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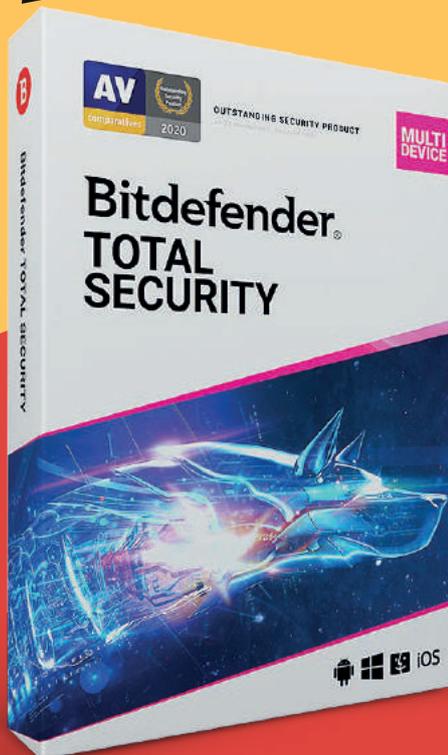
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Marketing Copy Generated by Algorithms Is the Web's Future

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## INTERVIEW



National Technology Day

Page Number 25



Browse through the magazine to find out more what's going on around in the tech world and to know more about top-notch devices.

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# From the Editor

Tarun Taunk | Editor-in-Chief

## Web3: What's all the fuss about, and how it might change the internet?

Big tech's dominance over internet use and control over personal data has prompted calls for the internet to be decentralised. The third version of the internet, known as Web3, will be defined by open-source technology and will be trust less and permissionless, thanks to blockchain technology.

Web3 is still in its infancy, and there are many unanswered questions.

As the internet has grown in popularity, it has had a significant impact on our lives, influencing everything from what we read to what we buy, what we watch on TV, and how we interact. It appears to know all there is to know about us, including our likes and dislikes, friends, shopping patterns, even favourite cat videos. This deep understanding could be construed in either a positive or negative light. Advertisements for things you didn't know you wanted and news stories you didn't know you wanted to read can be aimed at you. This customisation might be useful, but it can also be intrusive.

There are numerous issues about who has access to and management over this personal data. Big tech has been increasingly chastised for its usage and potential abuse of personal data, as well as their disproportionate influence over the internet due to their market dominance. As of 2019, Google (Alphabet), Amazon, Meta (formerly Facebook), Netflix, Microsoft, and Apple account for 43 percent of all net traffic.

This dominance is furthermore pronounced in their key categories, with Google owning about 87 percent of the worldwide search industry and Meta reaching 3.6 billion unique users across its four major platforms (Facebook, WhatsApp, Messenger, and Instagram).

Taking back control of huge tech

Web3 is a new internet iteration that uses blockchain to "decentralise" management, limiting the power of large firms like Google and Meta and making it more democratic. It is defined by open-source software, is trust less (i.e., it does not require the assistance of a trusted third party) and is permissionless (it has no governing body).

The third iteration of the internet is known as Web3. The internet's original incarnation comprised of read-only, static webpages (view a BBC homepage from August 2000 as an example). Web 2.0 enabled users to engage with and create content, allowing for activities like social media, online banking, and shopping. The term "Web3" has been around for over a decade, having been invented in 2014 by Ethereum co-founder Gavin Wood. The growth of blockchain technologies, rising NFT marketplaces, venture capital investments, and continued calls to reign in the dominance of big tech helped it gain traction in 2021.

The use of Web3 is increasing.

The present internet, known as Web 2.0, is based on systems and servers that are mostly owned and operated by large corporations, generating worries about system security and control. There were calls to adopt Web3 and its decentralised architecture after Meta's linked platforms experienced a global outage in early October, which was compounded by the centralization of its servers. Adherents to Web3 argue that online activity should be directed by the masses rather than the incentives and biases of a select few. After all, why should giant corporations have power over our personal information?

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**“Our aim is to further strengthen our channel partner network through focused and newer initiatives.” – Mr. K Bhaskhar, Senior Vice President – Business Imaging Solutions, Canon India**

Here’s the interview snippet from the interaction with **Mr. K Bhaskhar, Senior Vice President – Business Imaging Solutions, Canon India**

**Prateek: How was the year 2021 for Canon’s contribution towards the BFSI segment? What is your plan for enhancing your market share in the BFSI segment for 2022?**

**K Bhaskhar:** The last two years have been a new ride for business across segments and we were no different to it. However, due to our strategic decisions, we witnessed excellent business results in 2021. With a growth of almost 30% over 2020, last year we reached approximately 90% of the business we did in 2019. And a major contribution to this growth has come from the BFSI, manufacturing, auto, and supply chain vertical businesses. Out of all our segments, BFSI continues to remain one of our key business verticals for us.

The BFSI industry has been the most impacted industry by the Covid-19 pandemic, as it forced financial organizations to incorporate digitization and digital workflows into their processes. Hence, the sector witnessed a large influx of demand for office automation solutions during the pandemic. As the banks have digitalized their processes from account opening and KYC to banking transactions including fixed deposits, document management systems have become crucial for necessary documentation and compliance.

We help our BFSI clients cut the cost of key processes by simplifying and streamlining essential systems and digitization of paper-based administration. With our portfolio of digital solutions (document and cheque scanners), curated tools, cloud services, document management solutions

(DMS), and multi-functional devices, we are redefining the digital transformation journey of the BFSI segment, enabling them to be a digital-first organization. The expansion and consolidation in the BFSI segment is driving efforts towards cost optimization and process efficiencies. With the push towards bringing the TCO of the systems down, we will offer them with relevant printing and document management solutions to bring down their workflow costs and efforts.

In 2022, we would further expand our BFSI business by becoming the end-to-end solution providers to our customers, supporting them to grow their businesses and achieve their desired operational goals.

