



Powering Business Worldwide

EatonElectricalIndia@Eaton.com

## Energizing the leading Data Centre infrastructure in India

Delivering clean, reliable and efficient power management and protection solutions



Industry leading Power protection equipment



Modular, scalable and resilient upto 9.6MW UPS solutions



Li-Ion battery solutions



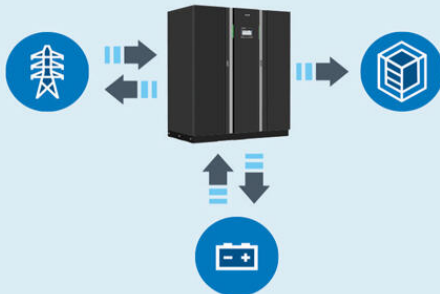
IT Racks and Power Distribution Units



Software to monitor & manage power devices

### Eaton Energy Aware technology

Make the most of your available Energy in Data Centre with Eaton UPS a Revenue Generation Model



UL Standard for Software Cybersecurity for Network Connectable Products (2900-1)



### Eaton Cybersecurity Competencies

- Commissioning
- Hardening
- Industrial network defense
- Personnel training
- Consulting

## Prefabricated - Eaton connected power solutions

Fast deploying, pre-tested systems with a low total cost of ownership



Connected



Centralized



Contained

**PANTUM**  
प्रिंटिंग के लिए नया युग

Introducing Pantum SS series

# The Best Buys in Diwali Pantum Laser Printers



**Faster connectivity:**  
USB/Network/Wi-Fi

**Smaller size:**  
Compact design with metal frame

**Easier installation:**  
One step installation

**Smarter printing:**  
Mobile printing via Pantum App/Mopria/Airprint

\*Functions vary from different models. \*Pantum P2200, P2500, M6500, M6550, M6608 series



**PANTUM SERVICE TOLL FREE NO.: 18004193160**

**WWW.PANTUM.IN**

State	Phone Nos.	State	Phone Nos.
West Bengal & North East	9830228532	Maharashtra & Goa	9880788188
Delhi & Haryana	9831849971	Rajasthan & Madhyapradesh	9929980302
Bihar & Jharkhand	9831849971	Odisha & Chhattisgarh	9831849971
Gujarat	9601281633	Tamil Nadu & Kerala	9080407024
Uttar Pradesh & Uttrakhand	9831849971	Karnataka	9831849971
Telangana & Andhara Pradesh	9985682828	Punjab, Chandigarh, HP, J&k	9878640554

Get free printers on @PantumIndia



# Evolved cybersecurity is synchronized security.



## Synchronized Security is an award-winning cybersecurity system

Next-gen endpoint, network, mobile, Wi-Fi, email, and encryption products, all sharing information in real time and responding automatically to incidents. And with everything controlled through the Sophos Central cloud-based security platform, management is a breeze.

**SOPHOS**  
Cybersecurity evolved.



# ITVoice®

## IT Magazine

November 2020 Vol. 13 Issue 09

### EDITOR-IN-CHIEF

Mr. Tarun Taunk

### SR. ADVISOR

Mr. Sooraj Khatri  
(Ex. Director Indian Overseas Bank)

### REPORTER

Mr. Vivek Parmar  
Mrs. Nisha Harshwal  
Suman Pokhriyal

### MARKETING

Mr. Vikas Gupta  
Mr. Shantanu Chatterjee

### DESIGNER

Mr. Kamendra Singh

### WEBSITE & ANDROID

Mr. Manish Jain

### PROMOTION & BRANDING

Mrs. Hina Taunk  
Mr. Khushagra Taunk

### ACCOUNTS

Ms. Archana Gupta

### MARKETING OFFICE

U-5, Krishna Apartment, C-4, Hathi Babu  
Marg, Bani Park, Jaipur-302016  
Tel.: +91-141-4014911, +91-141-4033911  
Fax: +91-141-4033911  
E-Mail: [info@itvoice.in](mailto:info@itvoice.in)  
Website: [www.itvoice.in](http://www.itvoice.in)

### For Subscription Queries

Contact [subscription@itvoice.in](mailto:subscription@itvoice.in)  
Subscription Amount  
Rs. 600 (12 issue), Rs. 1200 (24 Issue)  
Including Courier Charges  
All Payment are in favour of IT Voice  
Media (P) Ltd., Jaipur  
AXIS BANK Ltd. 910020041931806  
IFSC Code UTIB0000010

### Printer:

Shri Shyam Offset Printers,  
C-146, Dhadhich Nagar, Opp.  
Road No. 6, V.K.I. Area Jaipur-302006

\*All disputes are subject to the exclusive  
jurisdiction of competent court and forums  
in Jaipur only.

## Significance of a Workflow in a Business

Workflows are very important for a business to achieve streamlined working all throughout the strategic plan tenure of a project or general functioning.

Adn paying attention to repetitive tasks, workflow could be very helpful as the tasks will be assigned to a particular set date or a deadline, and also is a great option to put in the recurring payments in the workflow.

Workflow could generally be determined as a strategic plan for improving the efficiency for the working of the whole company.

That may include things like eliminating irregular or unnecessary redundant tasks as it will let the company focus on more important tasks and hence improving the brand value.

A generic workflow helps the company attain value inside the company itself because of elimination of communication gap between the peers.

Decreasing the communication gap makes the process smoother and makes the workplace more lively.

An improved communication also helps the people working there make less mistakes or errors.

An improved workflow helps the

management division of the company make better decisions, and also choose the best man for the job for a specific project, in their area of expertise.

All of these improvements will affect the accountability and certain management areas associated with it.

When the workflow strategic process is clearly planned out in a way, managers can devote less time in managing their employees.

Everyone in the team and around sees exactly what's going on, and what needs to be done.

It will also increase the job satisfaction of everyone involved and will most likely improve the relationships between management and employees.

All things considered and some data transparency amongst other departments in the company helps improve the performance and their thinking capabilities towards making some micro decisions.

And evaluation and analysis of these will provide a better understanding for creation of more strategies in future.

Tarun Taunk  
Editor-In-Chief



# iValue Collaborates with Rubrik to Help Enterprises Unlock the Power of Data



iValue InfoSolutions, India's premium technology aggregator collaborates with Rubrik, a Cloud Data Management Company that

has been ranked 9th by Forbes under the 'The Cloud 100' for their data management solutions. As 2.5 quintillion bytes of data are produced per person, per day, data management is the need of the hour. This not only helps in streamlining the efforts of any organization to achieve success but also acts as a bedrock to any deduction that can be made using organized and protected data. iValue has taken up this partnership with Rubrik recognizing this need.

"Tim Berners-Lee, the inventor of the World Wide Web once said that 'data is a precious thing and will last longer than the systems themselves'. This is true as in today's world data holds the key and the right data management will help organizations in the long run. Customers today are looking for one platform for Instant Recovery, Search, Development and Cloud. Rubrik delivers instant application availability for recovery, search, cloud and development. Hybrid Cloud enterprises benefit from Rubrik's market-leading Cloud Data Management platform with simplicity, instant data access, app-mobility, policy-driven automation, Ransomware protection and analytics at scale. The pandemic has only enhanced the need for data management and iValue understands compelling need for such solutions to avoid organizations from crumbling and Rubrik is the ideal partner for this mission," said

Harsh Marwah, Chief Growth Officer at iValue InfoSolutions.

Rubrik, a recognized name in the data management sector, provides enterprises today with one platform for instant recovery, search, development and cloud.. Hybrid Cloud enterprises benefit from Rubrik's market-leading cloud data management platform with simplicity, instant data access, app-mobility, policy-driven automation, ransomware protection and analytics at scale. Rubrik for its completeness of vision for its product portfolio has been positioned by Gartner, Inc in the Leaders quadrant of its July 2020 Magic Quadrant for Data Center Backup and Recovery Solutions.

