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"Amidst increasing situation due to COVID-19, we urge everyone to Stay at Home, and Stay Safe."

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From the Editor

Tarun Taunk | Editor-in-Chief

“Aiming for bigger dreams, Think Big”

The question is if Thinking Big accomplishes so much, why doesn't everyone think that way? The answer is simple, all of us, more than we recognize, are in the mid of lot of unoriented influence every day everywhere. And no wonder, our thinking is small, not big ! Most of us around are working for the bare minimum instead of achieving big. It has often been said that ' bigger is not always better '. Some might say it's true when considering the current economic situation, but I feel it is never true when it comes to new ideas or personal dreams where thinking big is always better. We can achieve success only by believing we can succeed.

I have seen several young executives joining for new jobs. Each of them “wishes”, someday he will achieve success by reaching the top. But majority of these young people simply don't have the belief that they can reach the top and they don't reach the top. But a small number of these young people really believe they will succeed. They approach their work with the “ I am going to the top ” attitude, and they reach the top. What differentiate these two sets of people is their attitude.

I read a survey recently on the the power of thinking big. It says Seventy-five percent of respondents whom they approached agreed that they don't think big enough about their work or business, and of those that do have big dreams, 75% of respondents indicated that they lack the follow-through in order to make them happen. Further, over 85% of

respondents noted that they don't know where to start or what steps to take to make them happen.

Let me share with you what David J. Schwartz's point of view on ' How to use the Magic of Thinking Big in Life's Most Crucial Situations '. It's for sure that, there is some magic in thinking big. But it's equally true that, we forget it easily. When we hit some rough spots there is a danger that, our thinking will shrink in size. And when it does, we lose! Below are some brief guides for staying big when we are tempted to use the small approach :

1) When People Try to Drive us Down, THINK BIG. Be sure, there are some people who want us to lose, but these people can't hurt us if we refuse to fight petty people. Fighting with them reduces us to their size. Feel sorry for them. Let's Stay Big.

2) When That “ We- Haven't- Got -What -It -Takes ” Feeling Creeps Up On Us, THINK BIG. Remember, if we think we are weak, we are. If we think we are inadequate, we are. Avoid that natural tendency to see ourselves as small. Let's feel that, we are important.

3) When an Argument or Quarrel Seems Inevitable, THINK BIG. We need to successfully resist the temptation to argue and quarrel. Think Big Enough to see that quarrels and arguments, will never help us to get where we want to go.

A BIG THANK YOU TO ALL THE PARTICIPANTS AND HEARTIEST CONGRATULATIONS TO THE WINNERS.



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DINESH SHARMA, ASUS INDIA

Taiwanese tech major ASUS decides to make a major foray into the Commercial PC segment. Asus India is already a leading player in the Consumer PC segment with a 15% Market Share in Q1 2020. Asus is a highly backward integrated player in the PC industry with a unique distinction of being the Global Leader in Mother Boards and High tech Gaming PCs. ASUS ranks No. 1 in consumer notebook brand in Asia-Pacific and No. 3 in worldwide sales. The company aims to deliver its cutting-edge technology and innovation to Business customers in India. Asus is setting up a very robust Commercial Business sales and service infrastructure. The company has more than 17,000 employees, including 5000 world-class R&D team.

Dinesh Sharma, Business Head, Commercial PC, and Smartphone, System Business Group recently talked to Team IT-Voice where he answered questions related to the newly launched Chromebook Series, marketing strategies, and other related subjects. Here is the detailed interaction:

Prateek: Tell us more about the vision behind the latest Chromebook laptops.

**The entire way of working and using PCs has actually changed. Chromebook is specially designed for multi-function –
Dinesh Sharma, Asus India**

In the past year, the entire way of working and using PCs has actually changed. Before the pandemic, we used to have just one PC for all-purpose. It was used sparingly like over the weekend for some personal work, for data backup, or doing holiday planning. However, post-pandemic the usage of PCs has changed. The PC has become like a smartphone and everybody now needs one PC for themselves, whether it's a child, parent, or an elderly person. Children specifically feel the need for their personal PCs for school education because they need to access their online classes.



Usages have also changed. Consumers are now not only using PCs for very high-end business-oriented applications. People are using PC essentially for accessing Zoom Calls, attending classes, browsing, watching online content apart from using it for official purposes like word, PowerPoint, and joint projects. These functions are quite different from traditional use cases which are deployed in the enterprise environment. The fast intuitive simple-to-use and secure PCs at affordable prices cater to this set of consumers.