**Prateek: What are your focus areas for the overall Canon BIS segment for 2022? Are there any targeted business objectives that you aim to meet this year?**

**K Bhaskhar:** Our mission is to continue to bring forward new products and new technologies that will help streamline repetitive day-to-day tasks and bring in increased convenience,



Mr. K Bhaskhar, Senior Vice President – Business Imaging Solutions, Canon India

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iTVoice

## “BLACKbox helps MSMEs to deal with external threats as well as insider threats that can lead to data loss or leakage” – Mr. Vishal Shah, Synersoft Technologies

**Vishal Shah, Co-founder, and CEO, of Synersoft Technologies Private Limited** shared his views about the organization, technology, and the future ahead in an exclusive interview with team IT-Voice:

### **Prateek: How Blackbox Duo Assists MSMEs Companies in data breaching by Synersoft Technologies?**

**Vishal Shah:** BLACKbox duo solves a serious problem from an MSME perspective. MSMEs cannot afford to provide company-owned laptops to their remote users for cost and logistics reasons.

Mostly they rely on their employees to use their personal laptops on a BYOD basis. BLACKbox duo makes dual profiles on employee's personal laptops, i.e. personal and professional. BLACKbox duo intelligently applies enterprise policies

on professional profile and gives access to enterprise data and networks. It does not apply enterprise policies on personal profile to allow the employee to use the device for personal purpose.

BLACKbox duo invokes backup only for the data residing in professional part of BYOD laptop.



Vishal Shah, Co-founder, and CEO, Synersoft Technologies Private Limited

### **Prateek: Please share some details about Synersoft technologies: Blackbox with Data Centre Backup for Disaster Recovery.**

**Vishal Shah:** BLACKbox client agent is also a cloud backup agent. BLACKbox provides cloud backup storage as an add-on service. The agent installed on BLACKbox, Servers, User's computers compresses and encrypts the modified data and transfers it to cloud backup storage when the user is online or the Internet is available. The data stored on cloud backup storage is in encrypted format to ensure security against any data breach on cloud.

The enterprise gets a dashboard which gives intuitive report on status of backup from BLACKbox, Servers, laptops, remote computers. It also generates email alert in case there is any error in BACK-UP process to take proactive corrective actions.

### **Prateek: How is Blackbox an ideal solution for Data Loss Prevention?**

**Vishal Shah:** Data loss can happen by deletion, ransomware, disaster, or hardware failure. BLACKbox is a single service solution to take care of all the situations as an integrated system. BLACKbox applies Active Recycle Bin which enables MSME to recover data after deletion. It also helps MSMEs to identify who deleted the data. BLACKbox applies primary-hidden chamber technology to maintain previous versions of in an isolated media to enable MSMEs to recover data after ransomware attack.

It also provides hook to cloud backup to enable MSME to recover data after disaster or hardware loss.



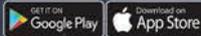
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**“We are opting partnering with end-users and distributors to improve their distribution channels and upgrade their product portfolios by integrating and continuously updating the software tools and advanced features into our projectors” – Mr. Vijay Sharma, Optoma**

**Optoma** is a world leader and top brand in DLP Projectors and the 4K UHD segment in India as per the PMA report. The company is involved in designing and manufacturing of projection and audio products for business, education, professional audio/video, and home entertainment.

**Vijay Sharma, Country Head, Optoma Corporation**

shared his views on the organization, changing technologies, and the future ahead with team IT-Voice:

**Prateek: What is the significance of screens in the gaming, education and entertainment sector? How do projectors enhance the virtual experience?**

**Vijay Sharma:** The screens are very important because it helps in giving immersive experience when it comes to virtual learning, gaming or watching a movie or a sports.

Gaming is all about visual effects and a captivating experience that makes the player feel as if he's right inside the game. An advanced tech-based screen enhances and engages the gaming experience by providing outstanding graphics and effective visuals. Similarly, a good screen combined with the latest technology and good sound system elevate the overall sport watching activity. A good screen can be characterized on the basis of great graphics, and no one can deny the role of graphics in gaming, we can say that they're soul of a good gaming setup. On the other hand, I would like to ask you, would you like to watch a movie with low quality visuals? No, right? A good screen while gaming and entertainment through provision of great graphics and great screen quality along with a sound system makes the experience

more enhanced and engaging.

In education sector, good screens play an important role in teaching and learning process. These screens add value to academic practices and teaching programs and improve the learning experience of the students and effectiveness of the teachers.

Optoma projectors are designed to do just that and provide you with an excellent gaming, education and entertainment quality. For entertainment Optoma projectors like P2 features 4K UHD resolution and premium Dolby digital 2.0 audio, offers the ultimate cinematic experience like no other. The ultra-short throw technology allows you to enjoy 120" screen from just inches away. The improved brilliant colour technology, as well as the elevated 120% of Rec.709 gamut coverage, deliver rich color performance and makes pictures even more realistic and if you're someone who is interested in both gaming and binge watching then, UHD55 is perfect to quenching your desire for the ultimate home entertainment.

People who invest a good amount of money on such equipment often understand the value that it adds to the games and entertainment.



Vijay Sharma, Country Head, Optoma Corporation

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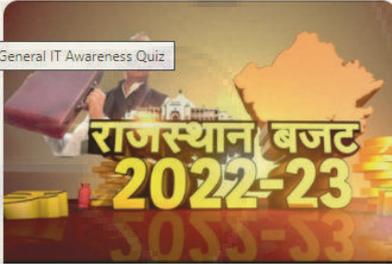
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## PRAMA opens brand store in Surat

India's premier indigenous security and surveillance product manufacturing company, Prama India in association with partner Gurukrupa CCTV has launched its brand store recently, at Surat, Gujarat. PRAMA Brand Store was inaugurated at Nanpura in the presence of leading dignitaries from the security industry. The newly opened PRAMA brand store will help to make latest PRAMA security products available in Surat. Gurukrupa CCTV is a trusted partner of Prama India, it has carved a niche in the security industry by setting a new benchmark.

