institutions in

India have adopted digital learning. We take pride in playing a pivotal role in building and nurturing the future of our nation."

SS Jain Subodh PG College is currently using VideoMeet's plan of INR 999 per month for the single host in conference mode, and INR 2999 per month for the single host in webinar mode. The application is required to be downloaded only for smartphones and tablets. Students and teachers logging in from laptops and desktop systems do not have to go through this hustle.

VideoMeet also hosted the Annual General Meeting for the college's governing council Subodh Shiksha Samiti that included all the stakeholders such as President, Secretary, Convener of College, Principal and other members. The virtual meeting setup is equipped with features such as Attendance, recording of audio/video, ease of QnA exchange, and branded virtual room. It also offers speakers, panellist participants and distinctive identification of attendees.

The college is also using the Townhall feature integrated with VideoMeet for arranging a live address of the Principal.

Upon the feedback received from young graduates and professors, Dr. Data added "VideoMeet is targeting colleges and institutions Pan India both technical and non-technical for providing hassle-free and advanced digital learning solutions."

[For more details visit us at https://bit.ly/367e98b](https://bit.ly/367e98b)

McAfee launches its enhanced integrated security suite for Indian consumers



McAfee today announced its latest consumer security portfolio that includes enhanced products with better user experiences and

new features, including integrated social media and tech scam protection. Meeting consumers in their current realities, these new functionalities are designed to protect users from current threats as they navigate professional and personal life from home.

"With the convergence of home, office and school, today's consumers need end to end device and web protection that secures every aspect of their digital lives," said Venkat Krishnapur, vice president of Engineering and Managing Director, McAfee India. "Tailored to the increasingly connected world in which we live, McAfee's evolved product suite is a holistic approach to securing every facet of the connected consumer's life."

Security and Privacy Get a Boost

McAfee Labs found an average of 375 new threats per minute via malicious apps, phishing campaigns malware, and more, according to its McAfee COVID-19 Threat Report: July 2020. To address these threats and combat emerging coronavirus-related scams, McAfee's product lineup includes the following updates and enhancements:

Tech Scam Protection: McAfee WebAdvisor now provides a warning when visiting websites that can be used by cybercriminals to gain remote access to your PC, combatting the reported 128 crore total online fraud loss in India.

Advanced Malware Detection: McAfee enhanced its machine learning capabilities to improve overall time to detect emerging threats across devices as well as added protection against file-less threats.

Improving the Customer Experience

Consumers default to convenience over security, making protecting themselves online an afterthought until it is too late, and they become compromised. Despite the increase in online frauds during the pandemic, online payments in India have soared, with UPI (Unified Payment Interface) recording close to 1.5 bn transactions in July 2020.

At a time where returning to previous routines is still uncertain and internet usage continues to climb, McAfee recognizes consumers need intuitive solutions that allow them to devote attention to what matters most to them right now, including:

A Better User Experience: An improved PC and app experience with easier navigation and readable alerts, and clear call to actions for faster understanding of potential issues.

Updated Password Protection: Access iOS applications even faster with automatically filled in user account information and passwords in both apps and browsers on iOS devices.

[For more details visit us at https://bit.ly/341NJSB](https://bit.ly/341NJSB)

Realme to release it's 1st under-display camera smartphone

realme

Realme has created a buzz in the market as it is going to produce an under-display camera smartphone.

The company has given an inkling by posting the photo of the new and unknown smartphone through the most commonly used Chinese site, Weibo.

Weibo is a website that has helped give updates regarding new products and their launches. The picture showed that the new smartphone is going to be nothing like the other smartphones. It displayed that the new phone will not have any hole punch cut-out that phones have for the front camera. Hence, giving an idea for a different design.

The vice president of realme gave the news by uploading it on Weibo. Under the comments, he cleared the doubt that the new

smartphone won't have an option for pop-up selfie mode either. All this evidences showed that makers are working to produce something new and different.

The realme's Indian chief executive officer had also said that the width of the 5G smartphone is huge therefore adding a pop-up will only create problems in terms of good battery life.

Although other information regarding the price and date of launch is not revealed yet the news will be declared soon.

Also, realme is not the only company that has thought of introducing the concept of ultra display technology. There is another company as well i.e. ZTE axon 20 which launched its model before the starting of the month.

Other companies like Oppo and Honor are also working on the same project of introducing or bringing the concept.

HCL Technologies launches MINTVIZOR to enable agile deployment of analytics for smart manufacturing



HCL Technologies (HCL), a leading global technology company, today launched MINTVIZOR, an easy-to-use manufacturing analytics solution for

plant managers and factory personnel. The solution provides real-time machine monitoring and analytics of shop-floor data to drive decision making for higher throughput, reduced downtime and improved product quality.

MINTVIZOR gives the manufacturing analytics space an innovative agile deployment offering to give real-time insights into the availability, performance, and quality of tools, equipment, devices, and machines.

As Industrial Internet of Things (IIoT) and Industry 4.0 are transforming the world of manufacturing, real-time manufacturing analytics has become essential to help

organizations improve the speed of decision making and actions on the factory floor. MINTVIZOR is designed to factor speed and efficiency into its deployment methodology, with associated competitive benefits in its packaging and pricing.

MINTVIZOR offers an easy-to-use, configurable solution in the cloud that makes deployment easy. The machine connects via a simple wizard, making installation a smooth process. The solution's real-time manufacturing analytics platform will help organizations move further and faster on the journey of performance improvement on the factory floor.

MINTVIZOR is an addition to a host of other solutions offered by HCL, namely DFMPPro, CAMWorks and Glovius, in the design, manufacturing, and visualization spaces respectively. MINTVIZOR is in line with HCL'S vision to help organizations through solutions for digital manufacturing.

Fortinet Security Academy Program to Develop Cybersecurity Talent in India



Rajesh Maurya, Regional Vice President, India & SAARC at Fortinet

"For years Fortinet has been committed to closing the cybersecurity skills gap through our NSE Training Institute programs. The Fortinet Security Academy Program allows

academic institutions and non-profits to equip participants with the skills necessary for a career in cybersecurity. By supporting these leading universities in India, we're arming the next generation of security leaders with the skillset and knowledge the industry so desperately needs."

Bangalore, India – September 23, 2020

Fortinet, a global leader in broad, integrated and automated cybersecurity solutions, today announced that nineteen new universities in India have joined Fortinet's Security Academy Program, including: Annasaheb Dange College of Engineering &

Technology, Bennett University, Institute of Advance Management & Research, Shri Venkateshwara University, Sri SaiRam Engineering College, SASTRA Deemed University, Seacom Skills University, St. Xavier's Catholic College of Engineering and Sri SaiRam Institute of Technology.

As part of the Security Academy Program, they will offer Fortinet's Network Security Expert (NSE) training and certification content to their students in India. The nineteen universities add to the growing success of the Security Academy Program that is available in more than 80 different countries and is comprised of over 300 Authorized Security Academies.

Cyber Skills Gap is a Leading Risk

According to the 2019 ISC2 Cyber Security Workforce Study, around 2.8 million professionals currently work in cybersecurity around the globe, but an additional 4 million trained workers would be needed to close the skills gap and properly defend organizations.

For more details visit us at <https://bit.ly/3kNbo00>

Jio's new \$50 strategy to claim the market



After establishing a name for themselves in wireless services, Mukesh Ambani's Jio is now planning to dominate the telecom industry with a ₹4,000 android phone to be released soon. The phone will come paired with cheap tariff plans. Reliance Industries asked its suppliers to push their production capacity to accommodate a demand of about 200 million smartphones in the coming year. This target would be a massive boost

for the local production industry, which aligns the objectives of the billionaire with that of the government in the country.