More than 95% of us use an android smartphone. If a PC is similar to an android smartphone and syncs easily, the migration will be seamless. Children are one of the big segments of users, we have created C214 which is specially designed for them. It is built with durability and resilience, even if it slips from their hands, it can survive the fall. C214 has dual cameras and it can be used as a tablet.

**It is best for users to keep prevention tools like a suitable antivirus installed on their devices, keep a strong password and router passwords safe –
Zakir Hussain Rangwala,**



ZAKIR HUSSAIN RANGWALA, BD SOFTWARE



BD Software is an eminent distributor of IT security solutions in India. The company is Country Partner for Bitdefender solutions. The solutions distributed by BD software are used by the Government, large Corporate

houses, Small and Medium business enterprises, Educational Institutions, and retail consumers alike. Below is an excerpt from the interaction of Team IT-Voice with **Zakir Hussain Rangwala, CEO of BD Software Distribution Private Ltd.**

Prateek: With the new remote working trend, the threat of cyber-attacks has increased considerably. How can the users prepare themselves for such attacks?

Zakir Hussain : Since it's not only the cyber-attacks, but the devices have also increased. In earlier days households used to have one computer or maybe a mobile or a tab. Now all the family members have an access to digital devices so the threats have definitely increased. It is best if the users keep prevention tools like a suitable antivirus installed on their devices. At the same time, the password of their Wi-Fi must be strong and the router password must not be shared with everybody. It is suggested to keep a check on the devices when children are using the devices. Most antivirus comes with a feature of parental control so that users can monitor the internet activity of their children or check if they are being harassed in some way.

So, there are multiple ways to prepare for such attacks. One is to have good protection with cybers security solutions, strong passwords, avoid sharing the password, and lastly keep a tap on the

browsing history.

In the new work arrangement, most users are working from home. Thus, the users must follow the above guidelines properly to avoid any cyber-attacks. The passwords must be changed regularly and router passwords must not be shared. Most organizations take precautions and install cybersecurity solutions to avoid any mischief by hackers trying to gain unauthorized access. I would suggest that the corporates must install End Point Security and Data Loss Prevention Solution to make sure the data is protected in case of a cyber-attack.

Prateek: What are the key features and services that make BDSOFT different in the market?

Zakir Hussain : We at BDSOFT, focus on small and midsize businesses to enterprise solution customers. We provide the basic End Point Security, DLP, MDM, Privilege Access Management according to the size and requirement of the company. Our team of experts evaluate the data structure and management, corporate structure, lurking threats, etc, and then provide customized solutions. We offer from basic solutions to advanced level solutions and we make sure that this works simultaneously and they don't overlap.



SUNIL SHARMA, SOPHOS

Sophos is a leader in cybersecurity protecting organizations and customers in more than 150 countries from advanced cyber attacks. It offers a broad portfolio of the latest products and services providing security against hackers, malware attacks, phishing, ransomware, etc. Sunil Sharma is the Managing Director of Sales, Sophos India & SAARC. Following is an excerpt from the interaction between Team IT-Voice and Sunil Sharma where he has answered various questions related to the cybersecurity domain and company strategies.

Prateek: What is the difference between threat hunting and threat detection? What is the role of threat hunting in the overall security plan?

Threat hunting entails human lead investigation into threats in an organization's environment by following an initial clue that indicated suspicious activity or searching for threats even when there is no indication that one is present. While this is a relatively broad term, threat detection is used to imply automated detection of threats.

Audits help organizations gain in-depth visibility of their IT ecosystem and identify risk areas – Sunil Sharma, Sophos

The most sophisticated and evasive attacks leverage multiple access points to gain entry, move laterally to evade detection, and do as much damage as possible as fast as possible. The only way organizations can combat such attacks is by including active threat hunting which is a part of Detection and Response into their cybersecurity operations.

SOPHOS

Prateek: Please throw some light on the significance of Managed Detection and Response (MDR), EDR in the security plan of an organization.

Endpoint Detection and Response (EDR) and Extended Detection and Response (XDR) are important tools for threat hunting. What these essentially do, is help organizations to hunt across their environment to detect indicators of compromise (IOCs) and indicators of attack (IOA).

While EDR are powerful tools, we do need to note that they are limited to detection and response on endpoints and servers. However, having said that, if organizations had to choose one place to focus their detection and response efforts, their endpoints and servers are a great choice.