Located in the South Eastern part of the Gujarat state, Surat is famous for Diamond and Textile. Now the city has the newly inaugurated PRAMA brand store to avail the latest security products and solutions. The company has planned a pan-India phased rollout of PRAMA brand stores and aims to open multiple stores spread across Tier-I, Tier-II and Tier-III cities over the next 12-months. PRAMA's new brand store is aimed at showcasing and bringing high quality, state-of-the-art security and surveillance products as well as the latest technology innovations closer



to potential consumers and end-users.

"We are elated to be an integral part of PRAMA brand store launch in Surat. We are inviting all the stakeholders of the security industry in the Surat region to experience the

wide range of indigenously manufactured PRAMA security products at our brand store. We will be happy to serve your product requirements by providing it promptly," said Mr. Devraj Vaniya, Partner, Gurukrupa CCTV.

ViewSonic India., a leading global provider of visual solutions, today announced the launch of VG2455, a single cable Type-C monitor, a display tool for enhancing productivity and efficiency while keeping the workstation neat and clutter-free. Loaded with features, the VG2455 comes with a SuperClear IPS technology and advanced ergonomic design to offer an enhanced work experience.

The ViewSonic VG2455 is a 24" 1080P IPS monitor is designed to fit the modern hybrid workspace. VG2455 is an EPEAT (Electronic Product Environmental Assessment Tool) Gold/Energy Star 8.0 certified- the highest environmental rating achieved by any interactive flat panels currently on the market that ensures reduce operating costs and better environmental outcomes for businesses.

The monitor comes with a built-in USB Type-C port. USB 3.1 Type-C connectivity provides

## Providing a Single Cable Solution, ViewSonic introduces Business Monitor in India

charging power, video, and audio over a single connector for convenience and reduced cable clutter. SuperClear® IPS panel technology delivers wide-angle viewing and incredibly vivid colors, while a 3-sided thin-bezel design provides a seamless viewing experience for multi-monitor setups.

Commenting on the new launch **Mr. Sanjoy Bhat-tacharya, Director Sales and Marketing –IT Business, ViewSonic India** said, "At ViewSonic, our focus

is towards innovation and offering products based on the evolving technology and bringing the best to the

customers. With the offices opening up and users coming back to their workspaces after a long gap, the launch of VG2455 business and office monitor will help us in catering to professionals with a top-class and a sturdy monitor that is most simple to use."

VG2455 is the first-ever workspace specific monitor with an impressive 40-degree tilt offering an advanced ergonomic design for maximum comfort; including pivot, swivel, and height adjustment allowing the user to use the monitor while standing or having strategic group discussions around the screen. In addition, the monitor has an easy-to-install quick release stand that makes for a simple out-of-the-box setup. The quick-release stand also includes an integrated client mount and cable management features.



**S**ophos, a global leader in next-generation cybersecurity, today released its annual international survey and review of real-world ransomware experiences in the State of Ransomware 2022. The report shows that 78% of Indian organizations surveyed were hit with ransomware in 2021, up from 68% in 2020. The average ransom paid by Indian organizations that had data encrypted in their most significant ransomware attack, was US\$1,198,475, with 10% of victims paying ransoms of US\$1M or more. Seventy-eight percent of the organizations that had data encrypted paid the ransom to get their data back, even if they had other means of data recovery, such as backups.

The report summarizes the impact of ransomware on 5,600 mid-sized organizations in 31 countries across Europe, the Americas, Asia-Pacific and Central Asia, the Middle East, and Africa, including 300 in India.

## 78% of Indian organisations hit by ransomware in 2021

“The ransomware situation in India is worrying. The numbers of victims, ransom payments and the impact of these attacks continued to rise during 2021, at considerable cost,” said **Sunil Sharma, managing director, sales, India and SAARC, Sophos**. “While the average expense of recovering from an incident declined to US\$2.8M from US\$3.4M in 2020, it remains a significant number that should be sounding alarm bells among management teams of Indian firms. In 2021, the percentage of victim organisations directly impacted by ransomware increased from 68% to 78%. Ransomware isn’t something that might happen, it is something that will happen if you haven’t taken the precautions necessary.”



The main findings for India in the State of Ransomware 2022 global survey, which covers ransomware incidents experienced during 2021, as well as related cyber insurance issues, include:

A significant number of victims are paying the ransom – In 2021, 78% of organizations that had data encrypted in a ransomware attack paid the ransom. This is the highest rate of ransom payment reported across all 31 countries surveyed

The impact of a ransomware attack can be immense – The average cost to recover from the most recent ransomware attack in 2021 was US\$2.81M, down from US\$3.4M in 2020. It took on average one month to recover from the damage and disruption.

**W**hile the number of enterprises going back to the office for work is increasing, Kaspersky believes this is one of the best times for organizations to make sure each of their devices is checked and updated for optimal protection.

Organizations resuming work-from-office are experiencing relative ease in managing not just their workforce but also the cybersecurity needs of their business. Kaspersky, a cybersecurity and digital privacy company, however, believes that given the current environment, businesses should all the more be vigilant.

The prime reason for this is, that the macro-environmental factors

## Kaspersky: Back To office Means Not Getting Complacent On Cybersecurity Measures

affecting the cybersecurity landscape have worsened compared to last year. From late 2021 to date, ransomware attacks have multiplied. Yet, it is not the number but the type and the intensity of the attacks that have undergone a dramatic change.

Ransomware has become more ubiquitous than ever before and it is now using advanced techniques through AI and ML to launch cross-platform attacks. It continues to target enterprises across multiple platforms to ensure that none of the systems works as intended.

Some of these ransomware groups are

highly politically motivated, particularly regarding the Russia-Ukraine conflict – they are using techniques that wipe your data files and storage rather than encrypt it. As a result, enterprises are looking at a sweeping loss of data, which could be detrimental for the business from a reputational as well as a legal standpoint. Ransomware is a chief cause of advanced persistent threats that organizations face in a digital landscape.