Earlier in July, Reliance entered a \$4.5 billion deal with Google to work on technology initiatives. While Reliance is a stand-alone unit on the big plan for now, chances are that Google will join hands with them once the regulatory review is completed for the deal. If Reliance is able to put this new device in a good position, chances

are that the popularity of Chinese brands such as Xiaomi will fall. Neil Shah, research director of Counterpoint Research said, "Jio has an opportunity to target more than half billion Indians who don't own a smartphone and trigger a blue ocean market opportunity. With Reliance expected to work with Indian vendors, Chinese brands will lose out on a potential opportunity and market share."

Recently, Ambani mentioned that millions of Indians were still trapped in the 2G era due to their lacking devices. This new phone is targeted at bringing them out to the current generation of telecom industry. The pandemic has created a need for basic gadgets and internet services in almost every household. In a country like India, coming up with a phone under rupees 5,000, paired with a decent tariff rate might prove to be the turning point for Jio in the telecom industry, establishing it as a sole-dominant force. While the actual statement from Jio is yet to be made public, chances of seeing a Jio device in the market are quite bright.

Impact of the upcoming cybersecurity policy from various perspective

With the world getting closed due to the pandemic, people were forced to find the way out to deal with every single need. The wave of digitization helped to survive through it with everything going digital. Since everyone is engaged with digital/online activities, it created a sheer need for proper security as well. The government has recently announced the New Cybersecurity policy for the country.

Reacting on the same Mr. Karmesh Gupta, CEO and Co-founder of Wijungle-a cybersecurity startup, explained the impact of the policy on the different verticles.

"The upcoming National Cyber Security Strategy (2020), which is meant to cater to the horizon for the next 5 years i.e. up to 2025, is expected to be highly inclusive for citizens, businesses, and government with its fundamental relying on Personal Data Protection Bill 2019.

From Citizen's perspective, a mass cybersecurity awareness & certification program shall be proposed & later thoughts could be given to make it compulsory to enable mobile data on SIMs and

taking fixed-line connections. This further could also be made as a mandate for any computer-related job.

From the Business Perspective, Deployment of essential security tools/products for companies above a specific turnover shall be mandatory. MSMEs/Startups shall get financial relaxations in security purchases. For quick adoption of Indigenous technology & data localization, incentives shall be planned for companies preferring Indian Cyber Security Startups.

From Government Perspective, The special annual budget for cybersecurity products, services, and maintenance shall be allocated by all the government organizations. Based on IT audits, CERT shall penalize organizations that lack the required infrastructure or do not regularly maintain them. CERT can plan to make real-time data available to startups for effective R&D. Efforts shall be made to enable these startups to offer robust and quality assured products to private & govt. enterprises. Plans to offer R&D funds for startups shall be proposed from the national security perspective."

Asus launched a new series of laptops in India

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For more details visit us at <https://bit.ly/3j5qsp7>

Fujitsu continuing to keep making mark in the IT world.

Fujitsu to Deliver New Supercomputer System for Canon

Fujitsu Limited today announced that it has received an order for a new supercomputer system from Canon Inc.

Highlights:

- Fujitsu’s Supercomputer PRIMEHPC FX1000 will contribute to Canon’s no-prototype development initiative in manufacturing, leveraging the technology of the world’s fastest supercomputer, Fugaku co-developed by RIKEN and Fujitsu.
- Fujitsu’s new system consists of a PRIMEHPC FX1000 with 192 nodes, with an expected theoretical computational performance of 648.8 TFLOPS.
- The new supercomputer delivers enhanced capabilities and expands the scope of applicability of analysis in Canon’s product development process.

The system consists of a Fujitsu Supercomputer PRIMEHPC FX1000(1) unit, which harnesses top-class technology from the world’s fastest supercomputer, Fugaku, which was jointly developed by RIKEN and Fujitsu. The new supercomputer will achieve an expected theoretical computational performance of 648.8 teraflops (TFLOPS)(2). Upon completion, the supercomputer will play a key role in contributing to Canon’s initiative of “no-prototype” product development(3), delivering enhanced capabilities and scope of applicability of analysis in Canon’s product development process. This system is planned to begin operations in the first half of 2021.



Background

[For more details visit us at https://bit.ly/365jPzL](https://bit.ly/365jPzL)

Fujitsu Develops Technology to Block Facial Authentication Fraud

Fujitsu Laboratories Ltd. today announced the development of a facial recognition technology that uses conventional cameras to successfully identify efforts to spoof authentication systems. This includes impersonation attempts in which a person presents a printed photograph or an image from the internet to a camera.

Figure 1: Attempt to spoof ID card authentication with a photo to impersonate another

Figure 2: Forgery Feature Extraction Technology

Figure 3: Forgery Detection Technology

Conventional technologies rely on expensive, dedicated devices like near-infrared cameras to identify telltale signs of forgery, or the user is required to move their face from side to side, which remains difficult to duplicate with a forgery. This leads to increased costs, however, and the

need for additional user interaction slows the authentication process. To tackle these challenges, Fujitsu has developed a forgery feature extraction technology that detects the subtle differences between an authentic image and a forgery, as well as a forgery judgment technology that accounts for variations in appearance due to the capture environment.

Fujitsu’s new technology ultimately makes it possible to prevent impersonation with forgeries using only face images taken at the time of authentication, enhancing security without sacrificing the convenience of face authentication and contributing to the DX (digital transformation) of operations with improved personal authentication technologies.

[For more details visit us at https://bit.ly/2G8T2Yg](https://bit.ly/2G8T2Yg)

Facebook Business Suite, making online retail easier for small businesses

Sheryl Sandberg, COO Facebook announced on Thursday, the new app and desktop interface named Facebook Business Suite in order to make life easier for businesses-targeting SMBs specifically. With the ongoing pandemic, businesses have seen lesser and lesser customers walking into their stores each day. With an ever growing competition in the market, a good social media presence is essential to sell products online. With options like Facebook Shops, the social media “big guy” has already lent a hand to small businesses which were hit hard due to the pandemic.

The app will allow businesses to access Facebook and Instagram from a single system. It shall give them the freedom to post simultaneously on the two social media platforms, view comments, get insights about engagement from the audience and allows management of ads. It also

merges messaging options from the two platforms. While WhatsApp has not been included yet, Facebook will probably bring it in next year. Facebook has stated that as of now, the app has been created targeting Small Businesses that need to reach to their customers and sell online. However, in the long run, they do plan on making this an app for businesses of all sizes. Facebook also released two surveys alongside the announcement of the new app in order to show small businesses that an online outreach is essential for survival during the pandemic and in the post-Covid scenario. These surveys can be accessed from links at the end of the article. Needless to say, it has been a step forward to help the businesses facing an existential-crisis right now. Hopefully, this will take forward the SMBs towards a more stable condition.

Traders betting on tesla's battery

In recent sessions, tesla's stock has increased by 21%. And with that many traders are now expecting that the Chief Executive of tesla i.e. Elon Musk will disclose improvements that can be done in the battery.

Analysts believe that this improvement can lead to advancement in storage which can in turn energize the rally. One of them suggested some changes in the electric car.

He suggested that for faster manufacturing and reducing the costs, it is better to use a technology that has a dry electrode cell in it.

It is also known that electric cars become more expensive because of the use of a battery as compared to gasoline-powered cars.

Therefore, for electric cars like Tesla, it is expected that the company should work on providing equal footing and allowing usher in mainstream acceptance. The above-mentioned idea could help its customer save a lot of money and have a long-lasting battery.

Recently, tesla was removed from a group of companies that had to join the S&P 500 before making a historic fall in the production on 8th September.

In August, Elon Musk tweeted about the plan of producing 50% more energy density batteries in the coming 3 to 4 years. It has the potential to start an electric airplane. Those changes will help tesla lessen its coalition with Panasonic.

By making another bold statement, Elon Musk also said that by 2020, US markets will see a new version of tesla which will have no drivers and it was termed as 'Robotaxis'.

As per Refinitiv, tesla is trading its expected earnings in the coming year at 150 times which is double than what was expected in the 5yr average.



