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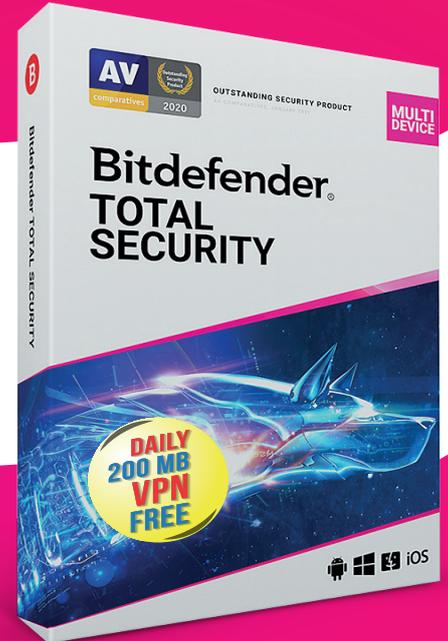
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From the Editor

Tarun Taunk | Editor-in-Chief

“Manging in a better way”

Being a manager is tough. You're constantly in meetings, putting out fires, and dealing with people and projects competing for your attention. As you become more reactive to these things, it becomes harder to do the things you know you should do.

Often, it's small, meaningful gestures that have the greatest impact. Think about how much more you appreciated the small, thoughtful gift as opposed to a check, or how a handwritten thank you note made you feel.

As a manager, you have the opportunity every day to make your team members have those feelings. In the time it takes you to read this post, you can bring joy to and inspire your team. I hope you'll try at least one of them today and see what kind of reaction you get. If you have a good story, share it in the comments!

Learn the names of the most important people in their lives. One famous quote, “No man is an island.” Your employees are not islands, either. They have connections outside work that make them uniquely who they are. Taking the time to know them by name to ask about them from time to time or to greet them by name if they are visiting the office will score you major points.

When you learn the names of those people that matter most to them, you show you care about them as a complete person. This builds rapport that will help you with difficult discussions with them and make them trust you more as their manager, especially if they're having a personal issue affecting their work.

Always make your one on one's actionable

It's good to talk about issues and what's on your team member's mind in one on ones, but that alone does not accomplish much. Everyone on one should be actionable.

Take what's discussed and identify what both of you can do to make progress on the issues. Maybe it's buying them a good book on a subject they want to learn about. Or it could be giving them advice on how to handle a situation and having them try it and report back the results next time. Whatever it is, setting action items and discussing what the results were next time creates a very gratifying feeling of progress by small wins that engages and motivates team members.

Do one thing to help them achieve their long-term goals. When the work that you're doing is aligned with your long-term goals and what you want to achieve, you are most motivated and excited. It's easy to get bogged down in day-to-day duties and lose sight of that progress. Don't think that just because someone's goals aren't aligned with their work that you as their manager cannot help them.

Often, employees want to learn about new areas of the business or add a new skill that would open up new career opportunities. This is where you have a chance to shine. Give them even a little bit of help achieving those goals outside their day-to-day work and watch their excitement and commitment grow.

Praise is fuel for the engine of great work by your team. Give them specific praise on something they did well, and you will see more of it. Fail to recognize their efforts and they will diminish with each cycle of work.



Salesforce acquires Slack for \$27.7-billion

Cloud computing giant Salesforce has acquired Slack Technologies Inc. for a whopping \$27.7-billion (roughly Rs. 2,06,255 crores). Enterprise chat platform Slack has been a rival of Microsoft. The merger will bring new dynamics in the software industry with a significant role.

Salesforce announced in December last year that the merger with Slack with the Customer 360 platform will transform the industry. US antitrust regulators cleared the merger this week only.

Marc Benioff, Chair and CEO of Salesforce said, "We couldn't be more excited to have Slack as part of the Salesforce family, combining the #1 CRM and the trailblazing digital platform for the work anywhere world,"

Some analysts have tagged the acquisition as an expensive one. However, the customers of Slack and Salesforce will remain unaffected in short term.

The work culture saw a major shift after the pandemic and the major learning was to have enhanced digital ways to connect to your customers, employees, and partners. Failing to do so will diminish



the chances of survival for the companies. Slack and Salesforce are hoping the merger will encourage the efforts to pave way for business deals involving joint customers.

The idea is that each organization must have a headquarter in the cloud. The deal is said to change everything about how we work. The new business operating system will bring every business in every industry onboard.

Just 10% of global businesses are front-runners in inclusion and diversity practices within their technology functions

90% of global businesses struggle with inclusion and diversity practices within their technology/ IT teams according to 'The key to designing inclusive tech: creating diverse and inclusive tech teams' report released today by the Capgemini Research Institute. Recognition of a lack of inclusion from the top is a key enabler to access diverse communities. Organizations that focus on diversity and inclusion in their tech teams will benefit from innovation, revenue, and brand value opportunities highlights the report.