**Dipesh Kaura, GM, Kaspersky South Asia**, explains why this matters particularly in the Indian context, “India is among the top 3 targets for

cyberattacks in the APAC region. It does not help that businesses in India are still waking up to the scale of damage that cyberattacks can cause within the enterprise as well as the overall economic system by draining it of trust and confidence. It’s one of the major reasons why the country has moved rapidly to secure its internet pathways and national data security. Now businesses need to follow suit.”



**M**icron Technology, Inc. (Nasdaq: MU), today announced it has surpassed 50,000 lifetime patents, reinforcing the company's leadership in innovation. Patents play a key role in Micron's technology leadership strategy, from creating the world's smallest 256K DRAM chip in 1984, to delivering the first 1-alpha DRAM shipment in 2021—with thousands of inventions in between. More than 4,000 team members across 16 countries have contributed to this notable accomplishment over the course of Micron's 43-year history.

"Very few companies in any industry have reached this achievement. I want to acknowledge the contributions of all Micron team members, past and present, as this milestone

## Micron Marks 50,000 Patents Milestone

would not have been possible without their innovative ideas that ensure we stay on the cutting edge of technology," said **Micron President and CEO Sanjay Mehrotra**. "Thanks to their hard work and tenacity, Micron is the world leader in memory and storage solutions."



Micron was founded with the belief that innovation and persistence would drive long term

success. This unwavering focus on innovation led Micron to overcome performance barriers and bring better products to market faster than the competition, all while garnering patents on these revolutionary inventions. Micron's 50,000th patent caps what is widely recognized to be the most valuable memory and storage patent portfolio in the industry.

"With global demand for memory and storage growing rapidly, Micron's customers are counting on us to keep advancing the pace of innovation," said **Scott DeBoer, Micron's executive vice president of technology and products**. "That pioneering spirit is still

very much alive and well at Micron, especially as we pursue the next 50,000 patents that will serve as a foundation for future technological breakthroughs."



As innovation continues to accelerate, so does Micron's patent portfolio. In 2021, nearly 1,500 Micron team members contributed to almost 2,600 Micron patent grants – the most patents issued to Micron in a single year throughout the history of the company.

## Mercusys awards its Chanel Partners with rewarding gifts scheme!!

**M**ercusys India organized a channel incentive scheme for its channel partners across India to boost channel part-

ner sales, and as a token of appreciation for their sales achievement and their commitment towards supporting Mercusys India.



"Mercusys team has always been supportive to channel partners and encouraging us with multiple rewards on the volume business. As long term partners with TP-Link and

now also with Mercusys, we are overjoyed to receive such incentives on the hard-work we put towards the brand development" said, **Mr. Deepak Alung, Director, Frontier Trading Company**.

The channel scheme had been designed taking all channel partners into consideration where the partner could choose from multiple scheme levels and gain the designated gift upon achievement. We received a huge response from our channel partners qualifying across multiple scheme levels. Our regional sales team along with the sales team of our National Distributors have worked closely to ensure the channel partners attain the desired levels.



**Mr. Bijoy Alaylo, VP Sales – Mercusys** said " Mercusys targets to be one of the top brands in wireless networking soon alongside our main company TP-Link. We will be coming up with such exciting rewards in the near future as well. Being with us the partner can be assured to be always positive be it the business growth, overall margin or the rewards. Bigger and better to follow in future."



TOSHIBA

## Mr. Ramdas Baliga appointed as Managing Director, Toshiba Software India Private Limited

Toshiba Software India Private Limited (TSIP), a wholly owned subsidiary of Toshiba Group today announced the appointment of Mr. Ramdas Baliga as its new Managing Director. Holding a Master of Technology (MTech) degree in Computer Science and Engineering from the prestigious Indian Institute of Technology (IIT), Mumbai, Mr. Baliga succeeds Mr. Takashi Ishikawa who was at the helm of Toshiba Software India Pvt. Ltd. for four years.

Welcoming Mr. Baliga to his new role, Mr. Ishikawa stated "It has been a great pleasure to serve as the MD of TSIP. During my tenure, I established the slogan "Across & Beyond" to further enhance the value of TSIP. I am proud that, with this slogan, TSIP has accelerated its shift from ODC (Off-shore Development Centre) to CoE (Centre of Excellence), even during the difficult period of pandemic.

I am happy to pass on the baton to Mr. Ramdas Baliga, who has been leading a wide area of business with various technology domains in TSIP. I believe Mr. Baliga will lead TSIP to greater heights."

Commenting on his appointment, Mr. Ramdas Baliga stated, "Toshiba Software India is an intrinsic part of the Toshiba Group's digital and software transformation worldwide. As the world shifts towards digital transformation at an accelerated pace, we aim to empower digital agility across and beyond Toshiba, evolving TSIP into a Digitally Agile Centre of Excellence. TSIP's deliveries tie very well into Toshiba's goal of applying Digital Technologies across Physical systems, where Toshiba is already a world leader, thereby realizing leadership in Cyber Physical Systems. Grounded in the Group's commitment of "Committed to People, Committed to the Future.", TSIP's expertise covers a wide range of high-technology domains including energy and infrastructure systems, smart card systems, battery management systems, solid-state memories & hard-disk storage, System-on-Chip (SoC), automotive, Multi-Function Peripheral (MFP), Point-of-Sale (PoS), bar-code systems and medical systems. We are building a robust team of engineers who will acquire and expand their skillset working on advanced Artificial Intelligence, Data Analytics, Machine Learning, Computer Vision and IoT Cloud technologies etc."

## Brother Appoints Alok Nigam as the new MD for India

Brother International India Private Limited appointed Mr. Alok Nigam as the new MD of the company effective 1st April 2022. Alok Nigam takes over from Shigeru Morita who successfully led the company for 5 years.