Acer launches latest generation of Intel-powered Predator Helios 300 and Triton 300 laptops in India



Acer, the global PC brand today has announced the launch of the latest generation of its Predator laptop in India. The two new refreshed

gaming laptops include – Predator Helios 300 and Triton 300 in India. The next-generation Triton 300 and Helios 300 are equipped with 10th Gen Intel® Core™ H-series mobile processors and up to NVIDIA® GeForce RTX™ 2070 Max-Q graphics to deliver outstanding gaming performance. Both the laptops will be available across online and offline retail channels starting next week.

Speaking on the launch Sudhir Goel, Chief Business Officer, Acer India said, "Our latest Predator gaming line-up is powered by the 10th Gen Intel® Core™ processors and some of the most groundbreaking and advanced cooling technologies available today. As one of the leading PC makers in the gaming industry in India, we consistently strive to offer cutting edge technologies to equip gamers who prioritize competitive esports gaming as well as other gamers who want to push the limits of performance, comfort of use, and reassurance."

Commenting on the launch Rahul Malhotra, Director – Retail, Intel India said, "Intel continues to push the frequency envelope to deliver amazing PC gaming experiences. The 10th Gen Intel® Core™ H-series processors power the ultimate portable systems for gamers, delivering performance that enables incredible, immersive game play even while recording and streaming. The Acer Predator gaming range packs desktop-caliber performance that gamers can take anywhere."

Predator Helios 300 – Formidable and Feature Packed

Acer's Predator Helios 300 has raised the bar high for gaming laptops, offering the best performance. Now available with the latest 10th Gen Intel® Core™ H-series processors delivering faster frequencies, with up to six cores and 12 threads to enable immersive gaming experiences, amazing responsiveness and consistent in-game performance. Combined with upto NVIDIA

GeForce RTX 2070 GPU with Max-Q Design, and up to 240Hz refresh, 15.6-inch FHD IPS display with 3 ms overdrive, the newest Helios 300 has paved its reputation as one of the most powerful and feature-packed yet affordably-priced gaming laptop available. Fully connected with Killer's E26001 Ethernet Controller, Killer Wi-Fi 6 AX1650i and Control Center 2.0. It also supports up to 32 GB of 2933 MHz DDR4 memory, 2 PCIe NVMe SSDs in RAID 0 configuration along with up to 2TB Hard Disk Drive, delivering the speed and storage necessary to maintain large libraries of AAA games and movies.

Improving the overall performance and gaming experience, DTS:X Ultra Audio delivers high-end 360-degree surround sound for experiencing media in a realistic spatial soundscape. With headphones, it provides an authentic audio experience letting sounds be heard as they were meant to be, whether near or far, and features specially tuned sound modes that have been optimized for different game genres.

Acer's custom-engineered cooling technology ensures that the device runs at an optimal temperature. The laptop armed with dual fans, including one custom-designed 4th Generation AeroBlade™ 3D fan that reduces noise while increasing airflow, and Acer CoolBoost™, which allows manual adjustment of the fans to ensure that critical areas receive continuous cooling. Strategically placed intake and exhaust vents are also included.

Predator Triton 300 – Ultimate for Gamers and Content Creators in an ultra-thin package

Acer's powerful but slim Predator Triton 300 gaming laptop has been refreshed to include a 10th Gen Intel® Core™ H-series processor packed with incredible performance typically only available from desktops, up to NVIDIA GeForce RTX 2070 GPU with Max-Q Design and a 240 Hz display refresh rate. The 15.6-inch FHD IPS display also features a 3 ms response time that supports 100% of the sRGB color space, making it ideal for both gaming and content creation.

For more details visit us at <https://bit.ly/3i7eABT>

Tenda introduces all-new MW5G Home Mesh Wi-Fi Router System in India

Tenda

Tenda, a leading provider of networking devices introduces its all-new MW5G AC1200 Whole Home Mesh Wi-Fi Router

System to cover a large space area with consistent Wi-Fi signals while eliminating the dead spots within the house. The new mesh router is an addition to its best selling mesh router systems in India.

Tenda MW5G is a 1200Mbps dual-band distribution mesh Wi-Fi system designed for medium to large-sized households, bringing in exponential Wi-Fi coverage, as well as a faster and stable Internet connection to cover the household. A Pack of 3 MW5G provides up to 3,500 square feet and a pack of 6 provides 6,000 square feet Wi-Fi coverage range and is also ideal for more than 1-floor houses. Compliant with IEEE 802.11k/v/r seamless roaming

protocols, MW5G supports automatic network optimization and automatic routing selection, allowing one to enjoy a more stable and flexible wireless network.

Tenda MW5G comes with 2 x 3 dBi built-in Omni-directional antennas and 2 external power amplifiers use both 2.4 GHz and 5 GHz frequency bands to enhance the signal strength and receiving capability.

Equipped with patented MU-MIMO and Beamforming Technology features, Tenda MW5G offers unrivalled coverage and stable performance. MU-MIMO Technology ensures a stable wireless connection and increases the quality of connected clients and data processing while Beamforming Technology helps in focusing transmit power onto wireless devices for better signal strength apart from MU-MIMO technology.

For more details visit us at <https://bit.ly/30bhZth>

A14 Bionic, Apple's new mobile chip

While a new iPhone was a no-show, the new iPad Air revealed the A14 Bionic SoC at Apple's "Time Flies" event. Moving forward with their silicon in mobile concept, Apple is under observation this year as they ended their ties with Intel a few months back and are planning on using their own chips for Macbook. A14 has brought about a revolution as it is the first in the industry to have a 5nm manufacturing process. A14 Bionic takes your conventional high performance offered by Apple an extra-mile with the new features onboard.

The CPU on A14 Bionic is a six-core CPU with 4 high-efficiency cores and 2-high performance cores. Just like every other chipset reveal by Apple, there was no information available about the clock speed of the unit. Compared to the A12 Bionic, Apple promises A14 Bionic to have a 40% improvement in CPU capabilities. The new chipset has also been estimated to draw

about 8% less power than the last generation. This has not been officially released by Apple, but rather been calculated by several tech experts comparing iPad across the two generations. The GPU is a 4-core unit with a 30% improvement from A12 Bionic, as promised by Apple.

A14 also includes a 16-core Neural Engine which is used by Apple to process certain AI-software such as image recognition and voice recognition. It promises a throughput of 11 Trillion operations per second. The chipset also has a dedicated Secure Enclave for security and privacy related tasks. The actual upper limit and capabilities of this processor will most probably be revealed with the next generation of iPhone. However, it is safe to say that Apple is prepared to let go of their ARM-based processors and shift entirely to indigenous chipsets.



Microsoft pulls out its underwater datacenter, verifies desirable results

After several years of research on Project Natick, Microsoft recently released a few findings of their first experiment with underwater datacenters. While the data is still under analysis, the available results seem promising. In May 2018, Microsoft placed a datacenter with 864 servers, 117 feet under the sea near the Scottish coast.

Microsoft pinned the idea against the fact that more than half of the world's population lives within 120 miles of the coastline and having an underwater datacenter would increase data access speeds and promote sustainability in growth.

The datacenter ran completely on renewable energy for 2 years, on a grid that would be unbelievably small to run a land based datacenter. They believed that in an untouched environment having controlled temperature with dry Nitrogen inside the capsule instead of Oxygen to prevent corrosion, data centers would be more efficient. As they expected, the failure rate was found to be one-eighth of what would be observed in a normal datacenter on land. Spence

Fowers, a key member of Project Natick said, "As we are moving from generic cloud computing to cloud and edge computing, we are seeing more and more need to have smaller datacenters located closer to customers instead of these large warehouse datacenters out in the middle of nowhere".

While the outside of the container was found to be covered in algae and anemones, it was very well maintained on the inside. In a lights-out datacenter, the servers are usually replaced every five years and hence for an underwater datacenter with a considerably low failure rate, they can just take the faulty servers offline without much effect on the performance. The results also proved that there isn't a requirement for water cooling, given that the resources are being depleted anyway.