At the same time, there are things organizations can't do by working on them in isolation. After all, IT environments are an interconnected web of networks, communication tools, mobile devices, cloud applications, and more.

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Biostar Announces The Latest Z590A-SILVER Motherboard

BIOSTAR, a leading manufacturer of motherboards, graphics cards, and storage devices today, unveils the brand new Z590A-SILVER motherboard.

Designed to support Intel's 10th/11th Generation Intel Core™ Processors and High-end graphics cards, the new Z590A-SILVER motherboard is highly versatile. Powered by Intel's Z590 single-chip architecture this new motherboard is highly efficient and robust in any use case.

Modern features like PCI-e 4.0 and PCIe M.2 4.0 and other cut-



ting-edge functionality add up to a great platform tailor-made for gaming and content creation. With the support of up to 128 GB of DDR4 memory across 4 DIMM slots and an overclocking capability of up to 5000+(OC) MHz, the Z590A-SILVER motherboard can handle all high-intensive tasks thrown at it.

Backed by BIOSTAR's proprietary Digital PWM technology and the 14 Phase power design, the new Z590A-SILVER motherboard is safe and long-lasting, capable of supporting the best hardware with ease.

The Z590A-SILVER packs

all the essentials in its rear I/O panel. Designed with 8 USB ports consisting of 3 x USB 3.2 (Gen1) Ports, 2 x USB 3.2 (Gen2) Ports, 2 x USB 2.0 Ports and a single USB 3.2 (Gen2x2) Type-C Port. Furthermore, a single 1 x PS/2 Keyboard / Mouse Port provides extra connectivity to connect an older device into the system.

Additionally, 2 x WiFi Antenna ports that support WiFi 6 and a single LAN port powered by Re-



Ryzen 5000 G-Series Processors Are Now Available, So Do 500 And 400 Series Motherboards BIOS

Excitingly, the AMD Ryzen 5000 G-Series processors are now available for DIY users. The Ryzen 5000 G-Series processors are based on 7nm Zen 3 architecture with built-in Radeon™ Graphics to have better performance and value for gamers and creators.

The Ryzen 5000 G-Series processors include Ryzen 7 5700G and Ryzen 5 5600G. These processors are

65W TDP. The 5700G is an 8-core 16-thread processor with a maximum boost clock up to 4.6GHz. In MSI's OC Lab, we are trying to push the core frequency to 6GHz, using our latest X570S motherboard by liquid nitrogen cooling.

The Ryzen 5000 G-Series processors are supported by all of MSI's 500 Series motherboards, including X570, B550, and A520 chipsets. The best compatible BIOS version for the 5700G and 5600G of 500 Series motherboards is AGESA Combo PI V2 1.2.0.3b or newer. MSI's 400 Series motherboards support.

Ryzen 5000 G-Series processors as well. Whether it's MAX or non-MAX models, please find the AGESA Combo PI V2 1.2.0.2 version BIOS for the upgrade.



Hikvision India Launches YouTube Channel

"We are pleased to announce our latest digital initiative. Hikvision India YouTube channel would add another digital dimension to our marketing and promotional activities. We are also happy that our YouTube Channel subscribers' base has grown to a sizeable number in a short span of time," said Ashish P. Dhakan, MD & CEO, Prama Hikvision India Pvt. Ltd.



HIKVISION

Supertron Foundation and Art of Living introduced skill development centre for rural youth.

Supertron Foundation, CSR wing of IT distribution giant Supertron Electronics Pvt Ltd has been serving the underprivileged society since 2016.

Mr. V.K. Bhandari, CMD of Supertron inspired and influenced by Sri Sri Ravishankar and his philosophy focuses on supporting the underprivileged by providing education, health care and quality of life and also spreading spiritual, ethical and human values.

Foundation is associated with Art of Living, an NGO founded by Sri Sri Ravishankar and also with its trust



, Sri Sri Rural Development Program Trust (SSRDP) for skill development.

Recently SSRDP and Supertron Foundation jointly set up a Computer training centre, Mobile repair training center along with a Knowledge centre for underprivileged youth at Art of Living International Centre, Bangalore.

The initiative is aimed to provide holistic training of skill and personality development which will give opportunities to youth to move into careers of their choice. Mr. V. K. Bhandari mentioned in his inaugural speech that “I believe that by educating the underprivileged, we aid them in the prosperity and progress of their life. Educating them is far more enriching and helpful service



than providing consumables” Supertron Foundation has also set up computer empowerment centres at three schools in suburbs of Bangalore city with the support of Art of Living to help the rural youth in their education .

