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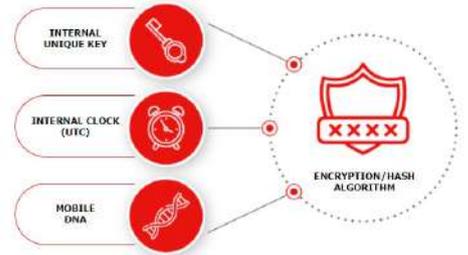
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## “Top Future Technologies” Page No. 6 From the Editor



Interaction with  
Mr. Varun Babbar

Page Number 8



Interaction with  
Mr. Pawan Kumar

Page Number 14

INTERVIEWS

Interaction with  
Mr. Vikas Bhonsle

Page Number 10



Interaction with  
Mr. Ajay Saini

Page Number 18



## BLACKbox Webinar Highlights

Page Number 12-13



PRODUCTS  
Page Number 23



CYBERSECURITY  
Page Number 21

SPECIAL DIWALI  
EDITION  
OCTOBER 2022

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Centre Page



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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600 INR (12 Issues),  
1200 INR (24 Issues)  
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Shri Shyam Offset Printers  
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RNI Publishing Date - 8th Day of Every Month

Total Pages: 32



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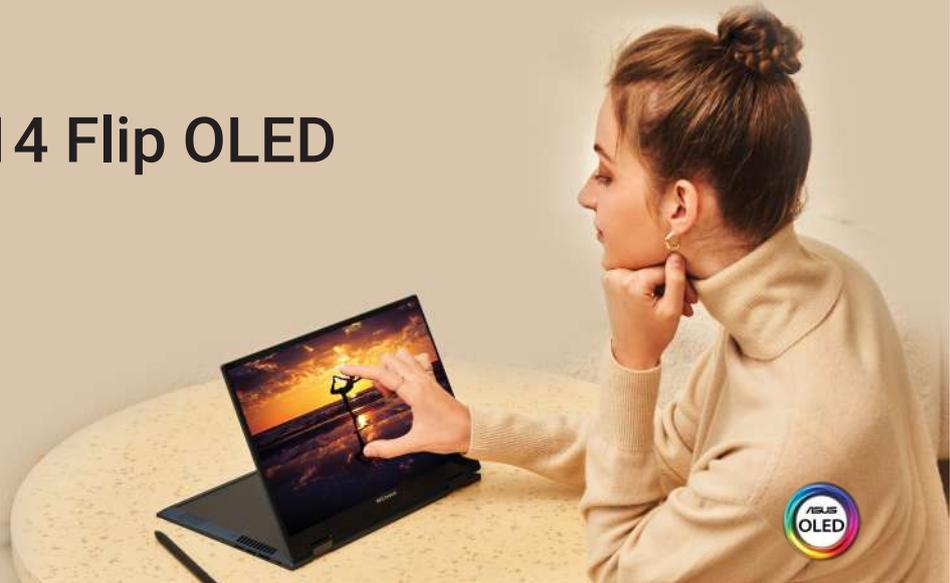
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# From the Editor

Tarun Kumar Taunk | Editor-in-Chief

## “Top Future Technologies”

It is anticipated that the emergence of new technologies would fundamentally alter our current reality. What you once only saw in science fiction films is now rapidly approaching reality.

Although flying cars may not be a reality just yet, there are hopes and plans for just about anything you can imagine, including colonising Mars, self-driving automobiles, and artificial intelligence (AI) that will handle even the most basic chores for us.

### 1. Is the blockchain the Holy Grail of security in the future?

Cryptocurrencies use a technology called the Blockchain, with Bitcoin and Ethereum leading the pack in terms of popularity. Although many people have heard of this new kind of currency, very few are genuinely familiar with its underlying technology.

A blockchain is a decentralised online transactional system that employs encryption and a peer-to-peer (P2P) network to ensure that all the data is secure. Imagine it as a sizable Excel document that is shared and kept across all of the computers connected to the blockchain, but is not owned by any one organisation (e.g. a government or a bank).

The data is kept and encrypted in blocks that are linked to one another (thus the name “blockchain”). Each block has an ID and is related to the one before it. Due to the way this technology works, it is very impossible to alter one block without also altering the others. Even if you were able to accomplish this on a single computer, the other computers on the network would notice and instantly invalidate it. That is why everything is so secure.