Microsoft believes that they are past the point of Project Natick being an experiment and are now in a phase to move from land datacenters to this far more sustainable alternative.

For more details visit us at <https://bit.ly/3jj0YoJ>

What holds back enterprises from moving and modernizing the other 80% of workloads, especially when transformation is so important?



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Wi-Fi 6: India Gears Up for the Next Generation of Wi-Fi Technology

NETGEAR With much of the country being on lockdown in the past few months due to the ongoing pandemic, by now you must be aware of the importance of Internet and Wi-Fi devices. Many of us didn't realize the significance of having a strong Wi-Fi device in our home up till now, but today in the world we live in, it is clear that Internet and Internet devices play a significant role in our day to day life and have become somewhat of necessity during these times. Before the pandemic, the country was focused and was talking about the emergence of the next big thing i.e. the 5G technology, many organization, and businesses started rolling out devices that were 5G enabled or supported the technology to make India ready for 5G but a more powerful communication started has also started gaining its name i.e. Wi-Fi 6.

Most of you would be also aware of the term Wi-Fi 6 by now, Wi-Fi 6 or 802.11ax is the latest version of the 802.11 communication standard. The latest version of this Wi-Fi standard empowers with faster Wi-Fi speeds with reliable connections, so one can enjoy buffer-free streaming, faster downloads, and add more smart home devices without slowing down the Internet experience. It also provides better coverage and, more importantly, has the power and capacity to handle dozens of devices in the typical congested smart home.

The latest communication standard has started gaining an edge in the Wi-Fi market as many companies have started rolling out devices/hardware that are Wi-Fi 6 enabled including Cisco, Asus,

NETGEAR, TP-Link, etc. Besides this, many Smartphone companies have also started taking lead in the race by bringing out devices that support Wi-Fi 6. Apple, launched iPhone 11 series that support the latest Wi-Fi standard i.e. Wi-Fi 6, besides this Samsung has also introduced a few of its mobile phones in the market that also supports the latest Wi-Fi standard. Even for Gaming – the new Play Station is supposedly enabled with wifi 6 too.

In short, companies have started gearing up for the next generation of Wi-Fi standard and have started rolling out Wi-Fi 6 enabled devices or devices that support Wi-Fi 6. The latest Wi-Fi standard is set to change the course of the overall Internet experience; it is faster and much more efficient, capable of powering a growing number of devices simultaneously.

The ongoing pandemic has started the new era of working from home culture and as the pandemic prevails much of the employees and organization will continue to allow their employees to work from home. Evidently, the current Wi-Fi devices available in the market are not able to support multiple devices at once leading to network congestion, slowdown of network in the devices in respective homes, ultimately leading to a hampered productivity of the employees. Wi-Fi 6 has the ability to handle multiple devices as it uses MU-MIMO technology, Multiple User Multiple In/Multiple Out. This means it uses multiple antennas to talk to multiple channels at once, allowing the router to not only talk to multiple devices at once but also allows those devices to respond at the same time.

[For more details visit us at https://bit.ly/3kQO150](https://bit.ly/3kQO150)

Epson launches its first 4K Pro-UHD Ultra Short Throw Projector for Home

EPSON[®] EXCEED YOUR VISION Epson, a world leader in digital imaging and printing solutions today announced the launch of its first Ultra-short-throw laser light source 4K Pro UHD¹ Home

Theatre projector, the EH-LS500B. Priced at Rs.290,999 the EH-LS500B is ideal for home entertainment and is great for watching 4K content.

With the launch of EH-LS500B, Epson have created an ultra-short-throw projector that's stunning, flexible, convenient and hassle-free to use. With an immersive 4K HDR viewing experience, the EH-LS500B represents a new generation of digital projection that redefines the everyday viewing experience by offering a stunning image size of up to 330 cms (130 Inches). Unlike standard-throw models, the EH-LS500B can achieve a large display of up to 330 cms (130 inches) when placed close to the wall. The EH-LS500B is easy to set up and sits neatly next to the display area. It has sleek, clean lines allowing it to blend into living and entertaining spaces seamlessly. With its long-lasting lamp and amazing affordability, especially for a laser projector of this quality and design, it is the perfect alternate for a large screen TV.

With the 4K PRO-UHD1 ultra-short-throw laser projector, it's easy to stream shows, enjoy movies, watch sports, game and more.

There is provision to connect a streaming device in a concealed space in the front bay. A user can also watch content from Media players, set top boxes, games consoles and more by using one of the projector's three HDMI ports. The LS500B also has two built-in 10W speakers.

The EH-LS500B also includes frame interpolation as well as Detail Enhancement technology. With a high brightness of 4,000 lumens, this versatile laser projector is great for large screen viewing, even in a well-lit environment. This projector also delivers defined shadow detail and deep blacks with a 2,500,000:1 contrast ratio. The adjustable HDR settings provide further versatile & outstanding images.

Home projector sales are seeing an upswing due to the current limited accessibility to movie theatres and other entertainment options. The introduction of EH-LS500B – a new generation of digital projection redefines the everyday television viewing experience. Equipped with an ultra-high definition ambient light rejecting screen with unique optical layering technology, the LS500B Laser projector offers sports enthusiasts, gamers, and content streamers an immersive, big-screen alternative to traditional LCD and OLED TVs, all from the safety and comfort of home.

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

Crayon Enters into a Partnership with Check Point Software Technologies to meet Enterprise Cloud Security Needs in India



Crayon, a global leader in digital transformation services has been appointed partner by Check Point Software Technologies and will meet enterprise cloud security needs in India with Check Point's

CloudGuard.

Check Point CloudGuard, a suite of cloud security solutions, is designed to prevent the latest fifth and sixth generation (Gen V) multi-vector and polymorphic cyberattacks targeting enterprise cloud services. The robust portfolio, part of the Infinity Architecture, includes CloudGuard SaaS and CloudGuard IaaS, giving organizations unmatched protections for cloud infrastructure (IaaS), workloads and software-as-a service (SaaS) applications.

"Cyber-attacks mostly affect an organizations' data backup. Once lost, it becomes irreversible for any organisation to make things

right and it can be catastrophic for every stakeholder in the business. Hence its pivotal to adopt a strategy that shall help data protect itself. We are happy to have Check Point in our gamut of services, as its cybersecurity solutions spans across network, data, endpoint, cloud and mobile technologies to protect their organizations against the most advanced attacks," said Vikas Bhonsle, CEO at Crayon Software Experts India.

"We are pleased to appoint Crayon India as a partner to help bring to market our cybersecurity solutions in India. Crayon has a demonstrated customer-centric approach and strong commitment to help customers adopt the best solutions to meet their needs. I am confident that this collaboration will help us expand our reach to more organizations seeking the best cybersecurity solutions to prevent and protect more complex and frequent cyberattacks." said Sundar Balasubramanian, Managing Director, India and SAARC at Check Point Software Technologies.

Nvidia to buy ARM Holdings from Softbank



Wall Street Journal reported on Saturday, the possibility of Nvidia buying the British chip designer ARM Holdings from the SoftBank group in a deal worth \$40 billion in cash-and-stock. Nvidia, which was earlier known only for its graphic processors, now also has chips being

used for High Performance Computing in Data Centers and AI calculations. ARM Holdings is a chip designer which supplies its basic design on license basis to different companies for production. By focusing on less energy demanding chipsets, ARM was able to lure companies such as Apple and Samsung to get longer battery life on their devices.

SoftBank acquired ARM in 2016 for \$32 billion, but had a lot of problems seeing growth in the business, as reported by WSJ. With plummeting stock prices, the Japanese conglomerate decided to let go of several company assets to buyback the stocks and Nvidia took

the opportunity to try and grab ARM. This transaction is believed to be the biggest deal in the semiconductor world, ever. Nvidia observing a steady growth during the entirety of the pandemic, upon acquiring ARM will become a chip-superpower. Nvidia had previously said that they were looking forward to working with ARM to produce supercomputers to work on real-life problems.