Enlightened by the preaching of Sri Sri Ravi Shankar, Mr. Bhandari takes firm resolution to enhance and expand the CSR activities of Supertron Foundation, thereby touching and improving the lives of thou-

PremiumAV, a leading provider of new-age PC & Mobile accessories, today announced the appointment of Harender Singh Chauhan as Marketing VP Sales. In this new role he will be responsible for running the sales and marketing operations & accountable for increasing sales growth and driving sales initiatives at existing accounts and creating new accounts in order to achieve business goals.

Commenting on the new appointment, Mr. Sanjay Garg, CEO at PremiumAV said “We are excited to have Mr. Harender on board. I am pleased to welcome Mr. Harender to the PremiumAV leadership team. I am confident that Harender, with his distinguished track record of success, expertise and deep knowledge of consumer technology &

PremiumAV Appoints Harender Singh Chauhan as Marketing VP Sales

business will be delivering differentiated value to our organization and contribute towards the growth. As part of our leadership team, he will be an asset for the company“.

Speaking on his appointment, Harender Singh Chauhan, Marketing VP Sales at PremiumAV said, “I am excited to be a part of a visionary team of PremiumAV and I am looking forward to helping our customers across India by serving best-of-breed products in the digital era. I look forward to accelerating the business growth through strategic sales, product, and team management. PremiumAV is poised for significant growth in the market and I

am looking forward to being a part of this growth and contributing my best in the development“.

Mr. Singh further added “My immediate focus would be to develop & execute effective marketing plans, including optimising the product-mix to assure achievement of agreed-to volume, market share and profit objectives”.

Mr. Harender is a highly accomplished sales and business development professional with more than 18 years’



RP tech India and Cornelis Networks Announce Strategic Partnership

RP tech India, the country's fastest-growing B2B IT solutions company has announced a strategic partnership with Cornelis Networks, a global provider of purpose-built high-performance fabrics focused on High Performance Computing (HPC), Artificial Intelligence (AI), and High Performance data analytics (HPDA) applications. Win-win for both the companies, the partnership brings RP tech closer to its vision to become the complete solution provider in the enterprise space and enables Cornelis Networks

to expand its footprints in the Indian HPC market through RP tech's wide coverage and a robust SI-channel ecosystem.

Cornelis Networks is a technology leader delivering purpose-built high-performance fabrics to leading commercial, scientific, academic and government organizations worldwide. RP tech India will offer Cornelis Omni-Path Express portfolio (available later in the year), comprising of Host Fabric Adapters, Switches (Edge and Director Class), Gateways, and Cables to HPC and data center customers.

During the initial months, RP tech India will offer Cornelis solutions to HPC specialists, AI, ML solution providers and customers in the Higher Education Re-

search vertical.

"We are extremely pleased to embark on our relationship with RP tech and nurture significant joint opportunities in the Indian HPC market. As an independent company, Cornelis Networks is 100% focused on the design and development of high-performance fabric solutions providing support for all CPU architectures and GPU accelerators." – commented Mr. Mark Spargo, SVP of Worldwide Sales at Cornelis Networks.



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Fortinet and HashiCorp Announce FortiManager Integration with Terraform to Automate and Simplify Cloud Security

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

"With the integration between FortiManager and Terraform, Fortinet and HashiCorp are enabling organizations to automate security provisioning, eliminate errors caused by misconfiguration, and simplify the rollout and change management of security policies. Ultimately, this integration provides organizations with more confidence to implement new applications while reducing their infrastructures' complexities."

Fortinet® (NASDAQ: FTNT), a global leader in broad,



integrated and automated cybersecurity solutions, today announced integration between Fortinet's FortiManager and HashiCorp Terraform to simplify and automate Day 0 and Day 1 operations for multi-cloud and hybrid cloud deployments leveraging the Fortinet Security Fabric.

Over 90 percent of enterprises employ multi- and hybrid clouds. As a result, cloud and network operational teams can be overwhelmed by managing infrastructure and deployments across the various different cloud environments they use. Organizations are challenged to interconnect applications and data across clouds, data centers and branches, many times at the expense of compromising se-



curity and operational efficiency. At the same time, misconfiguration is the number one security risk affecting cloud deployments due in large part to manual processes.

With organizations leveraging hybrid cloud and multi-cloud to move faster and be more agile, they are looking to automate and scale their DevOps lifecycle through the use of Infrastructure as Code (IaC) to provision, configure and tear down needed cloud infrastructure on demand.