Current inclusion and diversity practices in technology are inadequate. Over the course of the pandemic, great pressure has been placed upon businesses to recruit tech talent from a shrinking pool. As enterprises have struggled to find the appropriate talent to fulfill their needs, the focus on good diversity and inclusion practices has slipped.



Linktree expands data analytics capabilities and unifies customer data with Snowflake

Snowflake, the Data Cloud company, today announced it has been chosen by market-leading linking platform, Linktree, to support the company's business intelligence and analytics activities.

Linktree enables creators, brands, artists, publishers, agencies, and businesses of all sizes to curate an online ecosystem and monetise their passion, instantly guiding their audience to the destinations they care about. Holding 90% of the market share, the platform is used by the likes of TikTok, Selena Gomez, Red Bull, Metallica, Facebook, the Los Angeles Clippers, Jessica

Alba, Comedy Central, and HBO.

"Since Linktree launched in 2016, we've grown exponentially, with 15 million global users and 30 thousand sign ups per day," said Rosyll Xavier, Head of Data at Linktree. "The volume of data being generated has increased alongside this growth and we saw the need to develop a comprehensive data management strategy."

Xavier said during 2020, it became clear to senior management that the database being used by the company was no longer up to the task. To set the company up for scale, Linktree realised the need for a scalable, sophisticated data



platform to best support its growth moving forward.

"When we looked for solutions, Snowflake stood out because it offers more than just single-workload capabilities," said Xavier. "The fact that it is actually a Data Cloud means it is now easier for us to ingest, transform, and analyse data using just Snowflake's platform."

Linktree began by using Snowflake to support its business intelligence activities. They scoured usage data for trends to ensure that strategic decisions were being based on an accurate picture of what was occurring in the market.

Xavier said the new self-service capabilities now in place are allowing other parts of the business to make more use of data.



Chenthil Eswaran, Aspire Systems

Aspire Systems serve as a trusted technology partner for more than 200 customers across the globe. Aspire works with the world's most innovative enterprises and software product companies, helping them leverage technology to transform their business in the current digital landscape. The company

One of the most potent advantages the cloud offers is the simplicity and speed with which enterprises can manage and maximize their data – Chenthil Eswaran, Aspire Systems

currently has over 3,200 employees, globally and is CMMI Level 3 certified. It operates across North America, LATAM, Europe, Middle East, and the Asia Pacific. Aspire Systems has been recognized for the 11th time in a row as one of the Top 100 'Best Companies to Work For' by the Great Place to Work Institute. Team IT-Voice recently had an informative interaction with Mr. Chenthil Eswaran, Practice Head of Enterprise Business Applications of Aspire Systems. Here is a brief excerpt from the interaction.

Prateek: How SaaS Enterprise business applications are helping in overcoming enterprise challenges?

Chenthil Eswaran: Enterprises of all sizes have become increasingly dependent on software to run business operations on a daily basis. One of the biggest stumbling blocks they faced in the past was the lack of flexibility and scalability of technology adoption. It led to creating a siloed approach towards the basic functioning of the enterprise – from data management and IT support to workforce optimization and vendor management. Today, with SaaS business applications becoming the backbone of their ERPs, CRMs, HRMs, and MRPs, the software landscape is more focused on maintaining connectivity while accelerating the speed of innovation.

The Indian wearables market is growing at 144.3% year on year as per reports – Rajendra Seksaria, Foxin

Foxin started operations in June 2006 with a bundle of IT Hardware & Electronic products during the IT boom. The company is committed to developing high-quality products, backed by adequate research and development. The brand caters to a wide range of high-fidelity products for personal and business applications. Recently, team IT-Voice had an opportunity to interact with Rajendra Seksaria, Chief Managing Director, Balaji Solutions Private Limited (BSPL) – Foxin. Here is an excerpt from the informative session.

Prateek: How has the market of wearable technology unfolded in Indian space? And how has Foxin adapted to the trend?

Rajendra Seksaria: The Indian wearables market is growing at 144.3% year on year as per reports. It is one of the fastest-growing spaces in the electronic

market as of now. We at Foxin cater to a wide audience at varied price points, being in the electronic space for over 2 decades has given us a bit of expertise in the Indian market.

Prateek: What are some benefits of the Make in India campaign? Has the campaign helped Foxin to mark its significant presence?

Rajendra Seksaria: Other than the tax benefits of making in the country. Quality control is something which we cannot control to a large extent when the products are imported, having our own factory helps us with this. The campaign has given us an edge over the competition, consumers tend to trust the brand more when it is made here and we as Foxin are immensely proud to 'make in India'.