"I am personally very excited with our strategic partnership with iValue InfoSolutions, a premium technology enabler for private, public and hybrid cloud in India & SAARC region. Through this partnership, we are able to further extend our best of breed cloud data management offerings into the region and help Indian enterprises to not just modernize and automate and accelerate cloud adoption but also ensuring business continuity against increasing ransomware attacks," Calvin Hoon, Regional Vice President-Asia at Rubrik.

Rubrik's data management solution has produced game-changing results. In an IDC white paper commissioned by Rubrik, it found out that more than 80% of IT leaders who were surveyed identified data sprawl to be one of the most critical problems they have to face. This results in the organization struggling. But with Rubrik's cloud data management, ransomware recovery, simplification, automation and modernization-based solutions, iValue bets on providing its customers with the needed aid of having a robust data management mechanism.

## McAfee Advances SASE Solution with First-of-its-kind Integrated Remote Browser Isolation at MPOWER Digital 2020



McAfee Corp. (Nasdaq: MCFE), the device-to-cloud cybersecurity company, today announced new

features and functionality to McAfee MVISION Unified Cloud Edge (UCE) at MPOWER Digital 2020. This innovation delivers a unique approach to protection against ransomware and phishing threats and includes industry-first integration of remote browser isolation (RBI) technology with its real-time protection stack. In addition, McAfee introduced unified data loss prevention (DLP) and incident management across devices, networks, web and the cloud. With these threat and data protection enhancements, MVISION UCE now provides an even more comprehensive converged approach to security within the Secure Access Service Edge (SASE) framework, dramatically reducing the costs and complexity associated with enterprise security while enabling maximum business agility from the cloud.

The uncertainty of 2020 has forced enterprises to accelerate their cloud transformation projects to empower their remote

workforces, resulting in a 50 percent increase in enterprise cloud use since the start of the year. However, this has exposed two significant security challenges:

Threats targeting cloud services increased by 630 percent, with attackers using the credentials harvested from phishing campaigns to exploit the anonymous, decentralized nature of cloud applications

Increased cloud usage means that data is flowing beyond the reach of traditional network data protection, posing a significant risk of data falling into the wrong hands via untrusted cloud services or home devices

The latest enhancements to MVISION UCE directly address these challenges. McAfee's RBI technology provides advanced protection for users against web-based threats, such as ransomware and credential phishing attacks, while unified data classification and incident management extends protection to wherever data may reside – including rogue "shadow IT" cloud services or websites.

For more details visit us at <https://bit.ly/376XyR2>



# Iris Global Supplies 1,000 Mobiles for BTS Telco Tower Company, facilitates new partner's difficult deal



The New Delhi headquartered India's fast growing IT Distribution Company "Iris" known wide and large as the "Distributor of Choice" by partners who like them for their business flexibility and

their personal touch has enabled the supply of 1,000 Samsung mobiles. Iris's help came a big way, by structuring their deals, perfectly end to end. In it's yet another endeavor IRIS has expanded operation by venturing in the field of supplying mobile devices to India's leading BTS Telco Tower Company.

Mr Sanjiv Krishen, Chairman, Iris Group, said that the company has received an order of supplying 1,000 such Samsung Mobile Phones to be handed over to the company employees of India's largest Telecom Tower company – Indus Towers through our

newest partner "Awesome Entertainments", who are well known for their event management services & capabilities specially for large corporate.

Iris assessed and helped them by extending credit and opening their warehouse at midnight to meet the urgent critical delivery deadlines of their customer. with the deal, Welcoming the new partner with their invincible personal touch they have completed the supply promptly and efficiently.

Mr Puneet Singh, Managing Director of Awesome Entertainment confirmed "Iris Global has been instrumental in successful completion of project deliverables for our important client Indus Towers. Extra Mile support in terms of delivery, risk management and target achievement from Iris Global has helped in cementing valuable relationship with our esteemed client."

[For more details visit us at https://bit.ly/2V6BqjP](https://bit.ly/2V6BqjP)

## HCL Technologies Celebrates Global Women Leaders Through Diversity and Inclusivity Initiative 'Women Lead' in the Nordics

HCL Technologies (HCL), a leading global technology company, today celebrated the successful completion of its global 'Women Lead' initiative in the Nordics. HCL's global diversity and inclusivity programme, designed to empower aspiring women in their leadership careers through exclusive 1:1 mentoring, was celebrated with a virtual graduation ceremony.

HCL's global programme has achieved three successful chapters in Australia prior to launching the first chapter in the Nordics. Participants from several leading enterprises, including Fortune 500 companies, were helped to develop a 'Circle of Influence', emerging with a powerful and influential business network for aspiring women leaders to call upon once they graduate. This provides them with guidance and advice to help them shape their aspirations and strategies and support their



career development and upward progression.

Women Lead Nordics was launched in February this year and following the COVID-19 pandemic outbreak, participants showed great agility and willingness to move mentoring sessions, presentations, and networking events online. In addition to learning from the experiences of the CXO-level industry leaders,

the initiative instilled further commitment and necessary behaviours among the mentees required to successfully navigate towards senior positions of leadership. For next-generation enterprises like HCL, such diversity and inclusivity initiatives are essential

to contribute to a fairer and more prosperous future for women leaders. By encouraging and supporting women in their leadership careers through initiatives like Women Lead, HCL takes an active role in their development.

## FDI India sees highest influx and demand of foreign debt in the manufacturing sector this year



FDI India, a one-of-its-kind startup consultancy firm, has seen immense demand for foreign debt largely from companies in the manufacturing sector that are now exploring alternative lending avenues for business growth through the most credible route in the aftermath of COVID-19. The company attributes this surge in growth to the government's dedicated initiatives like 'Make in India' and 'Atmanirbhar Bharat' and sector-specific incentives to various manufacturing companies; giving a rise to innumerable companies in sectors such as Auto

Components, Textile & Garments, Pharmaceuticals, Electronic Systems, Chemicals etc.

India is on the pathway to emerge as a global manufacturing hub with the sector estimated to reach US \$1 trillion by 2025. Under the Make in India initiative, the Government aims to increase the share of the manufacturing sector to the country's GDP to 25% by 2025. Amidst the pandemic, India received the highest ever inflow of Foreign investment driven by the measures taken by the government on the fronts of FDI policy reforms, investment facilitation, and ease of doing business; resulting in heightened interest from foreign investors globally.

[For more details visit us at https://bit.ly/361ICFg](https://bit.ly/361ICFg)



# Anker launches multi-functional and slim 4-in-1 USB – C Hub for smart devices



The leader in charging technology, Anker has added the four-in-one USB-C Hub in its cutting-edge portfolio of technology-driven products. The USB-C hub powers the gadgets 10x faster than USB 2.0 along with the speedy sync for the Data. Priced at Rs 3299, the 4-in-1 USB-C hub offers the finest of balance between price and performance. The product is available on Amazon and leading retail stores.

Saving you both space and time, the 4-in-1 hub by Anker can simultaneously charge range of devices through its connectivity station. Designed for Macbook Pro, iMac Pro and Google Chrome book pixel, this hub can be a connectivity expansion option. It offers a lightning-fast functional experience. Enjoy uninterrupted, speed charging for devices with 60W Power Delivery USB-C and USB-A connectivity.

With plenty to like features, this high-speed transfer device allows the transfer of data and support charging for multiple devices through a USB-C port into 3 extra USB – A ports. Syncing data from a thumb drive, plugging in USB peripherals, or full-speed device

charging, the intelligent charger delivers an upgraded user-experience. At 5 Gbps data transfer speed, the hub supports USB-C Power Delivery that, enables speedy sync & high-speed transfer of movies, music, pictures, and more in a matter of seconds.