Alok is the 1st Indian Managing Director of Brother India since the Company's inception in 2007. He brings more than 25 years of experience, including 10 years with Brother India. Before joining Brother, he had extensive experience in the IT Industry. Alok holds a Masters in International Business from the Indian Institute of Foreign Trade, New Delhi, apart from being a Graduate in Mechanical Engineering.

Commenting on the change, Mr. Morita said "Brother has achieved many important milestones over the years, and I am enthusiastic about this new change. As a well-experienced and highly effective leader, Alok brings a wealth of knowledge and expertise to this position. I wish him all the best for the future."

Speaking on his new role, **Mr. Alok said**, "It is a real privilege to get this opportunity to lead business in India. India is a key market for Brother group with tremendous opportunities. I am looking forward to create value for all our stakeholders along with a steady growth in our market share."



brother®

## Lexar a global manufacturing giant in Flash and Memory Solution appoints Gaurav Mathur as the Director of its Indian operations

Lexar Co., Limited, one of the leading global brand names in flash memory solutions, has announced the appointment of Gaurav Mathur as the Director of Lexar, to handle its operations in the Indian market. In this role, Gaurav shall be responsible for charting and driving the company's growth blueprint, through greater market penetration, in turn helping Lexar to strengthen its brand equity and expand its foothold in India

Prior to joining Lexar, Gaurav has held various leadership positions across diverse sectors comprising Consumer Technology and Retail sectors at some of the leading companies which include Transcend Information, Genius (KYE Systems Corp), Rivacase (Germany), Wipro Technology, Inter-globe Technology, and Tata AIG to name a few. His proactive measures in product line rationalization/ restructuring, channel strategy, dealer engagement programs, and customer loyalty initiatives, resulted in substantial business expansion and channel penetration in corporate/government and online platforms for Transcend Information, in the South Asia, helping a business to grow and meeting their overall goals.

Commenting on this development, Mr. Darren Lin, Head of APAC, Lexar Co., Limited said "We at Lexar are elated to welcome Gaurav Mathur on board, who thereafter shall be heading our operations in India. We see great potential for our products in the Indian market and this is the reason why we wanted someone, who with his expertise and able guidance can help establish Lexar as the preferred brand for channel partners and consumers in India. Gaurav brings a cumulative experience of over 20 years to the table of working with consumer brands and we are confident that with his strong understanding of the market and insights, we shall be able to meet our vision."

As Anydesk boosts up the channel ecosystem in India with eCaps, remote working is here to stay! Anydesk, located in Germany, has inked a distribution agreement with eCaps Computers, based in India. For businesses and industrial groups, Anydesk delivers software for remote working and mobile device assistance. DeskRT, the pioneers of remote working software with an innovation of high speed and top security built on proprietary codec, which allows for virtually latency-free collaboration, has partnered with eCaps as their value added distributor to address secure remote solutions in the Indian and SAARC markets.

eCaps is an Indian value-added distributor that represents some of the most well-known security products. eCAPS has established itself as a trusted brand in the field over the last two decades, and is the chosen partner of most major IT companies in India. It has a large nationwide distribution network, which is headed by high-

## eCaps has been designated as a Value Added Distributor for Anydesk in India/SAARC

ly motivated and competent channel partners that offer solutions rather than services. Anydesk has named eCaps as a Value Added Distributor for India and other SAARC countries. The full Anydesk portfolio is now accessible in India through eCAPS' distribution network.

**Alan Wong Regional Vice President AnyDesk Software** says "Anydesk eCAPS and Anydesk will leverage the channel model in India and saarc countries to grow commer-

cial and enterprise business. A strong distribution house like eCaps adds lot of value to both Anydesk as well as the Partner ecosystem in terms of structuring, managing & executing large and complex enterprise deals. A strong distribution house like eCaps adds lot of value to both Anydesk as well as the Partner ecosystem in terms of structuring, managing & executing large and complex enterprise deals."

**Gunasegharan Krishnan Director eCAPS, Cybersecurity & Networking** says "We are excited to be partnering with Anydesk to distribute its Products and solutions to our clients through our channel partners in India. The space for remote management solutions in India is growing at rapid pace which needs a global leader to provide solutions at affordable cost. eCAPS has always believed in providing value in every aspect of domain and ensuring profitability for the entire channel. This partnership with Anydesk perfectly fits that vision."



In a recent bid, Iris Global Services India's Premier IT Distributing Conglomerate has signed in with the Taiwan based Wi-Fi, Networking & Communications company EnGenius Networks Singapore Pte Ltd, for handling their Pan India distribution business.

Speaking to Newsman – **Mr Aren Naidoo, Country Manager, EnGenius Technology** said "Iris Global Services is an exemplary distribution leader with an amazing network and outreach along with a proven track record across the Pan India markets. We are definitely excited to partner with them. With their vast outreach and our market leading products, we look towards forging a long term and unique partnership. When we combine our mutual capabilities, we envision an exciting future where we both in unison will help enterprises across verticals rapidly transform themselves.



## Iris Global Inks Distribution Agreement with EnGenius

We look at the coming year with the exuberance and enthusiasm of gaining more traction and wins while exploring exciting opportunities".

Iris Global, has been a Distributor of Choice for most global brands in IT Security and Mobility. Iris has received several awards as the "Most Preferred IT Distributor" for their initiatives in the channel space.

**Mr. Manoj Sharma, Product Manager, Iris Global Services** said "We have supplied EnGenius Wi-Fi Access Points along with outdoor Access Points worth Rs 1 Crore thru 2 of our Partners – Wiphonic, Mumbai and Aryan Communications, Pune. They have recently installed these at various Mahindra Campuses &



Resorts at Rajasthan, Maharashtra and Kerala".

Iris's Partners & business associates feel comfortable dealing with them for their impeccable personal touch, transparent service & quick response. Iris goes the extra step to help close difficult deals & supports them with timely deliveries. Iris's work ethics and practices are very encouraging. Their partner was able to help India's premier Renewable Energy Conglomerate, SUZLON Energy upgrade their Data Center with solutions from Microsoft.