Prateek: Tell us about the expansion



Rajendra Seksaria, Chief Managing Director, Balaji Solutions Private Limited (BSPL) – Foxin

and future plans of the company. Are there any futuristic products lined up for the launch in near future?

Rajendra Seksaria: Technology is an ever-evolving space, we at Foxin are always on the lookout for the best products for our consumers. I see the smartwatch segment growing quite a bit in the coming year and adding a lot more features to it.

We will keep focussing on youth-centric innovative products that are yet to be seen by India market – Achin Gupta, Zook

ZOOOK is an innovative French company specialized in high-end designing, manufacturing, and marketing of innovative Consumer electronic products. All products are designed through art inspiration and imagination. With this insistence, ZOOOK brings innovative and creative products that decor our surroundings and add fun to our life. The innovative products are not merely, decorative, they are an expression of distinctive living culture.

Recently Team IT-Voice had an opportunity to interact with Achin Gupta, Country Head-India of the French lifestyle brand ZOOOK. He has joined the organization in the year 2014. While ZOOOK products were initially made available in the country only through offline channels, Mr. Gupta has en-

sured that all products are available across all major online platforms as well, including the likes of Amazon, Flipkart, and Snapdeal. Here is a brief from the short interaction with him.

Prateek: What will be your strategy to position Zook in a hyper-competitive market like India?

Achin Gupta: Strategy is something that has to be dynamic, it keeps changing as per the tech shift or market scenario but in a nutshell, our strategy is to be competitive and youth-centric and we will keep focussing on adding new innovative products that are yet to be seen by India market.

Prateek: From handset accessories to power banks, which segment is most talked about?



Achin Gupta, Zook

Achin Gupta: TWS earphones, Hand-free Alexa-based Headphones, and PD chargers are currently in demand and this demand will be further multiplied.

Prateek: Any specific locations where the demand for Zook products is higher?

Achin Gupta: The major customer base for Zook is Urban India and Metro cities lead the chart.



Sumana Iyengar, Goavega

Goavega is a product Engineering Company based out of Bangalore. The company was established in the year 2014 with a vision to help the customers with innovative and unmatched tools, services, and solutions and make them future-ready / prepare them for the future. Sumana Iyengar is the CEO and CO-founder of Goavega. Here

Healthcare, which has traditionally been an in-person thing, would see more and more remote consultations for trivial diseases and OTC drug prescriptions – Sumana Iyengar, Goavega

is a brief excerpt from the interaction with the CEO of Goavega, Sumana Iyengar.

Prateek: Tell us about the vision behind the Goavega.

Sumana Iyengar: Our vision is to be the trusted technology partner for our customers globally and help their business digitize so that they are ready for the future. Goavega, Go Future is our tag line which is created on a similar line of thought.

Prateek: How will the integration of IoT and medical equipment change the face of the medical system in the country?

Sumana Iyengar: IoT would have maximum impact on end consumer

wellness by the use of health wearables and self-monitoring devices. Healthcare, which has traditionally been an in-person thing, would see more and more remote consultations for trivial diseases and OTC drug prescriptions. The health care professionals would rely on the wearables to get the vitals and the whole consultation done remotely. Perhaps we will see an end-to-end system that integrates the patient, wearables, and the hospitals/doctors as one ecosystem. IoT-enabled devices also would lead to more proactive disease management due to sensor-enabled devices which not only are internet-enabled but also have monitoring and alerting capabilities.



Neeraj Garg, CEO -VNS International

In an exclusive interview with ITVoice, Mr. Neeraj Garg, CEO, VNS International Pvt Ltd, reveals his strategies for business in India.

IT Voice – what have been the growth drivers for VNS International in the past couple of years?

Neeraj Garg – VNS International Pvt Ltd has increased focus on high-end computing products and solutions on

VNS International Pvt Ltd plans to expand its portfolio of computing products by fostering tie-ups with more brands this fiscal year – Mr. Neeraj Garg, CEO

ML, AI, VR for industries like Architecture, Engineering and Construction (AEC), Education, Financial Services, Geospatial, Healthcare, Life Sciences, Media & Entertainment, Oil & Gas, Product Development, Video Surveillance. In the past few years, the company has invested in building technical expertise and product availability for the complete range. The company has focused to work with channel partners to grow this business segment apart from working directly with end customers.

IT Voice – what are VNS International Automations focus areas in NCR Region in terms of the markets, industries and verticals that will help you maximize the potential?

Neeraj Garg – VNS International focuses on working with channel partners in NCR Region and has been working with them for over 15 years. The company works end to end with channel partners by providing presales technical support and helps them close business with their end customers. The company works with Government, Enterprise, SMB and SOHO customers directly and thru channel partners.

IT Voice - what is VNS International roadmap for 2021-22?

Neeraj Garg – VNS International Pvt Ltd plans to expand its portfolio of computing products by fostering tie-ups with more brands this fiscal year. The company at present is a partner for HP, Dell and Lenovo to name a few.