Sleek and stylish, in bold black finish the hub is designed lightweight at 160 gms, making it portable enough to toss into the complementary travel pouch for those on-the-go days.

Speaking on the new addition Mr. Gopal Jeyaraj – Country Head India & SAARC – Anker Innovations said “We are continuously on a lookout for Technology solutions that help improve the customer experience. Our commitment to building quality products make us the most loved brand.”

The device supports Advanced Temperature control like uniform heat dissipation along with regulator chips for hassle free experience. The 4-in-1 USB – C hub comes with Worry-free 18 months warranty.

With more than 30 million satisfied customers, Anker with its vast range of data cables, connectivity options and portable power is fast becoming the most favoured brand in the high-speed, intelligent charging solutions category in India.

## Micro Focus deepens channel commitment in Asia Pacific and Japan: More Focus on Partner Capabilities and Growth Opportunities



Micro Focus (LSE: MCRO; NYSE: MFGP) today announced increased focus on its dedicated channel program, reinforcing and extending

Micro Focus’s commitment to its distributor and reseller base in Asia Pacific and Japan against the pandemic backdrop. Members of Micro Focus Partner Program can expect focused, enriched layer of support and enablement across key pillars including portfolio enhancements, training and certifications, and upselling and cross-selling opportunities.

Driving growth for the channel community even during the crisis period, Micro Focus made swift and strategic investments at the start of this year to smoothen the transition for partners and equip them with essential resources to support their customers’ Business Continuity Plans. Micro Focus rolled out a series of packaged digital offerings that leverage the breadth and depth of its technology portfolio, allowing partners to confidently add value across key technology pillars—Hybrid IT, Security, DevOps and Predictive Analytics.

The focus on building partners’ digital capabilities and resilience underscores key Micro Focus initiatives to introduce flexibility and process adjustments to the channel program. This year, the company saw a tenfold year-on-year increase in the Virtual Instructor-led Trainings attendees and 15 percent increase of certifications acquired. Partner and resellers now also benefit

from funding support and guidance on go-to-market strategies, which serve as key drivers of new growth opportunities in 2020 and beyond.

“Micro Focus’ commitment to our partners and customers was put to the test this year due to major disruptions to the global economy and unforeseen changes to the way businesses are conducted. The situation required practical and decisive actions from us, and we are very heartened to see our approach making a positive impact on the way our partner community has adapted to and thrived in today’s business climate,” said Stephen McNulty, President, Asia Pacific and Japan, Micro Focus. “Through the strengthened relationship we have with our network of resellers and distributors in Asia Pacific and Japan, we want to instil in them a renewed sense of confidence to approach their customers with strong capabilities and a deep understanding of modern IT needs that meet urgent business requirements.”

Micro Focus’ continued investments in delivering more value and growth opportunities to our dedicated partner base have been met with positive partner response in Asia Pacific and Japan. The company has seen over 50 percent of year-on-year growth in number of partners submitting deal registrations, which reflects an increase in net new businesses, as well as enhanced partner capabilities to better serve their customers across the region.

For more details visit us at <https://bit.ly/3q3Dmbg>



# Avaya OneCloud™ Expands Platform Choice for UCaaS and CCaaS Offerings in India powered by Microsoft Azure

**AVAYA** Avaya (NYSE: AVYA) today announced that it will offer cloud-based communications and collaborations solutions and services for new and existing customers in India, powered by Avaya OneCloud™ and Microsoft Azure. Designed to enable customers on their journey to the cloud with a scalable, flexible and robust platform, the set of offerings helps build team engagement and drive enhanced customer experiences. The Avaya OneCloud portfolio meets the digital transformation needs of Indian organizations with a multi-cloud application ecosystem designed to help create unforgettable customer and employee experiences.

Launched at the first ever virtual edition of Experience Avaya India & SAARC, the offering combines Avaya OneCloud CCaaS and Avaya OneCloud UCaaS solutions with Azure, creating a series of compelling offerings designed to help Indian organizations supercharge their customer experiences while contending with the need for employees to work from anywhere.

Avaya OneCloud is a multi-cloud application ecosystem that provides for two key futures; the future of the customer experience centre to empower customer advocates and deliver the best customer experiences; and the future of the digital workplace to introduce new ways to work and be productive across the entire organisation. As a multi-cloud ecosystem, Avaya OneCloud combines the benefits of Avaya, partners and cloud platforms such as Azure. The offering is available through three key Avaya partners – VIS Networks, AGC Networks, and Redington India – who will leverage the alliance to help their customers achieve enhanced operational efficiencies while delivering exceptional customer experiences.

Services and offerings hosted on Azure will be able to provide an SLA-led infrastructure to reduce total cost of ownership, improve productivity and ensure ease in scalability to help organizations meet dynamic demands with ease. This helps organizations in addressing BCP needs and mobility to enable work from anywhere both from a UC and CC perspective.

[For more details visit us at https://bit.ly/2V6jmXj](https://bit.ly/2V6jmXj)

## Enterprises in Asia Pacific and Middle East Turn Their Attention to Digital Transformation and Cloud Security as Pandemic Drags On

In the era of the coronavirus pandemic, digital transformation and cloud security (79%) are the chart-topping topics enterprises want to know more about. They are followed by threat and vulnerability research (62%), and risk and compliance (49%), as shown by a pre-event survey of 2,064 business and IT decision-makers across Asia Pacific, Middle East, and Africa (AMEA). The survey is a precursor to Trend Micro's (TYO: 4704; TSE: 4704), CLOUDSEC 2020 conference, one of the industry's biggest cybersecurity events, taking place from November 24 to November 26.

The results are unsurprising to an extent, given how many companies have accelerated their digital transformation projects and migration to the cloud, while the pandemic continues to wield debilitating influence over workplace collaboration, productivity, and the bottom line across many industries. To survive is to innovate and take up new technologies.

The respondents also identify with each other when it comes to the biggest pain points. The survey shows that they most frequently grapple with the inability to detect and respond to advanced threats (32%), which have seen a sharp increase since the pandemic started in the first quarter of the year; and the perennial shortage of security skills (32%), as cybercrimes become more sophisticated and security operations, more complex.

Other common challenges include getting cloud security automation and configuration right (31%); asking for more budget for cybersecurity (28%); obtaining complete visibility of threat vectors across the entire organization (26%); and constantly

having to justify cybersecurity investment (25%).

When it comes to acquiring hands-on experiences, respondents are most looking forward to learning

about automated security and compliance posture remediation (68%), indicating that many of them are already operating in the cloud environment and are dealing with misconfiguration-led cybersecurity issues. As a matter of fact, misconfigurations in the cloud are the primary cause for cloud-based cyberattacks.

Respondents are also interested in tackling real-life scenarios that pertain to web application protection and serverless security (63%), a sign that many of them are further along the cloud journey. The third most sought-after hands-on topic revolves around deploying network-based virtual patches and intrusion prevention systems (IPS) (52%), showing that system vulnerabilities continue to be a major headache for security teams across the board.

"2020 is a year of profound challenges for enterprises. But on the bright side, companies are realizing their digital potential," said Dhanya Thakkar, senior vice president, Trend Micro, Asia Pacific, Middle East, and Africa. "At this year's CLOUDSEC, we want to celebrate these companies and their successful effort in digitally transforming themselves. The tech industry is one of the few that have not faltered under the weight of the pandemic. It goes to show the importance of technology on business operations."