ARM has till date been a neutral supplier to all the chip companies that use its designs, which might change as Nvidia (a chip manufacturer itself) starts to own the company. This might lead to some problems with ARM's current customers. However, if the deal goes through smoothly, Nvidia and SoftBank are definitely in for a win. Nvidia will become an even more dominating name in the industry with new business of providing chips to current customers of ARM Holdings. Apple, which recently decided on using ARM based processors in their devices (and ending ties with ARM competitor Intel), is one such customer.

HCL Technologies joins NVIDIA partner network, will pursue opportunities in AI space



HCL Technologies (HCL), a leading global technology company, today announced it has joined NVIDIA Partner Network (NPN), the US-based technology company's partner program, with plans to pursue expanded opportunities in the Artificial Intelligence (AI) space.

HCL also announced the launch of NEXT.ai,

HCL's AI Lab, focused on upskilling engineers and architects utilizing AI solutions across hardware and software technology stacks. This will enhance their capabilities to build AI-led solutions for multiple HCL clients across industry verticals.

The HCL NEXT.ai lab focuses on emerging technologies to develop industry-specific AI solutions for customers pursuing digital transformation. Customers and partners can co-create proofs of concept and full-fledged, scalable and production-ready solutions in the lab. NEXT.ai comes equipped with the latest technology products and

infrastructure from its partner ecosystem. The areas of focus include computer vision, predictive modeling, failure analysis, optimization, product intelligence, data engineering, data management, and more.

"HCL's NEXT.ai lab serves as a learning center for next-generation technologies and as an incubation zone for transformational business solutions," said GH Rao, President – Engineering and R&D Services, HCL Technologies Ltd. "Collaborating with NVIDIA will enable us to engineer high-performance and scalable solutions that deliver real business benefits to our customers."

Vishal Dhupar, Managing Director for NVIDIA South Asia, said, "NVIDIA is dedicated to powering the AI revolution across industries and across the globe. We are excited by the work HCL is doing to empower organizations in India with rich AI solutions to meet their business and technology requirements."

NEXT.ai lab is powered by two NVIDIA DGX-1 systems, which enables accelerated delivery of AI solutions.

Intelligent Automation: Enabling Bots with Brain, a webinar session by JK Technosoft Ltd.



Customer experience and productivity of employees has always been the topmost priority for every organization. We always think about how to eliminate repetitive and redundant tasks in our day to day life, so that

it can enable employees to focus more on important tasks which can add value to an organization. Robotic Process Automation (RPA) has always been the solution here but automating processes without human interventions limit its adoption. This is where the need for intelligent and hyper-automation comes which is capable of not only mimicking human tasks but can also learn and make decisions.

In this episode of the webinar series, JK Technosoft is coming live together with UiPath, a leader in Robotic Process Automation by Gartner. The session will discuss how Intelligent Automation (IA)

empowers Robotic Process Automation with Artificial Intelligence (AI) capabilities for end-to-end automation that covers the phases of process identification, automation, optimization, and orchestration of a business process involved in creating a robot teamed up with humans. This will further focus on enhancing the efficiency of various processes with hyper-automation related features that UiPath has come up with.

Through this Webinar, organizations, as well can get insights on –

- Current trends of Automation.
- What is Intelligent Automation?
- Why Intelligent Automation?
- Benefits of Intelligent Automation over RPA.
- How Intelligent Automation helps organizations accelerate digital transformation and prepare better for future unprecedented times?

[For more details visit us at https://bit.ly/3klZNP5](https://bit.ly/3klZNP5)

VR enabled startup, Proxgy launches Virtual Commerce Platform in India: lets you experience the real-world in the times of Covid-19



Ever wondered what would you do if you could be everywhere, anytime? Meet Proxgy, a first of its kind global service launched during the Corona Virus pandemic which enables its users to book a real-world human avatar anytime at every serviceable place, and navigate the physical world through that proxy avatar while sitting at home with an

immersive experience in a live manner.

Formed with an energized motto, 'The New Normal is Here, Be Everywhere!', Proxgy aims to change the way people navigate through their daily outdoor tasks by hailing a Proxgy through the Proxgy user app which links the user to their Proxgy. Proxgy uses patent-pending technologies to provide live video and audio stream to users via a proprietary smart helmet which has a 360 degree rotatable camera mounted on top. The camera access is controlled by the user via a multidirectional joystick control within the Proxgy user app, giving users a real-time immersive experience of the Proxgy's surrounding

Once a Proxgy accepts a user's booking, the user is linked in an instantaneous ride-hailing manner to his or her Proxgy via two-way audio, one-way video. The user can then see and listen live to what their Proxgy is seeing and hearing in the place of Proxgy's service, while the user sits at home and asks their Proxgy to perform the tasks of his choosing via audio commands relayed to the Proxgy through the Proxgy's service app.

Proxgy aims to provide consumers an experience of what it feels like to navigate the real-world like a video game in a first-person view through a 360-degree camera controlled option. This is achieved by providing the user with a responsive joystick controller on their Proxgy app while an actual human proxy responds in real-time to their audio commands and inputs.

Users have an option to receive the live feeds from Proxgy's

helmet on their app and view it on their phone screen, though a VR device, or cast the feed to some bigger screens for even more immersive virtual travel and live shopping experience.

Ideated and conceptualized by Pulkit Ahuja, a serial entrepreneur, inventor, and owner of multiple patents and author of 2 books including the financial bestseller "Googled by God", the Proxgy core team consists of a myriad of industry stalwarts from data science, hardware, car rental, travel, marketing, and retail domains.

"Proxgy started as a dorm room service conceptualized for the elderly and other high risk-prone individuals as a pilot in New Delhi during the coronavirus citywide lockdown, wherein these people who were at a higher risk to coronavirus could stay safe at home while their younger, fitter proxgies navigated the city for them live using an off the shelf WhatsApp video call, helping them with their daily chores." said Pulkit Ahuja, Founder of Proxgy.

The concept received such acceptance in its pilot stage that the team has now started expanding Proxgy services across multiple cities and verticals. Proxgies are now available to encompass dedicated tasks like shopping, virtual travel, elderly care, real estate viewing, remote KYC, car servicing and generic tasks like errands and many other B2B/B2C services.

The Proxgy team has also moved fast and upgraded to proprietary patent-pending technologies from the earlier used off the shelf video calling solutions that provided limited customizations.

"These cutting edge technological innovations have helped us create a truly immersive and exceptional augmented reality experience for the end-user. Proxgy is now using 360-degree rotation cameras on Proxgy smart helmets, 3D viewing options, VR head controlled camera movements and one to many broadcasting abilities to provide the end-user an ultimate mix of the real and augmented worlds right at their home." added Pulkit Ahuja.

Teleperformance Modernizes Communications Infrastructure To Provide Exceptional Customer Experiences With Over 120,000 Avaya OneCloud™ Subscription Seats



Teleperformance, a leading global group in digitally integrated business services, chose Avaya OneCloud™ Subscription to transform their communications platform by deploying 126,000 Unified Communications (UC) and Contact Center (CC) seats to increase employee productivity, maximize team collaboration, and drive higher levels of customer satisfaction across its sites in nine countries. Avaya is a global leader in solutions to enhance and simplify communications and collaboration.

Earlier this year in response to the COVID-19 pandemic, Avaya worked with Teleperformance to significantly expand their deployment of home-based agents to upward of 170,000 to help keep employees safe while ensuring business continuity for their clients. Building upon that foundation, Avaya OneCloud Subscription now supports Teleperformance's global footprint, helping provide a path to modernize their customer's communications environment and support the continued pressing needs for agent desktop flexibility amid long-term "work from home" requirements. The new 3-year subscription spans all world regions.

"Teleperformance remains focused on the mission to support our customers by the use of reliable, flexible and intelligent technological solutions plus compliance with the industry's highest security and quality standards," said Dev Mudaliar, Global CIO, Teleperformance. "We're pleased to expand our partnership with an industry technology leader like Avaya to power our highly reliable, secure and adaptable infrastructure. Avaya's OneCloud offering is perfectly aligned with our Teleperformance global Cloud Campus strategy which makes the customer experience simpler, faster and safer all around the world."