Blockchain technology can be used to secure financial transactions, tax filing, voting, and other processes. Digital corruption, data loss, and theft might all be prevented with the use of this technology alone.

### 2. Digital personal assistants - Hey Google, take care of all my tasks today!

Okay, maybe we’re not there yet, and perhaps we shouldn’t wait until a personal digital assistant can perform all of our tasks (we wouldn’t want to become overly bored, would we?). However, these assistants’ abilities are advancing to increasingly astounding levels.

Did you know that Google has been developing a more sophisticated

Google Assistant called Duplex that can really conduct phone calls and make reservations for you? Everyone was amazed by their demonstration, which offered a glimpse into a time when personal assistants may actually become a regular part of our lives.

Google is not the only player in this sector, of course. In an effort to grow together, Microsoft’s Cortana and Amazon’s Alexa have partnered. Even Samsung has created their own personal assistant, Bixby (don’t ask how they came up with that moniker; Apple has Siri). These large corporations’ extensive investment in this technology demonstrates how much they are banking on its future success.

### 3. There is no need to buy a new computer thanks to cloud and remote computing.

On a company’s private servers, more and more applications are being run through a web browser. This implies that you don’t need a cutting-edge computer to perform your job. Remote processing will be used for everything. All you need is a computer that can operate a web browser and a strong internet connection.

Steps in that approach have already been taken by businesses like Google and Microsoft. Online resources include Google Docs and the Office Suite. True, their capability is now constrained (I’m specifically referring to Microsoft here). But in a few years, we’ll be able to use Adobe Photoshop and the entire Word editor.

Don’t give up if you enjoy playing video games. Companies are already striving to use the most recent cloud technologies to get around the restrictions of streaming video games. Don’t bet on anyone being able to play any game in the future, regardless of their computer’s performance, even though the experience is not yet the same as playing locally and having amazing frame rates.

### 4. The Array of Things (AoT): Improving society with data

A network of sensors known as a “Array of Things” collects data that is then used by researchers or decision-makers to adopt suitable modifications and address various issues in a city.

Tarun Kumar Taunk  
Editor-In-Chief



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*“Our journey is how we help organizations to move from this passive intelligence journey to an active intelligence journey. Wherein we help organizations get the right data to the right people at the right time in a more real-time environment. As soon as a transaction happens, we kind of give an alert to the users that something is happening. Do you want to do something about it? that’s been our objective. In this journey, there are lots of small pillars that you can have, that build the whole picture, one is finding the right data from various systems that are there.”*

**Khushagra:** Initially, I just want to go through the awareness and importance of the fact of the data management in Indian market because I feel that there’s a lot of scope for improvement. There’s a lot of scope for people using the data management products right now. So, care to weigh in on that?

**Varun:** Data is becoming more and more relevant in the organizations, if we talk about data as an opportunity. We did a survey with IDC and we spoke about organizations that got benefited out of their data journey. Most of the organization said that, yes, we could improve our efficiency, we could increase our revenue or profit to the tune of 75 to 76%. That’s the kind of improvement that organizations see when they kind of invest in the data. We can kind of a little deeper into it that if people are seeing benefits out of it, what are they doing about it? because every interaction is creating data, you and me talking today, we are recording this session, this is data, you will provide me with some feedback, I’ll provide you with some feedback, that is some data, then we leverage this data to make probably the next interaction better, or do something more about it. This huge amount of data that is kind of getting captured, it’s very important for the organizations to make maximum out of it. We went back again to the same organization and said that if you got benefited out of your investments in data but what did you do? where did you invest?

There were three key parameters which really came out of that discussion, one is that they are investing a lot in data and analytics solutions, which is in line with what you asked that data management is a space, and is it getting more and more exciting? Definitely, yes. When we asked the organization, and this survey was again done by us, it was an analysis, which was done with BCG. What we found out is that around 80% of buyers