All businesses need to take data privacy seriously and step up their cybersecurity measures – Filip Cotfas, CoSoSys

CoSoSys is a leading developer of end-point-centric Data Loss Prevention (DLP) solutions and security software with a mission is to enable businesses and end-users around the world to take full advantage of the performance benefits of mobility, portability, and communications solutions, without compromising security. Our flagship product, Endpoint Protector, is an advanced all-in-one DLP solution for Windows, macOS, and Linux as well as Thin Clients, that puts an end to unintentional data leaks, protects from malicious data theft, and offers seamless control of portable storage devices. Filip Cotfas, Channel Manager at CoSoSys has an impressive background in sales and project management. He is utilizing his extensive skills for daily operating efficiency with a focus on South Asia, Middle East, and Northern Europe markets. Here is an ex-

cerpt from a brief interaction with him where he answers questions about the organization and the subject domain.

Prateek: Tell us about the journey of CoSoSys Ltd India.

Filip Cotfas: CoSoSys is a leading provider of data security solutions in India and its market plays an important role to us. Our company strengthened its Channel Partner Program, educating all partners with the right guidance to accelerate the adoption of a data protection strategy that works for businesses from the BFSI, healthcare, insurance, and other sectors. It included training sessions and webinars with the channel partners on a daily basis.

Prateek: How will the DLP solutions space unfold in the coming time in India?



Filip Cotfas, Channel Manager at CoSoSys

Filip Cotfas: India is becoming a mature market when it comes to DLP. The awareness for Data Loss Prevention and data security has increased a lot in the past year. We are looking to provide our DLP solution with advanced features and functionalities that ensure security, flexibility, and compliance for larger companies.

Breakout Rooms in VideoMeet ideal feature for large and small businesses

VideoMeet, the Made in India video conferencing cum webinar platform, has announced the Breakout Rooms feature. This feature allows the host to split his running VideoMeet meeting into multiple separate small sessions cum rooms & all that with the manual & automated adjustable countdown timer to join back the started meeting.

With VideoMeet Breakout room participants have full audio, video, and screen sharing capabilities. The host of the meeting will not be assigned to a breakout room and cannot see or

hear what is happening in the breakout rooms during the meeting promising complete privacy.

This feature is best for brainstorming sessions, any small to large size meetings can be turned into multiple separate sessions, with a small group of people. It can be randomly picked 'or' chosen exclusively by the host with a determined task to complete in a given time, and then participants can automatically join back leading to a meaningful exchange of ideas.

Dr. Ajay Data, Founder of VideoMeet added, "Breakout Room feature is a good pick for industries working in corporate training, programs, coaching, mentoring, tuitions, and even to online school classes.

It is even good for handling team competitions, simultaneous discussions during the main meeting, etc. This is going to empower meetings like never before."

The feature is available in two modes- manual & automated. In the first assigning of people manually by personal selection and in the automated the assigning is by the in-built system. Not to miss, this feature is available in all plans – no restriction & no limitations, all VideoMeet users can utilize it.



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How can the manufacturing industry leverage cloud computing?

Cloud Computing has become the focal point for driving today's industries, through the use of advanced technologies like AI, ML, Blockchain, Voice Recognition, Big Data Analytics, and geoprocessing. In just a few years' time, it has become the top priority of every organization and the pandemic has increased this need manifold. Though many industries like IT, Finance, and e-commerce have already been using cloud-based

products and services for a long time and are reaping the benefits, there are still some sectors that are yet to fully utilize the capabilities of cloud computing – the manufacturing Industry being one of them. According to Nasscom, the amount companies spending on cloud computing is expected to reach \$7 billion by 2022, which is a 30% growth each year. And when it comes to specifically the manufacturing sector, another report by Market research future states that the cloud manufacturing market is expected to reach \$111.90 billion by 2024. These numbers are a testament to the growing

demand and fast adoption of cloud computing in the manufacturing sector.

How Can Cloud Computing Benefit Manufacturing Industry?

The manufacturing industry must fulfill large volumes of production at a faster delivery rate while at the same time being cost-effective and flexible. Cloud computing can help the industry fulfill these needs. Connectivity is a major prerequisite for the manufacturing industry. Manufacturers can utilize cloud-enabled services to stay connected with the supply chain and the end consumers. According to the IDC Manufacturing Insights survey, manufac-

turers in the Asia Pacific region are already using a mix of public and private clouds with an adoption rate of 49% and the numbers are growing exponentially. For others who are planning to integrate cloud computing into their business now is the best time and any delay would be a major reason for falling behind.