"We are delighted to be associated with EnGenius Technologies. Their products are known for reliability, competitiveness. We find Mr Aren Naidoo a responsive leader who will go a long way to drive success of this business" said **Mr Sanjiv Krishnan, Founder, CMD Iris Global.**



## Netpoleon Partners with Data Resolve Technologies to Strengthen Cybersecurity Offering in India

Netpoleon today announced a distribution agreement with Data Resolve Technologies that will enable greater availability of Data Resolve Technologies' solutions among Indian organizations.

Under the agreement, Netpoleon will offer Data Resolve Technologies' solutions including inDefend Advanced, inDefend Business, SEG, Desksight.Ai. Netpoleon's technical engineers will undergo a training program and be certified by Data Resolve Technologies, enabling them to deliver expert and specialized support to businesses across India.

This partnership will bring together Netpoleon's extensive network and Data Resolve Technologies' comprehensive suite of intel-

ligent security solutions to pursue their mutual goal of protecting end users, end points, and businesses from data leakage.

"We primarily believe that the whole world should find us as the one-stop solution in the field of Data Protection, Employee Monitoring, and User Behavior Analytics and offer a single integrated business solution addressing all these issues. We aim and delivering high-quality security products, engage high-quality people, and maintain great work standards altogether resulting in great customer relations. By partnering with Netpoleon our new Indian distributor, we will take this



mission one step further and accelerate our growth many folds by increasing our customer based and engagement through trust, reliability, and persistence in providing the best

possible way to protect their data and increase their efficiency which is core to their business."— **Mr. Dhruv Khanna, CEO and Co- Founder of Data Resolve Technologies.**

"As a leading player in the cybersecurity solutions space working with a number of established brands, we're very excited about becoming the national distributor for Data Resolve Technologies in India. The milestone affords us a greater opportunity to make deeper inroads in a market that is growing rapidly. With Data Resolve Technologies' security at



the core, our customers can be confident that we have what it takes to prepare, prevent, detect, and respond to any and all cyber threats."— **Mr. Mohan Kumar TL, Director, Netpoleon India**

**netpoleon**  
Network • Security

## Cyber-Protection and Banking: Measures to shield your customers from credit card

Out of the 1.4 million cases of identity theft reported in 2020, nearly 4,00,000 fell under credit card fraud. This represents a whopping 44.6% increase over 2,71,927—the instances of credit card fraud-based attacks in 2019. Needless to say, credit card fraud, a data security threat that involves malicious entities fraudulently accessing an individual's card before illegally spending and inflating their credit bill, is one of the most common cyber-attacks. Here are a few measures to protect your customers from the horrors of credit card fraud:

Using a web application firewall  
One of the ways in which criminals access the credit card details of their

victims is via keylogger attacks. This attack enables a hacker to discover a user's card details or sensitive passwords by monitoring and recording their keystrokes. Using a keylogger attack, such entities can steal the card details when users make payments through banking portals on e-commerce websites. To prevent such attacks, banks need to secure their websites and payment portals with a web application firewall, which blocks keylogger attacks, DDoS attacks, brute force attacks, and other cyber threats.

Leveraging machine learning  
Machine learning-based tools use anomaly detection to detect red flags in credit card payments. So, banks can use such tools to closely assess each transaction made by a user with their credit card. Anomaly detection uses a cardholder's profile, behavioural patterns and purchase records to

raise red flags every time an 'anomalous' payment is detected. A bank can then thoroughly investigate such transactions. If an instance of card theft or fraud is detected via the investigation process, the bank can freeze the card and stop further account activity.

Data security is a vital aspect of fraud prevention in banking. We at GajShield understand this well. Therefore, our data security tools are designed and developed specifically to safeguard banks and other financial institutions against cyber-attacks.



Sonit Jain, CEO - GajShield Infotech

**GAJSHIELD**  
Data Security Firewall

## Digital Print Hub setting up new Photo quality benchmark with HP Indigo 12000 HD

**HP** Indigo offers a variety of digital printing presses designed to meet the needs of demanding 24/7 photofinishing businesses and peak season operations for any type of photo specialty application of any size. Keeping up with the latest digital printing solutions & commitment to meet the quality standards, Digital Print Hub has installed HP Indigo 12000 HD Digital Press at its facility in Jaipur, Rajasthan.

Owing to the increased demand for innovative big size B2 Photo print market, DPH is now the only Photo color lab in Rajasthan with a

high-definition digital press. The installation will further digitally revolutionize not only the Photo print requirements but also open the doors of printing jobs from the commercial and light packaging printing segment. This will allow the company to establish itself as the preferred Digital Printing Service Provider in the entire state.

HP Indigo 12000 Digital Press offers smooth, superior print quality with HP's unique photo enhancing ElectroInks and High Definition (HD) FM imaging and screening technology. This press provides a holistic Photo printing solution along with wide

versatility which will enable Digital Print Hub to produce the finest digital prints in B2 size. Equipped with HP Indigo's liquid electrophotography (LEP) technology, the digital printers produce crisp & attractive images, smooth vignettes with a very thin ink layer that gives uniform gloss between the ink

and substrate.

Creating a new benchmark for print technology, HP Indigo 12000 digital press also allows to print super fine Photo applications using a range of media in different sizes to produce a wide variety of wedding/professional photo albums.



## AQFiT Celebrates One Glorious Year

**I**ndian Smart Wearable Brand AQFiT has recently completed its first anniversary in Nepal in partnership with Tech Studio. They are committed to developing smart wearable devices that promote a healthy lifestyle and include unique designs to meet the needs of users all around the world.

AQFiT fundamental values of "Originality, Quality, Experience, and Service" are reflected in each of its products and has managed to secure a position in the top 5 smart wearable brands in Nepal with just one year of operation.

For the year 2023, the brand is looking forward to climbing up the ladder to stand among the top 3 smart wearable brands in Nepal.