Lapcare New Year Dhamaka Lucky Draw Event streamed Live- Partners get lucky with KIA Seltos, TATA Tiago, iPhones, Laptops and more.

One of the most successful and rapidly growing Brand Lapcare conducted the New year Dhamaka Lucky draw event to transparently announce the winners of the scheme that was conducted between December 2020 to February 2021.



The event has blazed the latest and most justified way to conduct a lucky draw in accordance with the post covid norms. The program was live streamed on all the official social media handles, YouTube and official website. 1250 vouchers of participating partners were streamed live from the point of folding up to the moment of announcement.

Though the retailers, distributors and dealers were present during the event, Lapcare sticking to its core values, kept no stone unturned to assure partners of the process' transparency.

Interestingly, Lucky draw was the second segment of Lapcare New Year Dhamaka scheme, first segment being assured gifts to all Tier1 partners who qualified for sales in respective slabs. These gifts included phones, Tablets, Activas, Royal Enfield Bikes and more. The winning prizes for the lucky draw were segmented amongst north, south, west and east zones. These included 24 laptops, 4 iPhones, and 4 Activas. The grand prizes for 2 lucky winners were KIA Seltos and TATA Tiago.



MSI 35th Anniversary Deals: Together, Create a Perfect Match

For a deal hunter, always aims at Prime Day and Black Friday, there's no other exciting moment of the year than MSI 35th Anniversary Deals. Today, MSI has announced a new discount promotion, kicking off MSI birthday celebration with a great batch of tech deals. MSI hopes that consumers can find their perfect match with MSI hardware, and support everyone in the upcoming days. As all of

msi™

the users gave to MSI for over three decades.

The promotion starts from 4th. Aug and concludes on 31st, Aug, 2021, meaning consumers have 28 days to capitalize on exclusive discounts on a host of MSI Gaming Monitors that rarely sees a discount outside of holiday shopping season.

MSI has rounded up the best anniversary deals, if consumers look for the best deals at resellers such

as Computech, Gtek, IT Gadgets Online, Notebook Gallery, PCShop, PrimeABGB, SMC, TPS Tech, Vedant Computers. Buy selected models of gaming monitors at the above dealers and claim Rs. 3,500 Amazon.in eGift Card via register.msi.com during the promotion period!



Canon Introduces Pigment Based Ink Tank Printers to Meet High Volume Colour Printing Demand in Home Offices and Small Businesses

Continuing its legacy of innovation and customer delight, Canon India, launched the MAXIFY GX7070 and MAXIFY GX6070 ink tank printers to meet high volume demands for color printing across small and mid-size offices. With water-resistant, fast printing and flexible paper handling, the two new printers are designed to combine productivity and laser printer-like efficiency and en-

able users to increase business productivity.

Sharing his thoughts on the announcement, Mr. Manabu Yamazaki, President, and CEO, Canon India said, "India has been one of the most important markets for Canon's printing business, having received a huge acceptance for our ink tank printers amongst all customers. It has been our constant endeavor to bring forth the latest technological innovations, catering to the diverse and evolving demands of our customers. Continuing the momentum in 2021, we have introduced 13 models of ink tank printers so far, bringing our customers



the most innovative, cost-effective, and productive solutions. As we continue to grow stronger, we are proud to extend the ink tank technology to our flagship MAXIFY series, reinforcing our commitment to the growth of small businesses in the country. We are optimistic that the new MAXIFY range of printers will boost efficiency for small and mid-sized businesses, along with re-inventing their printing experience at utmost utility value."

Canon



Kingston Technology, a world leader of memory products and technology solutions, partnered with Europe's

leading Data Centre operator, Aruba.it to support their technological requirements and to enable them to continue offering the best-in-class hosting & mailing services to their ever-growing customer base. Kingston's Data Center SSDs and Server DRAMs are being used to bring out the most compelling performance for Aruba.it.

Aruba was founded in 1994 and is now a leading company in Italy for

data center, web hosting, email, certified email, and domain registration services. Aruba has three data centers in Italy – two in Arezzo and Italy's biggest technological campus near Milan, plus one coming soon in Rome – one in the Czech Republic and data centers partner infrastructure in France, UK, Germany, and Poland.