Points on how cloud computing can benefit manufacturers:

Better Collaboration



GALAXY Z FOLD 3 & GALAXY Z FLIP 3 TO BE LAUNCHED AT UNPACKED EVENT ON 11 AUGUST

The speculations about the specifications of Galaxy Z Fold 3 & Galaxy Z Flip 3 might come to a halt on the 11th of August this year. Samsung today confirmed the Unpacked event next month.

The South Korean giant will change the trend of unveiling the Note series smartphones in August and will launch the next-generation foldable phones in the virtual event. Users may have to wait for more for the launch of Galaxy Note 21 in this case.

Samsung has teased the launch of foldable phones through a video teaser. The video suggests the models



ONEPLUS NORD CE 5G SPECIFICATIONS

The smartphone doesn't come with official dust or water resistance rating. However, the solid design and model make it up for durability.

CE in Nord stands for Core Experience that offers core features of a premium smartphone.

The OxygenOS experience on Nord CE 5G is flawless when it comes to watching an online series or playing games.



could be much awaited Samsung Galaxy Z Fold 3 and Galaxy Z Flip 3. Rumored specifications of Galaxy Z Fold 3 & Galaxy Z Flip 3 – The folding design could be enhanced and compact as per the speculations. At the same time, we can expect upgraded hardware.

Galaxy Z Fold 3 could be available in Phantom Green, Phantom Silver, and Phantom Black color and the Galaxy Z Flip 3 could be made available in Phantom Black, Dark Blue,

The onboard AI in the phone powers advanced processing, incredible graphics, and 5G gaming.

Nord CE 5G brags super linear speaker and noise cancellation support features.

Nord CE 5G is ideal for avid readers as it is packed with ambient display, dark mode, and readers mode. The AMOLED display and 90Hz refresh rate are prime features.

The smartphone comes with a pre-applied screen protector. Corning Gorilla Glass 5.

The battery will last for a day and the WARP charger will get the battery fully charged in no time. (Standard usage & conditions)

OnePlus Nord CE 5G also includes a pyrometer, accelerometer, proximity, compass, ANT+, KNOX Security, and an in-display fingerprint sensor & face unlock for security.

Gray, White, Cream, Green, Light Pink, and Lavender.

Price of Galaxy Z Fold 3 & Galaxy Z Flip 3 – Although, the company has not made any official announcement about the price of Galaxy Z Fold 3 & Galaxy Z Flip 3 the price of Galaxy Z Fold 3 could be roughly Rs.147,000 for 256GB variant. On the other hand, the 512GB variant could be priced at Rs.178,400.

The price of the Samsung Galaxy Z Flip 3 could be Rs.85,900 for the 128GB model and Rs.90,400 for the 256GB model. Please note that the prices are speculated and listed by European retailer LambdaTek.

Event time and date – The next Galaxy Unpacked is scheduled for 11th August at 7:30 PM IST or 10 AM ET. The Unpacked event will be live-streamed on Samsung's social media channels.

A pack of powerful three cameras lets you capture sharp images during low light conditions as well. Nightscape, Multiple Autofocus, and UltraShot HDR are promising features for users who like to make a statement with their images.

The super-fast WARP charger will get 70% of the battery charged in just 30 min. The standby time claimed by the company is of a day under standard usage and conditions.

The smartphone was launched on the 11th of June in India and is available on major retail stores and online platforms. However, one may find some variants out of stock due to high demand.

OnePlus Nord CE 5G price in India – The starting price of the Nord CE 5G is Rs.22,999 in India. Please note that the prices may vary with the variants and offers.

CLUBHOUSE REGISTRATIONS WON'T REQUIRE AN INVITE NOW!

Clubhouse is now spreading their user base, with dropping out of the invite only limitations. Co-founders Rohan Seth and Paul Davison announced that the app is now no longer on invite basis. People who are in the waitlist (around 10 million of them), will slowly be added into the clubhouse app.

But if you are a new user and registering from start, you'll be able to get registered right away with no waitlist or invitation in between.

Clubhouse also showed off a new logo, as well as a new app icon: Justin "Meezy" Williams, rapper 21 Savage's manager.

"The invite system has been an important part of our early history," from a blog post. "By adding people in waves, welcoming new faces each week in our Wednesday Orientations, and talking with the community each Sunday in Town Hall, we've been able to grow Clubhouse in a measured way, and keep things from breaking as we've scaled."

This update came right a week after the new update of DM and backchannel



feature in Clubhouse. Over 10 million messages were sent using the DM feature on the first day and over 90 million in the first week.

Clubhouse may have come up with quite some features to retain their users from shifting to platform like Twitter Spaces, Facebook's Live Audio. And we believe that there are couple more features coming along the way soon.

Virgin Galactic offering a chance of a trip to Space!



It is a great achievement that one of us has been able to make best use of technology and is making the same available to all sooner in the near future.

And more interesting fact is that one of an Indian helped in developed the flight, her name is Sirisha Bandla.