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







# SAP HANA AND IBM POWER SYSTEMS

## Better Together

### Helping enterprises accelerate transformation



Reduce server footprint :  
Up to 16 **SAP HANA instances** on a single IBM® Power Systems™ server<sup>1</sup>



French systems integrator and SAP HANA cloud service provider D. FI : **20% reduction** in total costs<sup>2</sup>



Argentinian natural gas distributor Ecogas : **73% acceleration** in customer payment processing<sup>3</sup>



North American furniture manufacturer South Shore Furniture : **8x faster** transaction processing<sup>4</sup>

## Protect your data & mission-critical workloads



Up to 99.999% uptime<sup>5</sup> on IBM Power Systems



Ranked No. 1 in every major reliability category by ITIC<sup>6</sup>



Security built into all layers of the stack-processor systems, firmware, OS and hypervisor

## Gain the flexibility to help address current and future demands



Cloud-ready



Mix-and-match server environments



Capacity on demand



Ready for advanced analytics, AI, deep learning workloads

## Icon Integrated Services

9A, Sunshine Enclave, Uniara Garden, Moti Doongri Road, Jaipur  
Ph. : +91 - 141-2624250,2621252, Mob : 99834 56517,92140 65227,9829065228  
Email :- sales@iconitservices.com & rajeev@iconitservices.com



**Looking  
for Complete  
Corporate  
& IT Solution?**



**ICPL for complete solutions**

**Servers, Softwares, Computer, Hardware, Peripherals etc..**

**Computer, IT Consulting & IT Services has  
definitely provided the results and peace of  
mind that you are looking for**

**That creates thoughtful results you can  
trust.. Team ICPL**

**www.icpljpr.com**

**Call us  
NOW**

**Informatic Computech Pvt. Ltd.  
Phone: +91-141-2280510, Email : md@icpljpr.com**



IT Voice provides range of services in advertisement era,  
Targeting the right set of users for providing better outreach this Diwali.



M.O. U-5, Krishna Apartment C-4, Hathi Babu Marg,  
Bani Park, Jaipur - 302016 (Raj.)

Tel.: +91-141-4014911,  
Website: www.itvoice.in

Email: [Info@itvoice.in](mailto:Info@itvoice.in)



# CADYCE Unveils Thunderbolt 3 Line of Docking Stations



CADYCE, a leading brand in the computing and digital lifestyle marketplace, recently unveiled the

launch of Thunderbolt 3 Line of Docking Stations. CA-T3HDD and CA-T3DPD are the line of Thunderbolt 3 products which are crafted keeping in mind the requirements in this digital world. These thunderbolt 3 docking stations aim to reduce the need to swap devices in and out. The Thunderbolt 3 Mini Docks are intended to be small enough to be used equally in an office or on the go.

“CADYCE docking stations are designed to expand connectivity and create simplified, productive workspaces for any desktop

environment. It provides all the extra expansion, multi-display to boost productivity at home or in the office.” said Mr. Gautam Shah, President at CADYCE. “We are committed to delivering reliable and cost-effective solutions for users to seamlessly access multiple peripheral devices, letting them easily turn their laptops into a complete workstation at the office as well as home.”

Mr. Shah further added, “We are the Thunderbolt 3 certified brand in India and we are the leader in manufacturing products like, Hubs and docking stations, a complete range of Type C accessories, HDMI cables, Splitters, HDMI switchers, Power Adapters, PD charging etc. for the professionals.”

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

## NotOnMap Conferred With NASSCOM's Prestigious 'Emerge 50 Awards 2020' Under 'Bharat Award'



In a recent event, NotOnMap bestowed with the Prestigious 'Bharat Award' in NASSCOM's 'Emerge 50 Awards 2020'. The

NASSCOM's 12 Edition of 'Emerge 50 Awards 2020' was conducted with the mission to find the most innovative technology companies who would be the future trendsetters of 'Techade' from India. NotOnMap, a social initiative for the marginalized, indigenous communities were awarded the coveted 'Emerge 50 Awards 2020' under the 'Bharat' category.

Under 'Bharat' category, brands/companies are awarded for providing innovative ideas and solutions to solve some of the major challenges faced by the rural communities at the grassroots level in a scalable manner using technology with their innovative solutions/platforms. While addressing the challenges, it includes building affordable solutions that impact the people at the lowest rug level like Voice-enabled products, Video, Vernacular, Citizen Services, Agriculture, Pollution, Sanitization, Waste & Water Management, etc.

NotOnMap, with their initiatives like TraVival and NotOnMart,

plans to support the livelihood of farmers and craftsmen while boosting the revenue generation of rural pockets and at the same time provide innovative ideas and solutions to solve the challenges faced by the rural communities at the grassroots level. With these initiatives, NoM intends to bring in a major impact on rural inclusion, rural education, empowerment, building resilience, and promotion of the youth and elderly about the potential to rise above the standard benchmark of the market value of rural India. The company started working from those villages/houses where technology & travel influence has been minimal and as a result, they were cut off from getting their true share of economy. The awards witnessed a huge gathering of industry experts including CXOs, CIOs, entrepreneurs, investors, product leaders and subject matter experts from various industry verticals. The award categories were aligned to capture the current business transformational areas; the nomination categories were divided into – FinTech, Health Tech, Retail Tech, Logistics & Supply Chain, SaaS, Enterprise, Bharat, IoT Hardware & devices, Strategic sector & Cybersecurity.

[For more details visit us at https://bit.ly/362MaWK](https://bit.ly/362MaWK)

## Samsung Galaxy A12 Supposedly Seen on Geekbench



The Samsung Galaxy A12 has been allegedly seen on Geekbench with model no. SM-A125F.

The smartphone will be a follow up to Samsung Galaxy A11 that was presented in 2020's May. The Geekbench listing for Galaxy A12 displays a RAM model of 3GB that is powered by the MediaTek Helio P35 (MT6765) SoC. The smartphone 1st came under the spotlight back in the month of August and at the time, it was rumored that it could arrive with 2 storage options and a triple rear camera setup.

The Geekbench listing displays a Samsung smartphone with model no. SM-A125F which is believed to be the Galaxy A12. The smartphone runs on Android 10 and it is powered by the octa-core MediaTek Helio P35 (MT6765) SoC. It is listed with 3GB RAM. And there has no mention of any other RAM variants. The supposed

Galaxy A12 has scored 169 in single-core and 1,001 in multi-core benchmarks.

Back in the month of August, a report has suggested that the speculated Samsung Galaxy A12 will have 2 storage models i.e. 32GB and 64GB, with a RAM of 3GB. There could be an additional RAM variant too. It was further said that the smartphone will carry a similar LCD as well as the triple rear camera system which is present in Galaxy A11, but might arrive with a larger battery size. The report has further claimed that the Galaxy A12 could be delivered in 5 color variants.

Previously this month, a report has stated that the Galaxy A12 was seen on the NFC certification website which has suggested that it could arrive with NFC support too.

Till now, the South-Korean company, Samsung has not shared any details on the Galaxy A12 and it's not clear when the smartphone will be introduced.



# Noise Air Buds TWS Earphones Released in India



Noise Air Buds have been presented as the newest entry in the company's TWS portfolio. They have an AirPods like stem structure design and an assertion of

striking features like touch controls, access to the voice assistant, water resistance, and a lightweight design. It arrives in only one color option that too with a glossy finish and the case supports charging through a Type-C port. These True Wireless Stereo earbuds will come with a publicized 20-hrs of battery life and the charging case which doesn't support fast charging.

It is priced at approx. INR 2.5k and are delivered in one Icy White color option. Presently, Noise Air Buds costs approx. at 2k on the company's official website and this discounted price is just valid for 3rd November. The TWS earphones are accessible for purchase via its official website and also through Amazon.

## Specifications

The Earbuds feature 13mm of drivers that offer a stable sound. For

connectivity, the earbuds use Bluetooth 5.0 and have a varied range of 10m. They further support SBC and AAC audio profiles. The Noise Air Buds are suitable for Android as well as iOS devices. The earbuds themselves arrive with a battery life of 45mAh that can provide 4hrs of playtime. They can be charged through the case in about one and a half hours. The case has a battery life of 500mAh and can deliver a supplementary 16hrs of playtime. It also takes 2hrs to charge through the USB Type-C port.