"For many global customers like Teleperformance, moving to a subscription model for their on-premise communication infrastructure is a logical next step in their journey to the cloud and to accelerate their overall business transformation," said Jim Geary, Vice President Global Enterprise Accounts, Avaya. "By integrating Avaya OneCloud Subscription, Teleperformance can better meet the needs of their customers while still having the flexibility for a transition path to the future in a way that work best for their business."

Paytm and LeAD-backed Rooter Teams Up With Stradigi AI to Take Their Product and User Experience To the Next Level with Artificial Intelligence



Rooter, India's largest sports and gaming community platform, has announced a strategic partnership with Stradigi AI, a leading North American AI software company. This partnership will enable Rooter to augment its platform, improve news feeds and focus on more advanced user experiences using billions of unique data points.

Rooter is an online platform for sports and gaming content that focuses on the latest voice, video, game streaming, and sports vernacular. The platform has been growing at an unprecedented pace since launching Live Game streaming, registering more than 50,000 daily users and 5 million monthly users across the sports and gaming community. Rooter has successfully amplified its user base through user generated content in the form of Live Game streaming, sports commentary, quizzes, discussions, and fantasy sports content.

Leveraging Stradigi AI's Kepler AI platform will enable Rooter to accelerate the creation of multiple machine learning-driven features for the sports and gaming industry, improving user experiences through predictive capabilities for match play and fantasy content. Additionally, understanding performance and

fan preferences is instrumental in driving Rooter to become one of the largest sources of content for the fantasy sports industry.

Commenting on the partnership, Dipesh Agarwal, Co-founder and COO at Rooter, said, "Being India's most preferred user-generated, content-based sports and gaming community platform, we are determined to change the sports and gaming engagement ecosystem. For that reason, we need to better understand each individual players' performance as well as fan demographics and behaviours. Data analytics is critical for us to gain accurate user insights. Rooter has amassed a large amount of data, but a shortage of experience and infrastructure around AI and machine learning has held us back from implementing data-powered applications. Having an AI company like Stradigi AI will empower us to utilise our data and improve our product, personalise content, churn superior interactive content, create prediction models to help users to make fantasy teams, and enhance user experience."

"We are very excited about our partnership with Rooter and the opportunity to work with them to augment their platform with predictive capabilities." said Basil Bouraropoulos, CEO and Co-Founder at Stradigi AI.

For more details visit us at <https://bit.ly/2HqpdD4>

Future of Cyber Security in the times of work from home

Among several things that are now a part of the new normal, work from home has become a prominent one, disrupting the corporate, SME and overall business lifestyle of millions across the globe. Even as the lockdown is being relaxed, the home continues to double up as office space for adults and also virtual classrooms for kids – a norm that looks like is here to stay for a long time.

Under such circumstances, the significance and security of the shared home WiFi has become vital for organisations and individuals. While India continues to remain the second-largest country to experience maximum cyberattacks in the world over the past few years, the pandemic and the lockdown have further exposed the vulnerabilities in the virtual space for one of the largest population of internet users in the world.

In this instance, the pandemic has proven to be a huge accelerator for digital transformation across sectors, from business, educations, healthcare, lifestyle and retail. It is now time for a massive cybersecurity transformation, as companies, economies and countries prepare for a long haul of settling into the new normal, for a considerable time in the near future.

Some of the key WFH trends related to virtual security domain that is now going to lead the complete re-invention of cybersecurity in the near future are:

1.Mobile appliances:

In contrast to the legacy security appliances, traditional cybersecurity setups were always against a mobile network that generally enhanced the cyber threat risks as users moved out of the protected perimeter. Now, however, as an increasing number of users are going to be accessing work and official information on the go, and will also no longer be concentrated to a single geography, the new cybersecurity innovations need to create a vast, all-encompassing set up to manage the same. As multiple employees now spread out across the country and access the data from remote locations, innovations in cybersecurity need to address the mobility factor in the long run.

2.Dependency on Cloud:

The security of cloud has always been debated by traditional cybersecurity experts with multi-national companies insisting on setting up huge internal servers or data centres to ensure minimum exposure of data on external cloud domains. However, with the use of public domain apps that use general cloud infrastructure, and the increasing use of personal emails or mobile based apps for convenient conversations among colleagues, cybersecurity

experts will need to devise strategies that can address safer use of cloud technology for a wider set of users.

3.Encrypted cloud connections:

Generally, encrypted connections on a closed network server are standard in case of several of the large businesses. However, with the exponential the rise in bandwidth demand that businesses move to

encrypted cloud connections, that offer wider processing ability while managing data security and access to information for a widely spread out set of users. This move can be vital in ensuring a long term, secure network for the WFH structure.

4.Education of employees and constant monitoring:

While the shift in the technology and security measures for data from the CXO/CISO level would be initiated to do the needful, all effort could be lost if employees are not actively made to participate in new procedures. Given the remote working format, there is little to almost no control on the how, when and where the device would be used and also if it would be used for non-official purposes. In such cases, timely educational workshops on basic do's and don'ts for secure WFH routine needs to be conducted. Additionally, a quick set of tips on what to do in case one suspects a data breach also needs to be shared as a ready reckoner with employees so that in case of a crisis, immediate actions can be taken

In times of the pandemic when the world is increasingly learning to depend on digital innovations and the World Wide Web (WWW) has become the hotspot for business and leisure activities, the role of cybersecurity has become one of the most significant aspects of modern life. Even as IT teams gear up to create solutions, it is now time for cybersecurity teams to create a safe, and efficient background infrastructure for these innovations to be successful and create the transformation in the post COVID world.

Tweet



*Sandeep Kamble,
Founder & CTO,
SecureLayer7*

Demand for Digital Services in India Outpaces the U.S. According to DigitalOcean's Currents Report



DigitalOcean, the cloud for developing modern apps, recently announced the results of the latest seasonal instalment of its Currents report, dedicated to uncovering the challenges of today's small-and-medium size businesses (SMBs). The report polled 500 founders and technical decision-makers at tech companies with fewer than 1,000 employees to better understand the unique needs of startups and SMBs in a cloud market that often overlooks them in favor of larger enterprises. The survey revealed insights into the technical challenges SMBs face, as well as how COVID-19 has impacted their security, cloud spend, and hiring.

"Small- and medium-size businesses are the unsung heroes of the economy, employing half of the workforce and comprising nearly 90 percent of all registered businesses around the world," said Yancey Spruill, CEO at DigitalOcean. "Despite being hit hard by stay-at-home orders, many SMBs have adapted quickly by bringing their operations online. COVID-19 has accelerated the trend of SMBs migrating to the cloud, signalling a growing need to better serve these businesses. Our survey results paint a dual picture of where SMB priorities lie in cloud spending, IT security and hiring, as well as how these businesses have been impacted by the pandemic."

Key findings of the report include:

Technical infrastructure challenges are a barrier to entry for new businesses

- 71% of company founders cite the cost of maintaining technical

infrastructure as the top technical barrier.

- Other common challenges include knowledge about maintaining technical infrastructure (65%) and the costs to lift and shift part or all of infrastructure (57%).

IT security is the top priority for SMB cloud customers, overtaking factors like reliability and affordability when evaluating a cloud service

- 91% rank security among their top three priorities with 59% of respondents ranking it as their number-one priority.
- Nearly a quarter (23%) of respondents indicated that more than half of their company's budget goes toward IT security.
- Security features like firewalls and data protection are the two most essential features for decision makers when evaluating cloud services.

SMBs are still hiring, and investing in remote work infrastructure in the COVID-19 era

- Sixty-two percent of respondents say that they expanded or upgraded their cloud usage during COVID-19, while only 2% consolidated or eliminated it.
- Nearly three quarters (74%) of respondents indicated that hiring targets have increased or remained steady as a result of COVID-19.
- Further, 40% of respondents report that more than half of the technical positions they are hiring for offer the ability to work remotely. The most in-demand roles are service reliability engineer, DevOps manager and frontend developer/engineer.