Richard Branson with Virgin Galactic in association with Omaze if offering you a chance to win a once in a lifetime opportunity, a trip to space.

After a a successful trip by Virgin Galactic to space, they are now offering this chance. Richard Branson an-

ounced that Virgin Galactic had partnered with Omaze to open a sweepstakes that will send the winner and a friend on a spaceflight.

The experience is set to be conducted in 2022 for the winner.

The entries will be closed at September 1st 2021, and the winners will be announced around September 29th 2021. And well there are of course some pre requisites for the participant to be eligible, be vaccinated against COVID-19, you must be 18 years and older for sure.

And maximum amount for entries for one person is 6000, and if you

TOP ANNOUNCEMENTS OF THE MONTH

don't want to donate and still be a participant, you still can enter.

We have come a long way with the help of technology, and now being able to visit space and travel back to earth, available to a normal citizen is surely like a great badge on your shoulder.

Check out www.omaze.com/space



The education sector was the hardest hit by ransomware in 2020, with the highest level of attacks and steepest recovery costs, according to new Sophos research

Sophos recently published the “Sophos State of Ransomware in Education 2021,” which looks at the extent and impact of ransomware attacks on educational institutions worldwide during 2020.

In the wake of headline grabbing ransomware attacks impacting education, including the REvil ransomware attack on Kaseya that hit schools in New Zealand, and recent

alerts from the FBI and the UK’s National Cyber Security Centre warning of spikes in ransomware attacks targeting schools, the research findings confirm the particular vulnerability of educational institutions to this relentless cyberthreat.

“The education sector has long been an attractive target for cyber-attackers,” said Chester Wisniewski, principal research scientist at Sophos. “The budgets for IT and cybersecurity can be very tight, with stretched IT teams battling to protect what is often outdated infrastructure using limited tools and resources, coupled with risky end user behaviors, such as downloading pirated software.

“All this increases exposure to risk

in any year, but in 2020 the pandemic happened, and education establishments had to switch, with short notice, to virtual learning environments, with very little time to think about security or provide basic cybersecurity training for all the newly remote users. This significantly increased the sector’s vulnerability and adversaries were quick to seize the opportunity, leaving victims with the huge financial impact of having to rebuild IT infrastructure from scratch.

SOPHOS



Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO), a leading global information technology, consulting and business process services company and Celonis, the global leader in execution management, today announced a partnership. As a part of this collaboration, Wipro will launch the Global Celonis Center to drive operations transformation for clients. This partnership will leverage the Celonis Execution Management System and Wipro’s expertise to streamline operations for clients across a range of areas, including finance, human resources, and supply chain management.

Through the Global Celonis Center, customers will be able to work with digital twins of business processes to monitor, standardize and control them. Additionally, they can identify and remove efficiency, effectiveness and experience barriers and reap the benefits of intelligent, data-driven execution. This will lead to superior customer experience, delivering enhanced business value and operational cost reduction.

The Global Celonis Center aims to provide a critical boost to global enterprises recovering from the impact of COVID-19 and looking to re-build organizational resiliency through operational transformation. It will help enterprises usher a new operating model without disrupting their long-term IT investments.

“Wipro is committed to help clients maximize their business perfor-

Wipro and Celonis Launch Global Celonis Center to Optimize Business Processes and Enterprise Impact

mance and move towards customer-centric and smart operations. The strategic partnership with Celonis will enhance our capabilities in these crucial areas and reaffirm our role as a trusted partner for operations transformation. This collaboration allows us to gain unparalleled insights and a clearer view of the overall organizational processes giving us the ability to implement corrective transformation levers that make processes more efficient,” said Praveen Gulabrani, General Manager & Global Head, Enterprise Operations Transformation, iCORE, Wipro Limited.

Boult Audio launches 'ProBass Anchor' Over-Ear Wireless Headphones with ANC, VA and 30-hour battery life

Boult Audio, a premium audio brand known for its innovative designs and superior audio quality, has announced 'ProBass Anchor,' an active noise cancellation pair of over-ear headphones for a remarkably affordable price. The ProBass Anchor boasts of 30-hour battery life with extra bass and voice assistants, aimed towards frequent commuters, WFH professionals and smartphone gamers.

The Boult Audio ProBass Anchor is a lightweight (150g) premium-designed and highly comfortable over-ear wireless headphone for the masses. It features a smooth and premium-finish exterior for an elegant look and crafted with high ergonomics and ultra-soft earcups for super comfort and prolonged use. The earcups and headband are built using soft protein leather padding for comfort and longevity.

Designed with pristine audio performance in mind, the Boult Audio ProBass Anchor features large 40mm drivers that produce extra bass without compromising on mids and highs. Packed with Boult's sound signature the audio delivery is extra punchy with deep bass while

accentuating the warm midst and crystal-clear sparkly highs.