Users can get hands free calling, touch controls, and access to Siri and Google Assistant which will come with the Earbuds. The touch controls can be utilized to adjust control volume, accept or reject calls, and play or pause the song. The Buds weigh around 4.5 grams each and arrive with an IPX4 sweat resistance rating. The 2 earbuds have separate microphones for strong voice calls.



## Ingram Micro Named a Red Hat Certified Cloud and Service Provider in India



Ingram Micro, the global technology and supply chain services provider, today announced that they have

joined the Red Hat Certified Cloud and Service Provider program in India, offering customers and independent software vendors (ISVs) greater confidence when building their next-generation IT projects using Red Hat solutions. As a Red Hat Certified Cloud and Service Provider, Ingram Micro will work with Red Hat to qualify, recruit and onboard partners as Certified Cloud and Service Providers.

With a dedicated team of cloud specialists, Ingram Micro offers partners pre-sales and technical support as well as tailored sales enablement and marketing programs designed to help them go to market with the right set of solutions to address end-user requirements around hybrid cloud, DevOps, software-defined management and automation.

Cloud provider models have expanded beyond multi-tenant public clouds to include private cloud build-outs, Linux container-based infrastructure and Platform-as-a-Service (PaaS) solutions, and the Red Hat Certified Cloud and Service Provider

program was created to offer additional flexibility to help solution providers better meet



**Red Hat**

customer needs for cloud-based Red Hat technologies. By using a Red Hat Certified Cloud and Service Provider, customers and partners using custom-developed or third-party ISV applications certified to Red Hat Enterprise Linux and other Red Hat solutions can have greater confidence that these applications will function as expected when using them on a public cloud or managed service provider.

Red Hat's Certified Cloud and Service Provider designation is awarded to Red Hat partners following validation by Red Hat. Each provider must meet testing and certification requirements to demonstrate that they can deliver a scalable, supported and consistent environment with strong security features designed for enterprise cloud deployments. The globally-unified program provides customers, ISVs, and partners with the confidence that Red Hat product experts have validated a given solution so that implementations can begin with a solid foundation.

## Intel Iris Xe Max Discrete Graphic Processing Unit Declared

Intel's 11th Generation Core 'Tiger Lake' Central Processing Units are the 1st to feature Intel's latest united Xe graphics architecture. Just like laptops built around these CPUs will go on sale in various parts of the biosphere, Intel has disclosed that few of them will further ship with its 1st distinct GPU, the Intel Iris Xe Max. In a surprising statement, the company has also disclosed information on how laptops can use united and separate Xe GPUs together to upsurge graphics performance and hasten specific types of compute-intensive or Artificial Intelligence-based tasks.



The Intel Iris Xe Max name 1st leaked when the company comprised the product badge in a presentation of Intel's brand identifies renovation in September. Lately, it has been seen in listings from laptop producers, comprising of a recent Acer laptop launch declaration.

The Intel Iris Xe Max GPU is based on the same Xe-LP GPU as the integrated GPUs in 11th Gen Core Tiger Lake processors. It is aimed at thin-and-light laptops and can work in aggregation with an integrated GPU. This is empowered via a software framework that the company calls this Deep Link.

For more details visit us at <https://bit.ly/2V3Euxh>



# Bitcoin Crosses INR 11 Lakh Mark

Bitcoin has reached beyond the INR 11 lakh mark in India. The unpredictability in the United States, along with other aspects, has encouraged a renaissance of interest, and Bitcoin's value has been rising on the way to 2017 levels when it reached approx. INR 12.5 lakh for 1 Bitcoin. The 2018 RBI ban on swapping of cryptocurrencies put an impermanent stop on its growth, but now that the Supreme Court has upturned the ban, worldwide players are looking to enter the Indian market to make the most of the budding but rising market. While Bitcoin is at its rise, Ethereum is presently selling for INR 33,090 each unit, while Litecoin will cost INR 4,829.

Even though cryptocurrencies have been under inspection ever since the beginning, Bitcoin has seen marvelous development in a short time. At the time of writing, it is selling for INR 11,94,257, INR 11,00,000, and INR 11,78,415 on BuyUcoin, LocalBitcoins, and UNOCOIN respectively. While Bitcoin was the 1st cryptocurrency to see extensive distribution, the industry's birth gave rise to other altcoins such as Ethereum, Litecoin, Ripple, Monero, etc.



Ethereum is the 2nd most successful digital currency, with its price is set at INR 33,090 on BuyUcoin in the country. Bitcoin Cash, Monero, Litecoin, and Ripple are currently priced INR 19,610, INR 9,459, INR 4,829, and INR 20.

With cognizance for cryptocurrency trading on the growth, PayPal proclaimed that it would support cryptocurrencies for the 1st time, enabling any PayPal account holder to store, buy, and sell popular computer-generated currencies starting later in 2020. PayPal will support bitcoin, Ethereum, Bitcoin Cash, and Litecoin.

Additionally, a London-based cryptocurrency platform has presently broadcasted that it has collaborated with a multi-state cooperative credit society in the country to start operations in India. Its India operations known as UNICAS will present on 10th December of 2020. These credit societies are not under the purview of the Reserve Bank of India, and consequently, the supervisory framework is not lucid, which is becoming the major source of doubt.

## DJI Mini 2 Presented

DJI Mini 2 has been presented, providing 4K video support and 4 times optical zoom. The lightweight drone arrives with OcuSync 2.0, which is DJI's data transmission technology. DJI Mini 2 has advanced features and enhanced flight competencies as compared to the Mavic Mini. The supreme transmission range amid the drone and controller has been protracted to 10kms. DJI Mini 2 has a 3-axis motorized gimbal, making sure that it has solid stabilization.

The latest drone by DJI is accessible for 449 dollars from the company's store. Users can further select for buying the DJI Mini 2 Fly More Combo, which costs 599 dollars. The combo arrives with a propeller holder, a 2-way charging hub, DJI 18-Watts USB charger, and a shoulder bag as well. It also contains 2 more sets of battery and an additional propeller and some extra spare screws. There hasn't been data about DJI Mini 2's international accessibility till now.

The new drone can support up to 4K video resolution, at 30fps at a 100MBps bitrate. It supports HD video transmission at a distance

of up to 10kms. The drone has a camera of 12mp. Users can pick from wide-angle mode, 180-degrees, and sphere outlooks. It is also likely to click RAW photos from the drone, not just JPGs. QuickShot Modes entails Dronie, Helix, Rocket, Circle, and a Boomerang.

It also has the highest flight time of 31mins and uses a battery life of 2250mAh. It can resist 29-38 kilometers per hour of winds, according to DJI, and take off at a high altitude of 4,000m. It weighs less than 249g, making it compressed and expedient.

When the drone is near to the user's smartphone, the company's Fly application will routinely identify it and synchronize designated pictures and videos at 20MBps. With the trimmed download feature, users can cut out a fragment of the footage to edit and download. Users can further share videos straight on social media. The application can further be used to add music and filters.



## Dell Technologies: "Now is the time for Hybrid Cloud"



The IT revolution has been on the top-of-mind in India for some time. A major objective has been to find ways to leverage cloud as an operating model to enable easy managing, scaling and sharing of compute, storage, networking and data protection. The fast track toward digital

transformation heightened the demand for private and public cloud models.

Even before these unprecedented times, too many organizations made decisions related to cloud workload transitions without a longer-term plan or vision of what was being sought. Solutions were made point-by-point around individual software and

problems, but such investments often do not result in the best overall solution. However, the need for consistent operations and infrastructure across clouds is paramount, so organizations are quickly finding that hybrid cloud models are the right strategy when it comes to longer-term costs, scalability and security.

In a crisis, there is the possibility that similar quick and ill-considered ad hoc-style solutions will be even riskier. While quick decisions are key, it's equally important to think about those decisions in the context of your overall IT infrastructure for the future.