For more details visit us at <https://bit.ly/2HCXQ97>

2nd Round of Outreach program for NGIS & CHUNAUTI by STPI-Jaipur

SOFTWARE Technology Parks of India (STPI), Ministry of Electronics and Information Technology, Government of India has brought in Next Generation Incubation Scheme(NGIS) for Start-ups and simultaneously.

On 28th August 2020 by Hon'ble Minister of Electronics & IT, Communications, Law & Justice, Government of India, launched CHUNAUTI – Next Gen Startup Challenge Contest under this scheme.

In this context, STPI-Jaipur organized second outreach webinar session on Saturday, 5th September, 2020 to reach-out the potential participants. The session was addressed by eminent speakers and mentors like Dr. Jyotirmay Mathur, professor MNIT Jaipur and Head

& Secretary of MIIC, Sh. Mahavir Sharma, Chairman, TiE Global, Sh. Avadhesh Srivastava, Additional Director & Officer In-Charge, STPI-Jaipur, Sh. Rakesh Dubey, Additional Director STPI-HQ. The session was moderated by Sh. Sanjay Kumar, Additional Director STPI Noida.

NGIS is a pioneering initiative by Ministry of Electronics and Information Technology(MeitY), Government of India & STPI to build a world-class incubation ecosystem for identifying & nurturing start-ups working towards path-breaking software

products for

addressing the futuristic problems in business and society, and transforming them to become tomorrow's unicorns. Along with MeitY, STPI, MSH, STPINEXT INITIATIVES, a vast spectrum of industry, academia, investment and funding agencies joined hands to support the innovative product focussed start-ups in the most comprehensive manner. The key domain under the scheme are Edu-Tech, Agri-Tech & Fin-Tech Solutions for masses, Supply Chain,

Logistics & Transportation Management, Infrastructure & Remote Monitoring, Medical Healthcare, Diagnostic, Preventive & psychological Care, Jobs & Skilling, Linguistic Tools & Technologies.

Registration is open for participation in open challenge programme – CHUNAUTI – and the last date for submission of applications is 7th

September 2020. A detailed to-do list is available on <https://ngis.stpi.in>.



KwikFunnels launches SaaS tool to build online stores



Citing the need and importance of going digital, Bangalore-based firm has launched KwikFunnels – an online platform to develop e-

Commerce websites easily and quickly without any coding skills. Branded as India's Shopify, KwikFunnels online platform allows marketing, selling, and delivering your products and services online without having to hire or rely on a tech team. KwikFunnels enables entrepreneurs, who are not programmers to easily build pages inside of a sales funnel to grow the company online.

This single tool alone facilitates several powerful features such as custom checkout, tracking and analytics, partial Cash on Delivery (CoD), multi-domain, templates. Templates can also be conveniently and swiftly customized as per the need and task. The company's solution is a simple drag and drop page/website builder with all round integrations.

KwikFunnel's CEO Saharsh Mittal said this online platform helped reach combined sales crossing 100cr INR. "Other funnel builders in the market are a bit expensive as one has to pay for

every tiny plugin, ending up using three-five softwares per domain to build complete flows and not to rule out the hardship involved in managing multiple stores and multiple domains with different logins," he added.

Mittal further added, "We are empowering entrepreneurs with tools that allow them to sell anything." With this, the user does not have to pay for the multiple services it avails, KwikFunnels, is the one stop solution for each single issue related to e-commerce and funnels. Building online store is literally hassle-free."

KwikFunnels paves the way for achieving higher conversions and for creating multiple pages for multiple domains from single a dashboard. The software consists of several inbuilt apps like whatsapp chat, facebook chat, payments, discounts, currency switcher, shopping feeds among others, which are required to improve conversions – at one place.

The software accommodates inventory management, more than 1,000 ready-made professional templates. It also allows page hosting, funnel builder, mobile-specific pages, custom domains, SSL.

Sify Partners with Commvault to Provide Unified Data Protection across Multi-Cloud Environments



Sify Technologies Limited (NASDAQ: SIFY), India's most comprehensive ICT solutions provider with global service capabilities spanning

Networks, Data Centers, Cloud, Applications Management, Managed services and Systems integration, announced its partnership with Commvault, a leading data protection platform provider, to provide Data Protection as a Service. This partnership will enable Sify to manage cross-platform backup and recovery operations across data centers with a scaled down team and thereby lower the service delivery cost up to 30%.

Sify Technologies provides a comprehensive range of cloud services across platforms, including Microsoft Azure, Amazon AWS, Google Cloud, etc. through its 10 data centers. Additionally, Sify now aims to provide Data Protection as a Service, by adopting Commvault's reliable and scalable, 'Backup & Recovery' solution as a unified data protection system for multiple platforms. With this partnership, Sify can ensure long-term data retention, quick data replication, cross platform backup migration, superior deduplication with a single tool/platform.

With Commvault's in-built interface, Sify's customers can easily manage cross-platform backup migrations via one console. With the superior deduplication feature, enterprises can compress data and reduce their storage size significantly in data center without any third-party solutions. Commvault also integrates seamlessly

with third-party tools like ServiceNow ITSM, giving customers the ability to generate self-provisioning reports and monitor their backup operations at any time.

Commenting on the partnership, Kamal Nath, CEO, Sify Technologies, said, "The current situation has triggered the need for secure and agile IT infrastructure for enterprises. Customer Data security is a top priority for us at Sify and with Commvault, we now have a competitive edge to provide data protection across platforms. With this partnership we aim to provide enterprises a one stop solution with end-to-end IT support translating to minimum disruption."

Commenting on the partnership, Ravi Maguluri, CTO, Cloud services, Sify Technologies, said, "Commvault's reputation in the field of Data security and their experience of having worked across divergent landscapes and verticals was the driver in the decision making for a partner. This partnership aims to substantially lower the service delivery cost while raising the benchmark on Data protection."

We are excited to support Sify Technologies, a technology pioneer in India, as they deliver data protection to their customers with Commvault functionality. This is a new era for Commvault and we're rapidly innovating to help our partners and customers simplify IT with enterprise-class, proven data protection solutions delivered through SaaS and protected in the cloud." said Ramesh Mamgain, Area Vice President – India & SAARC, Commvault.

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MSI UNVEILS FIRST CUSTOM NVIDIA® GEFORCE RTX™ 30 SERIES



As a leading brand in True Gaming hardware, MSI is proud to share its take on NVIDIA®'s exciting new GeForce RTX™ 30 series GPUs, with

graphics cards that unite the latest in graphics technology, high-performance circuit board design, and advanced cooling.

The new NVIDIA® GeForce RTX™ 30 Series GPUs, the 2nd generation of RTX, features new RT Cores, Tensor Cores and streaming multiprocessors, bringing stunning visuals, amazingly fast frame rates, and AI acceleration to games and creative applications. Powered by the NVIDIA Ampere architecture, which delivers increases of up to 1.9X performance-per-watt over the previous generation, the RTX 30 Series effortlessly powers graphics experiences at all resolutions, even up to 8K at the top end. The GeForce RTX™ 3090, 3080, and 3070 represent the greatest GPU generational leap in the history of NVIDIA®.

“As the second generation of RTX, the RTX 30 Series represents the greatest generation leap in the history of gaming GPUs,” said Matt Wuebbeling, vice president of global GeForce marketing at NVIDIA®. “We’re excited to see how AIB partners like MSI support our technology in a pursuit for exceptional gaming experiences.”