Talking about the services provided by Kingston Technology, Mr. Diego Parasecoli, Manager of the Technical Operations Division of Aruba.it said, "We are able to use Kingston as part of our proposition because they match our customer's requirements for quality and reliability. Our future goals are to continue maintaining the expansion and the growth of our services. Kingston is helping us do

Kingston Technology boosts server performance of Italy's leading Data Centre company, Aruba.it

this by producing reliable memory and SSDs that utilize the hardware architecture that major producers (OEMs) are continuing to develop and bring onto the market."

Giving the best service to their customers is one of the most important aims for Aruba. They depend on the high level of support and flexibility from their hardware suppliers. It is key for Aruba to have a reliable memory manufacturer who they count on as an expert in their own field.

Inauguration of PCSHOP INDIA PVT LTD in Jaipur

I PCSHOP India Private Limited was inaugurated in Jaipur in the presence of Shri. Satish Poonia (BJP State President, Rajasthan), Dr. Arun Chaturvedi (Ex. Cabinet Minister, Rajasthan) and Mr. Deepak Gupta (Country Manager, Zotac), Mr. D.V. Saini (Business Manager – Acro Engineering Co.).

PCSHOP India Private Limited is the authorised dealer for multiple leading brands like, AMD, ADATA, ANTEC, DEEPCOOL, CORSAIR, MSI, MSI LAPTOP, RAZER, INTEL, SAMSUNG, ACER, GIGABYTE, etc. You can also check out www.pcshop.in, PCSHOP INDIA was established back in 2019, and they aim to bring in the latest and many available international solutions and products of multiple leading and premium brands.



IndiaITChannels – Becomes 10000+ Strong

model saw a stagnation of business during the pandemic, which provided us with an opportunity to bridge the gap and provide a solution for the channel industry. A digital platform that is assisting the partners to conduct their business transactions online and become digitally enabled for future progress.

The portal is supporting the IT Partners to take their business to another level by transforming the way they market, sell and operate their services. IndiaITChannels successfully has launched B2B and B2C page for the partners where they can create their own e-stores and catalogue page to manage, promote and update their latest products and ser-

vices. Expansion of business is now an effortless process with opportunities of incremental customer database as well as a diverse sales portfolio for the partners.

The initiative has seen an overwhelming response from the industry with a 10000+ strong network already engaging with IndiaITChannels and prospects of adding another 10000+ by this year seems promising. IndiaITChannels aspires to transform the industry by creating one unified platform that enables the entire ICT fraternity to come together and help grow business opportunities for every strata of the ecosystem.



eScan's Mobile Security Actively Blocks The Pegasus Threat

eScan's mobile security application for Android and Apple devices detects any dormant and active strains of the spyware that is present within the storage space of the device.

Mr. Govind Rammurthy, MD and CEO of MicroWorld Technologies Inc. condemns this campaign saying, "In this digital age, data and privacy are of highest importance. Any form of interception of communication is illicit in nature and

strict action should be taken against the perpetrators of this campaign. At the same time, the masses should collectively educate themselves on how to spot the signs of such a pernicious campaign and use cybersecurity solutions that can actively thwart the advances of such spyware."

Ms. Shweta Thakare, Vice President – Global Sales & Marketing of MicroWorld Technologies Inc. adds, "We severely castigate the Pegasus campaign that has come to light. It not only violates the freedom of press but also the basic human rights of the citizens of the free world. Our

research and development teams have worked relentlessly to provide a solution for this digital atrocity and we are happy to announce that our cybersecurity solution for mobiles, irrespective of the platform can detect and mitigate this threat with ease."




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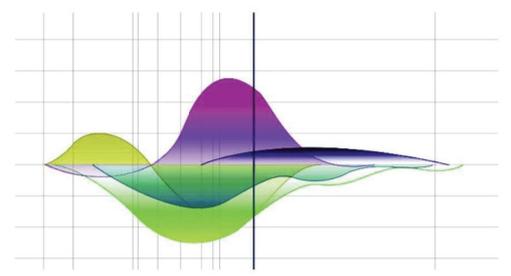
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To address the challenges of the data era, where organizations must capitalize on the myriad of data sources available in order to achieve competitive advantage, Dell Technologies launched PowerStore, its revolutionary storage appliance. Since its launch PowerStore has received industry accolades and acclaim¹, and with systems in over 50 countries and a sales pipeline over \$2Bn, it is also achieving significant sales success.

PowerStore has proven itself to be highly differentiated in the all-flash market, delivering significant performance, architectural and program advantages versus every competitor in terms of:

			
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¹CRN Product of the Year: Best SMB External Storage hardware and The Channel Co CRN Tech Innovator Winner of the Year 2020.

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