Aiming for a flexible hybrid cloud

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



# Tech Firms to Possibly Face Bans For not following Regulations

Tech firms' services can be barred from the European market if they don't follow the EU's regulations. The industry chief of the EU will state the latest draft rules or otherwise known as the Digital Services Act and the Digital Markets Act together with the Competition Commissioner of Europe on 2nd December 2020.

The rules will set a list of do's and don'ts for online companies with market power and it will force them to share information with rivals and regulators and not to endorse their services and products unethically.

The new draft rules arrive as critics of the tech giants of the United States, which involve companies and industry bodies, question the European Union's rulings against Google as they have said that they have not curbed its supposedly anti-competitive behavior. Some of them want EU enforcers to go further than just ordering big firms to stop such practices. The draft rules will let the EU ban businesses or part of their services from the twenty-seven

nations bloc as an extreme option.

Until the draft rules are adopted, EU antitrust and digital regulators don't presently have the power to levy such bans. The industry chief said that for this, they need the suitable arsenal of probable measures which are to impose fines, exclude firms or parts of their services from the Single Market, assert that they split up whether they want to keep access to the Single Market or an amalgamation of all of these.

He has further added that these sanctions will just apply to firms that don't respect the EU's rules and that the hardest measures will just be used in special conditions. In a sign of how much tech firms fear the latest regulation, Google unit previous month introduced a 60-day strategy to get United States allies to push back against the European Union's digital chief.



## NETGEAR Signs Distribution Pact with Ingram Micro for Gulf and Egypt

**NETGEAR**® NETGEAR, a global networking company that delivers innovative products to consumers, businesses, and service providers announced the signing of a value-added distribution agreement with Ingram Micro, the global technology, and supply chain services provider. With this agreement, Ingram Micro will be authorized to sell and promote NETGEAR's portfolio of networking and security solutions through its vast channel network in the United Arab Emirates, Saudi Arabia, Bahrain, Kuwait, Oman, Qatar, and Egypt.

NETGEAR selected Ingram Micro, as a top distributor for the Region, because of its strong base of system integration channel partners and reseller network to sell its full range of networking products.

"We are excited to partner with Ingram in the Middle East; this will

certainly help us to reach out to more Channel Partners & System Integrators. We will be working closely with Ingram to enable NETGEAR's cutting edge Pro-AV switching solutions, Award-winning Home WIFI systems, Business-class Access points & Storage Solutions to become more reachable to all allies and customers across the Region," said Marthesh Nagendra, Country Head, India, ME, and SAARC regions.

NETGEAR has a huge range of award-winning Wi-Fi routers and networking products that powers both large and small businesses. It has the widest selection of switches with Power over Ethernet (PoE) than any other manufacturer, allowing you to do away with power supplies for access points. Our Insight management platform empowers business owners and integrators with the confidence to deliver worry-free network management.

[For more details visit us at https://bit.ly/2HyuAk6](https://bit.ly/2HyuAk6)

## Kaspersky reveals global Advanced Persistent Threats and Cybersecurity predictions for India in 2021

**kaspersky** Kaspersky researchers have shared their vision on Advanced Persistent Threats (APTs) in 2021,

laying out how the landscape of targeted attacks will change in the coming months. The turmoil experienced in 2020 will bring along many structural and strategic changes, not just in our daily lives but in the realm of targeted attacks too, not in the least due to the now broadened attack surface. New attack vectors, such as the targeting of network appliances and the search for 5G vulnerabilities, will happen alongside multi-stage attacks and positive actions against activities enabling cyberattacks, such as zero-day sales.

The forecast was developed based on the changes that Kaspersky's

Global Research and Analysis Team (GREAT) witnessed during 2020 and have been published to support the cybersecurity community with some guidelines and insights. The latter, along with a series of industry and technology threat predictions, have been created to help prepare for the challenges that lie ahead.

\*Global APT Threats

1. APT threat actors will buy initial network access from cybercriminals: One of the key, and potentially most dangerous, trends that Kaspersky researchers anticipate is the change in threat actors' approach to the execution of attacks. Last year targeted ransomware attacks reached a new level through the use of generic malware as a means to get an initial foothold in targeted networks.

[For more details visit us at https://bit.ly/2V3yO6v](https://bit.ly/2V3yO6v)



# Unichem Laboratories Adopts IceWarp's All-in-one Email Collaboration Suite



Unichem Laboratories, a pioneer in the Indian pharmaceuticals business has migrated from Network email solution to IceWarp's email and business

collaboration suite. The all in one solution of IceWarp promises to offer a value-added proposition to the esteemed organisation with a full proof emailing solution that is cost-efficient and bundled with a whole new family of apps right at the user's fingertips by integrating everything one needs under a single login – Email, TeamChat, and Storage.

Being a global pharmaceutical drug Company Unichem has a large database of customers. Before migrating to IceWarp, Unichem was facing many problems; high-end security and control was the key issue. Attempting to manage and streamline

the processing of their products without altering their business activities was a major concern. The integration of all its operations from one platform was another goal. Post migrating to IceWarp, Unichem has experienced a sturdy growth in the number of active users that is growing gradually.

Speaking on the development, Chetan Jain, Associate General Manager – IT, Unichem Laboratories said, "An efficient emailing solution is the need of the hour for every business. At Unichem Laboratories, we have been on the lookout for organized and secure email and collaboration solution that meets our requirements. One of our partners suggested IceWarp to us and we never have been more satisfied with the latest email and collaboration solution, it is more cost-effective and efficient as compared to Microsoft Exchange."

[For more details visit us at https://bit.ly/33jQn6H](https://bit.ly/33jQn6H)

## Data-powered enterprises significantly outperform their peers: they are 22% more profitable, and generate 70% more revenue per employee



Data-powered enterprises[2] vastly outperform their peers on multiple financial measures, realizing 70% more revenue per employee and driving 22% more profits, according to a new report by the Capgemini Research Institute entitled, "The data-powered enterprise: Why organizations must strengthen their data mastery." Capgemini has found that while applying data and analytics is becoming a prerequisite for success, less than 40% of organizations use data-driven insights to drive business value and innovation.

Data mastery is critical to gain a competitive edge and organizations that don't take concrete steps to achieve this will

struggle to keep up, highlights the report. Only one in six (about 16%) organizations can be categorized as data masters[3] based on several factors of data mastery, including the necessary data tools and technologies required to use and leverage data as well as the appropriate data vision, governance, skills and culture.

Organizations are making headway on data-driven decision making and actioning. The research shows that 50% of organizations put data at the heart of decision making. At a country and sector level, data-driven decision making is more prominent in the United States (77%), Germany (69%), and the United Kingdom (69%), and in terms of sectors, banking (65%) and insurance (55%) are more data-driven.

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

## Kaspersky announces new addition to Enterprise management team for India region



Global cybersecurity giant Kaspersky, announces the appointment of Mr. Rohit Sood as their Business Manager exclusively for Government segment and Smart Cities for India region in November. The new hiring is a part of Kaspersky's strategy to strengthen its hold over the government sector in the country by trying to get new business from the sector. The growing number of complex threats targeted at the government institutions/ personnel has made cyber defence an important move for India. The need and demand for cybersecurity in the country today is more than ever witnessed. Especially for government bodies and institutions that need to store huge sensitive data and have become a popular target for APT groups

targeting them with ransomware, state sponsored attacks, DDoS attacks, and zero-day attacks to name a few. In his new role at Kaspersky, Rohit Sood will be predominantly focusing on the needs of the government sector, and by aiding the sector in deploying the accurate solutions he will be able to create business opportunities for Kaspersky while achieving a substantial growth for the company in India. Under the leadership of Mr. Dipesh Kaura, General Manager, Kaspersky (South Asia), Mr. Rohit Sood will be closely working with the Kaspersky India team and will be based out of Delhi. He will majorly be responsible for acquiring new business accounts from the government sector and exploring new service opportunities for the company by identifying the security needs of various government bodies and institutions.