## Gizmore Names Dinesh Karthik as Brand Ambassador

**G**izmore, India's accessories, fitness gear, and home audio brand, has appointed cricketer Dinesh Karthik as its brand ambassador. The company claims to focus on fitness, and hence, it is part of the "Swasth Bharat – FIT INDIA" mission. With Dinesh Karthik on board, the brand aims to build a fit ecosystem for the consumers.

As part of the campaign the wicket-keeper batsman is seen promoting the fitness and audio

range of the Gizmore. According to Nishant Goel, director marketing, Gizmore Dinesh Karthik has a huge fan base and is a role model for youngsters. "His quest for success and achievement perfectly embodies Gizmore's personality. He is an ideal brand ambassador for Gizmore, which is founded on the pillars of innovation, longevity and fitness with its new-age products. We are looking forward to scaling greater heights through this association," he said.



## K.K. Infotech Brand Opening Embarked To Serve All Types Of Electronic Gadgets In Jaipur

**K**.K. Infotech has opened its brand new store at Madhyam Marg, Mansarovar, Jaipur. The opening of K.K. Infotech took place on 15 May on Sunday. Moreover, the opening of the brand new store based in Jaipur was done by Dr Rakesh Kalra. He is a director of Curewell hospital and runs the hospital in the city of Jaipur. And the opening of the brand new showroom K.K. Infotech has been done under the guidance of Dr Rakesh Kalra.

So, to take K.K. Infotech to the heights and making it a successful brand among other stores in the city. The brand new store K.K. Infotech will be directed by Udbhav Kalra. Mr Udbhav Kalra is well-experienced in the electronics world, who will assist the K.K. Infotech to the next level.

K.K. Infotech will focus on

providing superior services to the consumers. Those who are looking for all types of electronic equipment will be available. K.K. Infotech will be providing superior electronic products such as laptops, printers, and peripheral accessories and all electronic accessories will be available in the latest models.

However, a number of well-known personalities in Jaipur joined the grand opening of the showroom K.K. Infotech. It was joined by Dr L.C. Bharti, the founder of the Akashdeep Group of Schools and colleges. Further offering a bouquet by Dr L.C. he admires the success of K.K. Infotech.

On the occasion of K.K. Infotech Prof. Mohan Lal and other all the personalities in Jaipur were present there. The opening of K.K. Infotech was reverberating enough as the showroom for all electronic

accessories K.K. Infotech is said to deliver great quality services. The movement became memorable for all the people available there.

There is no doubt that Mr Udbhav Kalra and his team will be working hard to provide superior quality services to the targeted audience of them in the city of Jaipur. And other places as well if required. Different enterprises in Jaipur need all such superior quality services of electronic accessories. Which has become a peculiar need for them to be available.



**T**he Western Digital PC SN740 NVMe SSD was introduced by Western Digital Corp to suit the special needs of the hybrid workforce and to improve the computing experience.

Western Digital is a data infrastructure leader, driving the innovation required to help customers gather, preserve, access, and convert an ever-increasing variety of data.

The Western Digital PC SN740 NVMe SSD uses NVMe Technology to accelerate computing with exceptional PCIe Gen4 performance and sequential read speeds of up to 5,150MB/s (1TB – 2TB2 models), which is 50 percent faster than the previous gen-



## Western Digital PC SN740 NVMe SSD unlocks the power of data in today's hybrid workplace.

eration SN730 SSD. It has advanced security features, such as optional TCG Opal 2.01, TCG Pyrite 2.0, and ATA password, that serve to improve data security.

Furthermore, it is thin, light, and low power, allowing you to multitask more on a single charge with a single-sided M.2 2230.

When compared to the SN730, the SN740 provides up to 45 percent greater time between charges.

The free Western Digital® SSD Dashboard helps monitor the drive's health, available space, temperature, and more. It comes

with built-in support, allowing you to work with added confidence and peace of mind.

This dependable drive from a reputable company comes with a 5-year limited warranty and is built with superior thermal management technology that helps ensure constant performance.

The new SN740 NVMe SSD highlights Western Digital's strengths in developing innovations that allow customers to unlock the potential of data. It features a DRAM-less architecture and leverages the company's in-house SSD controller design, BiCS5 3D

NAND, firmware development, and vertical integration.

"Hybrid and remote work environments have become the 'new normal' for businesses over the past few years and have driven tremendous growth in PC shipments," said Eric Spanneut, vice president, Client and Enterprise SSDs, Flash Business Unit, Western Digital. "As work habits and locations change, there is a tremendous opportunity to support our corporate and commercial PC OEMs with storage solutions that are thin and light, have advanced security features and pack more performance while preserving power efficiency."



## Acer's Newly Launched Laptop Intro Swift 3 OLED With 12th Gen Intel Core The H-Series Processor

Acer has launched its laptop which has come with a beautiful display. That gave relief to the eyes of its user. This new series has come with a 12 Gen Intel Core processor and Windows 11.

If we talk about the Swift 3 it has a beautiful display and outstanding

performance when you start using the laptop. So, on the other hand, the laptops spin 5 and spin 3 are designed for all those professionals. Those who need a movable and one that has multi-functionality.

So, this could be the one that you are looking to have for yourself.

Acer Swift 3 OLED This has the absolute best performance and has multi advantages to using the laptop. This would be one that will be worth your investment to buy such a laptop from Acer. The newly launched model of Acer Swift 3 OLED has come with the largest 12 Gen Intel Core Processor. Which will provide a good



speech or performance to its user. I am looking to buy this product from Acer.

Acer Swift 3 OLED is going to provide the best and top advantages to its users. This will well fit the professionals, freelancers and other users. As the laptop has come with high performance.