Overview of MSI GeForce RTX 30 Series GPUs

MSI introduces two graphic card series based on the new NVIDIA Ampere architecture:

GAMING

GAMING has been refreshed with a new look while maintaining the same great balance between performance, cooling, and low-noise that gamers have come to trust. Leading this updated

product series is the new TORX Fan 4.0 design with pairs of fan blades bound together with an outer link, forming a rim that focuses airflow into the updated TRI FROZR 2 cooling system. A matte-finish back-plate not only reinforces the graphics card, but provides passive cooling action through the implementation of thermal pads. Mystic Light adorns the exterior of the graphics card, illuminating color in synchrony with the rest of the PC through Mystic Light Sync and Ambient Link, all controlled with the Dragon Center software utility.

VENTUS

The popular VENTUS is back and bigger than ever, now enhanced with TORX Fan 3.0 and available in triple and dual fan variants. Whether it's for work or for play, VENTUS's performance-focused design maintains the essentials to accomplish any task at hand. A robust cooling system, reinforcing brushed-finish back-plate, and rigid industrial aesthetic make this graphics card suitable for any build.

GAMING and VENTUS together will form the spearhead of MSI's GeForce RTX™ 30 series line-up, however, more series are planned to arrive in the near future.

MSI will provide a detailed look at both GAMING and VENTUS during the upcoming Insider live stream on Wednesday the 2nd of September @19:30 IN Time.

For More Information can visit:

<https://www.msi.com/Landing/GeForce-RTX-30-Series>

https://www.youtube.com/watch?v=jfDqaDZITic&feature=emb_title

Wipro Study Finds 95% Business Leaders Consider AI Critical, Yet Only 17% Leverage it Across the Organization



Wipro Limited, a leading global information technology, consulting and business process services company, today launched the 'State of Intelligent Enterprises' report. The study emphasizes that enterprises of the future will be built on a foundation of Artificial Intelligence (AI), Analytics, Machine Learning,

Deep Learning and Automation, that are central to solving business problems and driving innovation. Most businesses consider AI to be critical to improve operational efficiency, reduce employee time on manual tasks, and enhance the employee and customer experience.

The 'State of Intelligent Enterprises' report examines the current landscape and shows the challenges and the driving factors for businesses to become truly Intelligent Enterprises. Wipro surveyed 300 respondents in UK and US across key industry sectors like financial services, healthcare, technology, manufacturing, retail and consumer goods. The report highlights that while collecting data is critical, the ability to combine this with a host of technologies to leverage insights creates an Intelligent Enterprise. Organizations that fast-track adoption of intelligent processes and technologies

stand to gain an immediate competitive advantage over their counterparts.

Some of the key findings from the report are:

While 80% of organizations recognize the importance of being intelligent, only 17% would classify their organizations as an Intelligent Enterprise.

98% of those surveyed believe that being an Intelligent Enterprise yields benefits to organizations. The most important ones being improved customer experience, faster business decisions and increased organizational agility.

91% of organizations feel there are data barriers towards being an Intelligent Enterprise, with security, quality and seamless integration being of utmost concern.

95% of business leaders surveyed see AI as critical to being Intelligent Enterprises, yet, currently, only 17% can leverage AI across the entire organization.

74% of organizations consider investment in technology as the most likely enabler for an Intelligent Enterprise, however 42% of them think that this must be complemented with efforts to re-skill workforce.

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

HCL CAMWorks® Announces Partnership with CIMTechnology



HCL Technologies (HCL), a leading global technology company, recently announced a CAMWorks partnership with CIMTechnology

LLC, a leading provider of Wire EDM (Electrical Discharge Machining) software. As part of the agreement, CIMTechnology's Wire EDM programming software will be exclusive to CAMWorks. This will provide CAMWorks users access to more advanced Wire EDM programming functionality for precise and intricate part cutting.

The partnership with CAMWorks and CIMTechnology will allow customers of both companies' access to a culmination of technology and a wider range of CNC programming options for automated control of machining tools (such as drills, boring tools, lathes) and 3D printers.

CIMTechnology has specialized in Wire EDM for more than 30

years. Their Wire EDM technology was previously sold through OEM partners as stand-alone systems or as technology added to current programming systems. In the 1990s, CIMTechnology established their business by writing and selling the Impact CAD/CAM System for Wire EDM through Sodick, as well as developing Brother's PC-based conversational programming system for their drilling and tapping centers.

CAMWorks products include a range of milling and lathe (machining) solutions, in addition to Wire EDM. Technologies such as feature-based programming, knowledge-based machining and TechDB allow users to automate their CAD/CAM functions. CAMWorks is also fully integrated with SOLIDWORKS®, which means that users can work within the familiar user interface of SOLIDWORKS as they program the CNC code for their parts.

World's Fastest Discrete Graphics Memory From Micron Powers NVIDIA's Breakthrough Gaming Speeds



Micron Technology, Inc., world's fastest discrete graphics memory solution, GDDR6X, the first to power system bandwidth up to one terabyte

per second (TB/s). Working with visual computing technology leader NVIDIA, Micron debuted GDDR6X in the new NVIDIA® GeForce RTX™ 3090 and GeForce RTX 3080 graphics processing units (GPUs), which are tailored to support the fast speeds that immersive, high-performance gaming applications demand.

"Our multilevel signaling innovation in GDDR6X has shattered conventional bandwidth limits, clocking record-breaking speeds," said Tom Eby, senior vice president and general manager of the Compute & Networking Business Unit at Micron. "Unlike traditional memory, GDDR6X has unparalleled data rates that can keep pace with gaming innovation and data-hungry applications— setting a new standard for graphics memory."

Micron's GDDR6X serves as a powerful enabler of NVIDIA GeForce RTX 3090 and GeForce RTX 3080 graphics cards' performance. Building on its most recent collaboration with NVIDIA for the GeForce RTX graphics card (enabled by GDDR6), Micron transforms the memory/GPU interface with GDDR6X, accelerating performance on complex graphics workloads across next-generation gaming applications.

"With the unprecedented speed of GDDR6X, Micron has delivered tomorrow's memory technology today, and it's at the heart of NVIDIA GeForce RTX 3090 and 3080 GPUs — helping us deliver rich, realistic, cinematic user experiences," said Jeff Fisher, senior vice president of the GPU Business Unit at NVIDIA. "Building on a history of collaboration that started with GDDR5, we're thrilled to have reinvented the memory/GPU interface with Micron, setting a new bar for high-performance, high-resolution

gaming."

As PC gaming evolves in sophistication, gamers today demand the highest performance for their advanced graphics cards — a requisite for smooth animation, sharp visuals, 8K resolution and real-time ray tracing, a rendering technique that results in realistic light reflections and cinematic effects. GDDR6X's groundbreaking speed offers discerning gamers high-resolution experiences with maximum frame rates and instant rendering, allowing users to experience highly realistic and reactive effects without jarring lags. Combined with NVIDIA's GeForce RTX 3090 and GeForce RTX 3080 GPUs, GDDR6X's ultra-bandwidth capabilities improve real-time ray tracing and neural graphics processing to create photorealistic and immersive virtual worlds in PC games.

The new NVIDIA GeForce RTX 30 Series GPUs — the second generation of the NVIDIA RTX PC gaming platform — feature new ray tracing cores, Tensor Cores and streaming multiprocessors. The results are stunning visuals, amazingly fast frame rates and artificial intelligence acceleration for games and creative applications. Powered by the NVIDIA Ampere architecture, which delivers increases of up to 1.9 times performance-per-watt over the previous generation, the RTX 30 Series effortlessly powers graphics experiences at all resolutions, even up to 8K. The series represents the greatest GPU generational leap in NVIDIA's history.

Beyond the Binary: First to Implement PAM4 in Memory, Micron Sets New Benchmark

Micron achieved GDDR6X's breakthrough bandwidth by applying innovative signal transmission technology, four-level pulse amplitude modulation (PAM4), to revolutionize how memory moves data. Since 2006, Micron's engineers and researchers have explored applying multilevel signaling to the memory interface.

For more details visit us at <https://bit.ly/3j8C6Qo>

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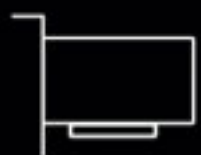
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