[For more details visit us at https://bit.ly/3kZFc9f](https://bit.ly/3kZFc9f)



# Quantum Expands ActiveScale Object Storage Portfolio, Bolstering Security and Performance

**Quantum** Quantum Corp. (NASDAQ: QMCO) today announced enhancements to its ActiveScale™ platform with a focus on data security, increased capacity efficiency and performance. The company also added a more compact, entry level configuration to its portfolio. The new capabilities advance Quantum's strategy to be the leading provider of management and storage services for unstructured data.

"With data quickly becoming the most valuable asset for many enterprises and critical for business survival, object storage is emerging as the preferred archive format to handle massive unstructured data growth," said Eric Burgener, Research Vice President, Infrastructure Systems, Platforms and Technologies Group, IDC. "Enterprises seeking to monetize their growing data stores will clearly benefit from the efficient, highly available, secure and scalable unstructured storage platforms vendors like Quantum are bringing to the market."

Helping Data-Driven Enterprises Manage, Protect, and Preserve Their Most Valuable Asset

Increasingly, double digit data growth rates are exacerbating the

cost and complexity of managing and storing data. The ability of organizations to extract value from data is essential to staying competitive, which drives the demand for data availability and access. Magnifying this challenge is the scale at which data and storage must be managed. ActiveScale object storage platform meets the necessity of managing, protecting, and preserving data at scale.

Quantum ActiveScale software delivers flexible scalability, from a few hundred terabytes to tens of petabytes, with its Dynamic Data Placement model assuring the highest levels of data durability. ActiveScale features and architecture simplify the deployment and management of the environment today and into the future.

"Digital media infrastructures have never been more dependent on technologies that help to secure assets and keep them available for increasingly demanding workflows," said Barry Fairhurst, CEO, F2 Technologies Inc. "Quantum's ActiveScale object storage offerings come at a time when many companies are reevaluating how they can better manage and protect their data assets in a scalable way to stay competitive in a challenging environment."

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

## Ambrane introduces range of Fast Charging Solutions in India

Ambrane, India's leading electronic gadgets brand, upgrades its product portfolio, introduces range of fast charging solutions in India. The portfolio includes – Wireless Charger, Smart Cable, Wall Charger, introduced under the "Make in India" initiative.

The range of fast charging solutions with its intelligent charging technology, shall deliver unprecedented mobile charging speed and efficiency improvements compared to earlier versions. The versatile charging solution, shall enable consumers to enjoy their devices uninterrupted with high safety standards.

Priced at Rs.1,499/- the WC-38 Qi-enabled Wireless Charger with 10W fast charging allows hassle-free, convenient charging at the home or office. The charger comes with a non-slippery surface that protects the phone from damage caused by slipping also led ring lite for charging indicator. Moreover, the inductive charging technology protects the device from over fluctuation of voltage, current and temperature. The Wireless Charger comes with a 365 days warranty.

The best in class, 3A Smart cables help charge the device 3X faster than standard chargers. High-quality cable with premium-grade construction provides more flexibility and comes with 10000+ bend cycles. The cables are available in Micro USB, Type C and IOS version too. Dual output, ACP-11 and ACP-29 wall chargers are

enabled with 3.0 Quick Charge. The charger comes with multilayer protection and offers a reliable charging experience. Compatible with all types of cables, the wall charger can be used with all kinds of mobile phones, neckband, speaker and other. The 3A Smart cables are priced for Rs. 299/- and Wall chargers for Rs. 999/-. Cables & Chargers comes with a 180 days warranty.

"We are proud to expand our portfolio with Fast charging solutions. Made exclusively in India, our indigenous technology for electronic gadgets is designed to meet the usage patterns of Indian customers." says Mr. Ashok Rajpal – Director, Ambrane India.

Ambrane mobile accessories along with eCommerce platforms such as Amazon and Flipkart are also available in retail stores – Croma, Reliance Retail, Walmart, Go Mobile and many more.

Continuing on the launch trajectory, Ambrane plans to introduce a diversified range of new generational mobile accessories. Maintaining the reputation of top Indian brand in the lifestyle accessories category, Ambrane is planning to double their consumer base in next one year.

Contact For Advertisement

**ITVoice**

Vikas Gupta: +91-9027307508

[vikas@itvoice.in](mailto:vikas@itvoice.in)

Shantanu Chatterjee: +91-7597921470

[shantanu@itvoice.in](mailto:shantanu@itvoice.in)



# MailVault ties up with BD Soft as the National Distributor, for the Indian Markets



MailVault, a product from DigitalGlue, an Indian origin IT firm offering universal email backup and archiving, strengthens its presence in the Indian Markets, announces BD Soft as its National Distributor for Offline presence. BD Soft, is one of the largest distributors, to Internet security technology, with several national and international brands in its portfolio, for SMB and enterprise level solutions.

Speaking on the association, Mr. Zakir Hussain – Director, BD Software Distribution Pvt. Ltd said, “We are pleased to partner with MailVault, to bring Cyber solutions for the Indian Market place. With MailVault’s unique ‘centralized archive for emails’, we aim to democratize solutions across Businesses, as India emerges from the pandemic and its multiple Cyber challenges. MailVault’s proven email security will make it easier for businesses to function

hassle-free”

“This partnership is a great match for both the organizations. We are witnessing a rapid growth and acceptance of Cyber solutions in India. With this association, our intent is to reach out to businesses across the length and breadth of the country, addressing the needs and penetrating markets, more effectively” says Mr. Sharad Popli, of DigitalGlue.

BD Software Distribution is the exclusive country partner to Bitdefender, MailVault, EndPoint Protector, Zecurion , PDF Autosigner, Proget, Abbyy and Digitware Back up for India Distribution. Both MailVault and BD Soft shall work closely towards enhancing MailVault’s reach to the partner community & partner training to build an understanding of the subject & the new opportunity, as well as to create top of the mind recall among the community.

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

## AMD Radeon RX 6800 Graphics Card Now Accessible

AMD Radeon RX 6800 is now accessible through online and offline retail conduits in India. AMD proclaimed that the Radeon RX 6000 series late the previous month. It includes the 3 latest graphics cards. While the company has not disclosed the pricing details for Radeon RX 6800 XT and Radeon RX 6900 XT, the recommended SEP of Radeon RX 6800 has been publicized by AMD.

AMD Radeon RX 6800 costs INR 45,999 (SEP) in India, exclusive of GST. The SEP rates are set by the manufacturing firm but are subjected to inflation based on distribution/retail margins and scarcity. The Radeon RX 6800 has not been listed on AMD India online store as of now. Not many online retailers have listed AMD Radeon RX 6800 till now. It has been listed at INR 56k on Prime ABGB and INR 65k on Vedant Computers, both with Sapphire branding.

The add-in board models of Radeon RX 6800 and Radeon RX 6800 XT will be accessible from partners starting from 25th November. AIB refers to AMD manufacturing partners like Asus, EVGA, XFX, and others. The pricing of Radeon RX 6800 XT is not disclosed.

AMD announced a November roll-out date for the Radeon RX 6000 series back in October. The latest AMD series goes up against NVIDIA’s GeForce RTX 3000 series that was broadcasted in September and was released internationally later that month. The GeForce RTX 3000 series starts at INR 51k and goes up to INR 1,52,000, for RTX 3070 and RTX 3090, respectively.



## Bang & Olufsen Beolit 20 Premium Launched



Bang & Olufsen Beolit 20 premium Bluetooth speaker has been presented in Europe. Beolit 20 is a descendant of the company’s Beolit 17 speaker that was introduced in the year, 2017.