The highlight of the Boult Audio ProBass Anchor is the Active Noise Cancellation or ANC feature. It focuses on cancelling or eliminating unwanted lower frequency sounds, such as engines, aviation environment, trains, traffic noise, and many others, for disturbance-free music, movies, gaming and calls.



Popular audio & wearable brand Crossbeats has introduced two all-new Bluetooth calling smartwatches – Orbit and Orbit Sport – engineered to meet all the healthy lifestyle needs of young Indian millennials. High on specs and low on price, Orbit is now available on Amazon while Orbit Sport, which comes with an in-app GPS tracking mechanism, will be made available on the e-commerce site on July 16. Orbit and Orbit Sport are priced at Rs 4,499 and Rs 4,999, respectively.

Making Bluetooth calling a seam-



less experience is the smartwatches' in-built microphone and speaker, along with an exquisitely designed dial pad for flawless two-way communication. Packed in a round metal case, these two smartwatches offer high resolution IPS color display with a touch screen size of 1.3". Moreover, Orbit and Orbit Sport make active living more fun with CB ACTIV, their in-house application developed for the smartwatches, which is compatible with Google Fit, Strava, and Apple Health.

"The Orbit series has been engineered with advanced motion sensors and dynamic tracking algorithm to monitor key health metrics such as blood oxygen level, heart rate, blood pressure, breathing and sleeping pattern. These timepieces can be your constant buddy as well as personal health assistants, enabling you to track your vitals at ease," said Crossbeats co-founder

Crossbeats launches the Orbit series of smartwatches with voice calling, health trackers, and more



Archit Agarwal about Orbit and Orbit Sport.

He further added that the Orbit series possesses a 'Find my phone feature that enables' the users to alert their smartphone for times when they accidentally leave it behind. These smartwatches also come with IP68 waterproof rating and 10 sports modes to choose from, for various sporting activities

EVM Announces High-Performance 2.5 SATA SSD in India

Hundia Infosolutions Pvt. Ltd., a leading vendor of computing & mobility products and the EVM brand owners, today announced EVM 2.5 SATA 2TB SSD in India. The SSD delivers blazing fast sequential read and write speed. These advantages make EVM SSD's an ideal hard drive storage solution for notebook and desktop PCs. "We are overwhelmed to launch our all-new 2.5 SATA SSD in India. The trend of SSD usage has been drastically changed and is no longer limited only to PC enthusiasts. Business professionals are implementing SSDs for its high performance, consistency, low power consumption and secured data storage features"

said Yagnesh Pandya, EVM India Sales Head "The SSD provides huge storage and speedy transfers. The EVM SSD is a great option for users who demand ultimate performance and portability for read intensive applications such as video streaming, web servers, database applications".

The device offers reading speeds of up to 560MB/sec and writing speed of 520MB/sec. They are built with 3D TLC NAND Flash memory for excellent sustained performance consistency with even the most demanding of workloads. The SSD comes with SMART technology (Self-Monitoring, Analysis, and Reporting Technology) which scans the drive at intervals to assess its health and this allows the SMART function to determine when a drive is in good shape and when it is at



risk of imminent failure. Additionally, it comes with many high-end features such as Native Command Queuing, DEVSLP mode, DIPM, HIPM mode, sudden power off recovery and many more.

It has a lower power consumption 0.195W Idle/0.279W Avg/ 0.642W (max.) read /1.515W (max.) write that results in overall greater energy efficiency. This design provides more effective heat dissipation that reduces temperatures.

TWS Market leader boAt has unveiled their latest and greatest TWS offering called the boAt Airdopes 501 ANC. These offer the latest cutting-edge technologies such as Bluetooth v5.2, ENx for crystal clear call quality, BEAST for low audio latency and ASAP Charge at a super-affordable budget price.

Super excited with the new product announcement, Sameer Mehta, Co-Founder, boAt said, "Our goal has always been to offer the latest and the best in technology to our boAthead community. Our latest Airdopes comes with some of the best-in-class features tuned by our very own boAt Labs. It is highly compact, extremely stylish, very comfortable, and one of the most budget-friendly active noise cancelling TWS earbuds in the market".

boAt launches 'Airdopes 501 ANC' – Hybrid Active Noise Cancellation TWS Earbuds with ENx, BEAST™ and ASAP Charge Technologies

The boAt Airdopes 501 ANC is a feature-rich pair of TWS earbuds. It boasts Hybrid Active Noise Cancellation (up to 30dB). Hybrid ANC can suppress noise at a broader range of frequencies, adapt to and correct errors. The anti-noise signal cancels out the actual background noise by the time it reaches your ear.

These Airdopes also sport dual microphones in each bud with ENx technology for a crystal clear calling experience making these perfect for those who work on the go. Ambient mode provides trans-

parency to the background sounds around one even during media playback. This mode helps you stay alert to your surroundings while using the Airdopes, especially when walking down a busy street.