Moreover, the laptop has an H-series processor with Intel Iris XE

ASUS Republic of Gamers (ROG) today announced the ROG Swift 500Hz, the world's first 500Hz refresh-rate esports gaming monitor. The Swift 500Hz features a 24.1-inch FHD (1920 x 1080) display that utilizes Esports-TN panel (E-TN) technology to produce 60% shorter response times than stan-



dard TN LCD displays, making it the fastest LCD display ever. The Swift 500Hz includes NVIDIA® G-SYNC®, and the enhanced Esports Vibrance-mode – specifically tuned for esports – built directly into the monitor firmware. It allows more light to travel through the LCD crystals,

## ASUS Republic of Gamers Announces ROG Swift 500Hz NVIDIA G-SYNC-Esports Gaming Monitor with Reflex

giving colors new levels of vibrancy. With latency a crucial factor in esports gaming, the Swift 500Hz also includes NVIDIA Reflex Analyzer, allowing gamers to measure latency with just a single click. ASUS ROG has always pushed the boundaries of display technology. A

decade ago, ASUS introduced the world's first 144 Hz 1080p gaming monitor. In 2017, ROG introduced the first-ever NVIDIA G-SYNC 240 Hz gaming monitor. And in 2020, ROG unleashed the first 360 Hz gaming monitor.

Pushing the limits of display technology

## Epson Introduces New Document Scanner with Built-In Networking Connectivity for Paper-Intensive Businesses

Epson, a world leader in digital and printing solutions, today announced the launch of its WorkForce DS-790WN Wireless Network Color Document Scanner. Whether in the office or remote, work is becoming more dispersed, increasing the demand for networking technologies, like wireless document scanning solutions, to enhance col-

laborative productivity in fast-paced business environments. The WorkForce DS-790WN is designed for reliability and ease of use and delivers high-quality scans at fast speeds so businesses can manage documents with confidence. The WorkForce DS-790WN is well-suited to a wide range of segments including government, service bureaus,

higher education, banking, and healthcare.

The WorkForce DS-790WN produces high-quality scans at speeds of up to 45ppm/90ipm, has a max daily duty cycle of up to 7,000 sheets, one-pass duplex scanning, and a high-volume 100-page ADF that can take business and ID cards as well as sheets up to 8.5 by 240 inches. It has a 4.3" color LCD touchscreen and built-in LAN



and wireless connectivity to easily access multiple scan jobs. Or one can scan to a USB drive, e-mail, network or cloud storage services, such as Dropbox®, Evernote®, and Google Drive™ without the need for a computer. Individual user authentication via the touchscreen or an optional card reader provides access to personal usage records and custom scan settings to ensure hassle-free scanning.

"Digital technologies have the potential to revolutionize and reinvent how everyone does business in an increasingly connected world. In recent years, organizations have seen a rapid increase in the adoption of digital services as a result of hybrid work models, growing data security concerns, and overall business disruptions." - **Sandeep Bhambure, Vice President, Veeam Software – India & SAARC.**



"Rapid technological advancements are fundamentally altering the way people communicate and conduct business, thereby underpinning economic progress. In the last few years, we've seen the pandemic wipe out years of resistance by late adopters, social institutions, and businesses that hadn't previously bought into the "digital transformation" argument." - **Sanjai Gangadharan, Area Vice President - South ASEAN at A10 Networks**



"Smart companies are ones that would use technology as a smart platform for all stakeholders to seamlessly collaborate, paving the way for connected business."

**Mr. Kumar Vembu, CEO & Co-Founder, GOFRUGAL**



"Manufacturing Industry has been in constant lookout for technology advancements that would eventually help increase operational efficiency, better quality control, lower production costs, lower maintenance costs, increase revenue, etc.," - **Satish Pala, CTO, Indium Software.**



"It is important that we acknowledge how technology is aiding in providing innovative and sophisticated business offerings."

**RK Shenoy, Senior VP – Mobility Engineering, Bosch Global Software Technologies**



## NATIONAL TECHNOLOGY DAY

"In today's digital age, technology is driving human progress and the driving force behind technological growth comes with introducing disruptive ideas. Dell Technologies continues to be one of the global leaders in producing server tech, and India has a key role to play in this." -

**Sudha KV, Vice President, Dell Technologies, India.**



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Telecommunications Companies

Strengthen organization's cybersecurity posture & ensure that sensitive data stays protected

**Data Loss Prevention**  
For Insurance companies

Protect customers' personal data & payment information, & comply with data protection regulations with Endpoint Protector

**Data Loss Prevention**  
for the Media Industry

Protect content from unauthorized distribution, meet compliance requirements, and protect your reputation with Endpoint Protector

**Data Loss Prevention**  
For Consulting & Professional Services Firms

Protect confidential client information & ensure compliance with data protection regulations with Endpoint Protector

## • Why to choose CoSoSys?

- Protect high-value data from persistent security threats and challenges
- Real-time data protection with an advanced DLP solution
- Cross-platform DLP
- User-friendly web interface
- Best user experience for the end user.

## • Features



### USB & Peripheral port control

Lockdown, monitor & manage devices. Granular control based on vendor ID, product ID, serial number and more.



### Content-Aware Protection Scanning data in motion

Monitor, control & block file transfers. Detailed control through both content & context inspection.



### Enforced Encryption Automatic USB encryption

Encrypt, manage & secure USB storage devices by safeguarding data in transit. Password-based, easy to use and very efficient.



### Scanning data at rest

Discover, encrypt & delete sensitive data. Detailed content & context inspection through manual or automatic scans.

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Lapex-502



Lapex-302



LS-603



LS-403



Additional benefits over ordinary multiple power hubs



Over Current/  
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Surge  
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\*Connected equipment insurance

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## Elevating Technological Conscience

Rajasthan Information Technology Organisation is registered under Co-operative Department of Rajasthan and NITI Aayog approved Organisation.

### Mission

RITO is committed to the betterment and promotion of IT, related products, IT HR, IT Education and IT services in the state of Rajasthan.

### Goal

Awareness of latest Information technology  
E-governance  
Better Employment  
FOSS Education

### Vision

To develop IT Environment  
To update competitive information for IT and IT enabled service



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[www.rito.org.in](http://www.rito.org.in)