The company has claimed that the wireless speaker can provide up to thirty-seven hours

of playtime at background listening volumes, and up to eight hours at distinctive listening volumes. The USP of the speaker has a basket-like structure, USB Type-C charging, and Qi wireless charging dock on the unit’s top.

Bang & Olufsen Beolit 20 costs 500 euros and is accessible in 2 color options. Unfortunately, there isn’t any information available on its launch in India.

Specifications

The speakers are the 4th-gen after Beolit 17 was launched in the year, 2017, Beolit 15 was launched in the year, 2015 and Beolit 12 was launched in the year, 2012. It has maintained its overall lunch-box/ basket-type structure. However, the Beolit 20 arrives with

great improvements over its precursor. The 1st is the design where the speaker now has the latest grille and a basic, spontaneous suite of control buttons. The shell is made up of anodized aluminum for a strong body, and there is the latest vegetable-tanned leather strap.

The company claims the new speakers will offer True360 sound, as it is tuned by the company’s engineers. When it comes to the speaker variants, the premium speaker has 3 1.5-inch full-range speakers, a woofer of 5.5-inch, and 2 passive bass radiators of 4-inch. There are 2 Class D amplifiers of 35W. It arrives with 5 presets and fully manageable EQ on the company’s application.

Unlike its ancestor, it features a built-in wireless charging station of 5W to charge Qi well-suited devices. Users can keep their devices over the circular “charging” sign in the center of the top tray. It is claimed to provide up to 8 hours of playtime at an emblematic listening volume and using wireless Qi charging feature.

For more details visit us at <https://bit.ly/37a5H79>



# Qualcomm Gets US Permission to Sell 4G Chips

**Qualcomm** Qualcomm has received a license from the United States government to sell 4G mobile phone chips to Huawei Tech which will be an exemption to United States trade restrictions that were imposed between increasing tensions with China.

The company, Qualcomm, and every other American semiconductor firm were forced to stop selling to Huawei in September after trade restrictions in the United States of America took effect.

The spokeswoman has rejected to comment on the certain 4G items that Qualcomm can sell to Huawei but she said that they were related to mobile devices. Qualcomm has other license applications that are pending with the United States government. In the past, the Chinese company was a relatively small chip customer for Qualcomm. Then Huawei used its own designed chips in its flagship handsets but used the American company's chips in lower-priced models.

Huawei's latent to structure its own chips was dissatisfied in the month of September by United States trade restrictions that congested its access to chip design software and fabrication tools. As per the industry analysts, they believe that Huawei's stockpile of chips which were bought before the ban could run out at the beginning of 2021, which will cripple Huawei's smartphone business.

Also, the Qualcomm license would have less impact as it just covers 4G chips whereas the consumers are shifting to fresher 5G devices. It is also not clear if the United States officials will give Qualcomm licenses for 5G smartphone chips.

Representatives for Huawei as well as the United States Commerce Department did not instantly return requests for comment. Their role is to provide licenses.

Other United States firms like Micron Technology were further immobile from selling to Huawei and have said they have applied for licenses. Other firms like Intel has also said it has a license to sell to the Chinese company, Huawei.

## ISRO Launches 10 Satellites

India's PSLV-C49 is carrying its newest earth observation satellite EOS-01 and 9 customer satellites have lifted off from the spaceport on 7th November. The Polar Satellite Launch Vehicle or shortly known as PSLV-C49/EOS-01 blasted off from Sriharikota at 3:12 pm at the end of a twenty-six-hour countdown.

The lift-off was primarily and it was normally scheduled for 3:02 pm but it was delayed by 10 mins because of the debris that appeared on the path of the vehicle. This is the 1st mission by the Indian Space Research Organisation or otherwise known as ISRO in 2020.

The Indian space agency has put up a live feed of the launch on one of the social media platforms i.e. Twitter. The space organization has further tweeted that every 9 customer satellites were able to

separate successfully and have been inoculated into their intentional orbits.

As per ISRO, EOS-01 is envisioned for applications in agriculture, forestry, and disaster management support. The customer satellites are from countries such as Lithuania, Luxembourg, and the United States and the number of satellites from the mentioned countries is 1, 4, 4 respectively. The Indian space agency has said that the customer satellites are being launched under a profitable agreement with NewSpace India Limited, Department of Space.

Due to the pandemic which is COVID-19, the launch viewing gallery stayed closed during the launch.



## NPCI Proclaims 30% Cap for 3rd Party UPI Applications

The National Payments Corporation of India has set a 30% cap on the total volume of UPI payments which are processed by Third-Party Application providers, which will come into place from next year's January. The Unified Payments Interface has crossed 2 billion payments, as per the NPCI, with TPAs such as Google Pay and PhonePe accounting for most of this figure. Currently, the NPCI has put a cap on the number of payments that a single company can process, to address the dangers and defend the UPI ecosystem as it further scales up. This will mainly affect Google Pay and PhonePe, and introduce a chance for other payment apps like Paytm and MobiKwik. There are also concerns that by capping the no. of payments a firm can do in 30-31 days, it may result in getting big failure rates of payments.

The UPI ecosystem is deeply subjugated by just 2 firms, these are Google Pay and PhonePe. As per a current report, both the firms account for approx. 40% of the number of payments each. Besides

this, 2 firms, Paytm and MobiKwik make approx. 20% of the UPI transactions. All other applications, ranging from the BHIM UPI application to several bank applications, hardly have any share.

With this latest rule, the firms will see their share change. 30% percent cap will be calculated based on the total volume of payments made in UPI during the previous 3 months on a rolling basis. As per the statement, the TPAs that have more than a 30% share will have a 2-yr period to obey in a phased way.

It's not lucid what will occur if a firm hits a cap if it would be permitted to carry out additional payments then, or if it would have to halt. This means that if a user is using a popular TPA such as Google Pay or PhonePe, would this result in more failed payments? At present-day, this is not positive. WhatsApp is another candidate in this space that has been waiting in the wings for permissions, and it has now been permitted by the NPCI to go ahead with its rollout.







SEAGATE

# Keep your business's data. Keep your cool.

Skyhawk drives, now with in-house data recovery services.



## R Rescue

DATA RECOVERY SERVICES

3 YEARS INCLUDED\*

Service available on below mentioned Model Numbers

ST2000VX008, ST2000VX015, ST3000VX009, ST4000VX007, ST4000VX013, ST6000VX001, ST8000VX004, ST10000VE0008, ST8000VE000, ST10000VE0008, ST12000VE0008, ST12000VE0008, ST16000VE000, ST8000VE001, ST12000VE001, ST16000VE002

\*2TB & above

**NOW AVAIL** Instant drive replacement at SeaCare+ centres in Chennai, Kolkata, Mumbai and New Delhi.

For sales enquiries, contact: North & East: Siddharth Singh - 9891003558. West: Tanmay Shah - 9978099666. South: Kiran Bobby - 9880948355. For product related queries, contact: Rahul Seth (Surveillance Lead) - rahul.seth@seagate.com.  
For marketing support, contact: rishi.prasad@seagate.com  
Seagate Authorised Distributors: Fortune Marketing Pvt. Ltd. - 011-30890014 • Prama Hikvision (I) P. Ltd - 9890218148

**LOG YOUR CASES** > support2.seagate.com  
**FREE DRIVE DROP BACK** > Call to know more or email to: pickupservice@inspirisys.com  
**LOCATE SEACARE AT** > www.seacare.co.in

**TOLL FREE** > NO ISD REQUIRED  
**000.800.440.1392**  
BAM - SPM (MON - FRI) INDIA TIME

Download Skyhawk App, share a picture of this advert on Skyhawk App Chat & you can win an exciting gift! | 04



**SKYHAWK  
PARTNER APP**  
CONNECTED  
ON THE GO.

**17,000+**  
DOWNLOADS

Thank you for your support !!

Download Now