We at boAt are also proud to add yet another new innovation to our latest Airdopes called BEAST™, or Bionic Engine And Sonic Technology. It is a new low latency decoder that significantly reduces the transmission latency



Hubilo unveils an enhanced all-in-one event platform designed to drive deeper, more productive, and engaging interactions in a remote-everything world

Hubilo, the virtual + hybrid event platform built for engagement and event excellence, announced an enhanced version of its platform with features designed to improve overall attendee engagement, foster even greater human connection, and help elevate the ROI of events. The online collaborative event platform brings people and teams together, anytime, anywhere.

As virtual experiences have become normalized at work, doctor's offices, and conferences, the demand for hybrid components' for traditionally in-person events has skyrocketed for both event orga-

nizers and attendees. Hybrid events dramatically increase the reach of an event while providing flexibility to attendees of the event. According to a report published by Allied Market Research, "The events industry size was valued at \$1,135.4 billion in 2019 and is expected to reach \$1,552.9 billion by 2028, registering a CAGR of 11.2% from 2021 to 2028; Asia Pacific region would exhibit the highest CAGR of 13.3% during 2021-2028."

By integrating the attendee experience and engagement, customer support, analytics, and insights, Hubilo revolutionizes the way events are done by making a



more experiential, personalized, responsive, scalable, and ROI-driven platform. CEO and Founder, Vaibhav Jain, said: "Fostering human connections is at the core of Hubilo, and what differentiates an exceptional event from a webinar. Hubilo's technology enables everyone to plan and execute flawless events and attend from anywhere. With Hubilo's years of event expertise, intuitive platform, and white-glove support, we believe that we are raising the bar of virtual and hybrid events.



Bridgeweave, a UK based fintech founded by Akshaya Bhargava, founding CEO of Progeon (now Infosys BPO) and erstwhile Global CEO of Barclays PLC Wealth and Investment Management, today announced the launch of its mobile app InvestorAi, an AI-powered personal investment analyst for retail investors, using AI algorithms that have been trained for global equity markets.

Commenting on the launch Akshaya Bhargava, Chairman and

Founder at Bridgeweave said, "The world has seen an explosion in new, digital retail investors entering equity markets. These investors are looking for investment ideas. Our algorithms analyse each stock in equal depth, giving access to the same high-quality research that has historically only been available to institutional investors. We're on a crusade to close this investment information gap for everyday investors by giving them same high-quality predictive market insights from a mobile app that top hedge fund managers and investment bankers get from a team of quant research analysts.

We believe that human plus machine is an incredibly powerful combination – we call this notion "You+AI" – and our mission is to

Bridgeweave launches AI-powered InvestorAi – Your Personal Investment Analyst

make it easier to invest intelligently, empowering every investor to make more informed decisions"

InvestorAi covers over 4500 global stocks and 1500 ETFs in 15 markets and the algorithms perform over 800 million calculations every day – something that is impossible for a regular retail investor to do. There are over 600 live signals available at any point in time with new ones being added every day. "We are delighted to expand our reach to India to help transform the narrative of intelligent investment information.

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



5 ways how technology adoption can help develop greener business practices

While accelerated technology adoption and innovations have been disrupting business processes world over, it is also shaping up the future of greener business practices. While SEBI's Business Responsibility and Sustainability Reporting (BRSR), is set to be applicable, on voluntary basis, for top-1,000 listed entities by market capitalization, for FY 2020-21, it is set to become a norm post FY2021. Additionally, as lockdowns relax world over, and businesses

start to get back on track, global investors and funding needs, driven by ecological and social corporate responsibility criteria are set to become main stream. As per SEBI, in the last two years alone, global investors have begun to demand a continuous monitoring of ESG (environmental, social, and governance) action, reporting, and readiness among corporate entities, making the choice of green business technology and practices, lucrative.

Accelerated technology innovations in the time of COVID have also driven energy and resource optimisations. Some key solutions that can

help businesses adopt green practices include:

- Cloud Computing
 - Digital Unified Communications
 - IoT for Greener Practices
 - Blockchain
 - eWaste Mangement and Recycling
- *Article courtesy of Sachin Nigam, CTO, Goavega.



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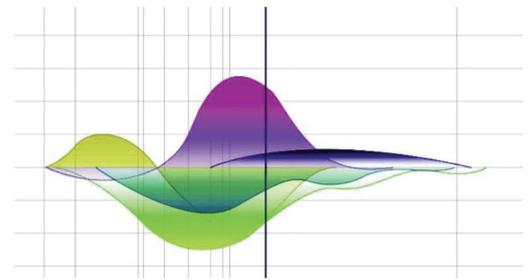
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