are investing more in data analytics projects. Similarly, there is a big acceleration toward the cloud, a lot of data is moving toward the cloud. That is the second key trend that we found out within these organizations, which are investing a lot in data that is moving to the cloud. I think the pandemic has a big role to play, before the pandemic, there was still skepticism about moving to the cloud but I think nowadays big acceleration towards that organization. Even if I say that people are still not fully to the cloud, but almost every organization is on a hybrid cloud, that’s another key trend that we saw. Last, which is more pertaining to what we do, we saw that people are moving away from a dashboard kind of analytics to more embedded analytics, they don’t want to go to a specific analytics system to analyze their data, they want that data to be embedded in the system that they use that system can be a mobile app that their service delivery people are using for a distribution company or it might be a sales for application were used by the sales folks so they want to embed the analytics within those system rather than going to a separate system. These are some of the key trends that we’ve seen in Data Management space. Definitely, to enable all these things, one of the biggest trends is can you get the right data at the real time. Most of the times in the past these data management projects have been very long, one to two years journey where and then by the time you reach the goalpost that you said two years back, the goalposts have already changed, so can we kind of make that date. The fun big trend in Data Management is can we make it more real time? can we get the real time data to the next layer of analytics so that people can make maximum out of it? So, these are the key things that we’ll be seeing in this space.



**Khushagra:** Just as mentioned that initially people are looking into will have a two year or three year goals in establishing their data management software, but I feel that after the pandemic, people are quite crushing it in establishing the data management software's in any part of segment of the domains and department. So how does Qlik provide the services to fill in these gaps of all the working different sectors or departments to have the workflow in very smooth and cumulative way?

**Varun:** As I said, there are three pillars to it, one is data integration, we do have specific app offerings around data integration, wherein you can get real time data from any source that you are capturing the data into the next analytics layer. Then we do have solutions around data governance, which is more data cataloging and everything so that can you create a shopping cart of data, so if we go to Amazon, we select a product and buy that product, can we make a similar kind of data, a shopping cart for a user, if he says that okay. Suppose if Khushagra today wants to analyze something about Qlik, and he has that data in his database.

He chooses Qlik and then chooses data management as the second subject areas, he can consolidate that data and do something about it, these are the few plays around data integration. Once



the data is integrated, as I said, data analytics is

the second big pillar, we have the one and only clouds fully Qlik cloud solution, it allows users to analyze the data. When I say analyze the data, it talks about not only the diagnostic analysis, very new guy doing drill down and doing more advanced analytics, but it also captures cognitive intelligence, as well as artificial intelligence, where have we built a no code, auto machine learning platform so that our business users can use algorithms without the knowledge of sophisticated languages like Python, or something, etc. Any business users can use our new workload, Auto ML platform to leverage machine learning to get more out of the data, simplifying the data and analytics part for the users. Finally, as I said, the third key area that we are investing a lot is in data literacy, that how can we enable organizations and that's not a tech thing that is more of organization change, that how organizations behave with respect to leveraging data. We do have a lot of offerings around data literacy also. These are the three key areas, we kind of consolidate all these three areas together. On top of that, we've created the click cloud platform, which takes real time data from any source systems to advance analytics, like predictive or prescriptive analytics to the users on single platform.

**Khushagra:** For usage of all this data, it is quite easy for top corporates to have a training session at their end and enable all their employees to make the use of the software very easily. How would you say that your software behaves to the people in the low to mid-tier of working industry?

**Varun:** There are two perspectives to it, even if it is a top organization, let me take my example, I manage this business but I am not a person who's a statistician who can kind of get maximum out of the data because I don't probably have that knowledge of a data scientist that someone else in my organization has. That's a challenge that every organization has, whether it is a big or a small organization.

There are business users who wants to get maximum out of the data, but they're not skilled enough to do it, that is where organizations or like us come into the picture where we kind of build technology, which is simple enough for anyone and everyone to use that technology.

**Varun Babbar,**  
Managing Director (India & SARC), Qlik

*Cloud solutions have become the most prominent plan of action for businesses today. As the industry grows, so does the entire business landscape, throwing in newer opportunities as well as challenges. Vikas Bhonsle, CEO, Crayon Software Experts India, shared his viewpoints on cloud business in India, about the different challenges, opportunities and the roadmap ahead.*

**Khushagra: What is the presence of Crayon in India right now and personal positioning in the IT market at the moment?**

**Vikas:** We have just completed 20 years of our presence here in India and this has been a very rewarding journey for us. Today Crayon Software Experts India has a country-wide presence and with our extensive channel network, we are also able to sell in extremely remote regions of India. We focus primarily on the software and cloud sectors with our solutions, services, and offerings that covers the whole spectrum of customer's requirements. We examine our customer's fundamental software footprint before they migrate to the cloud and after that, assist the client in switching to the cloud.

Over a long period, we have continuously evolved. Since our inception seven years ago with pure-play software, asset management services, and licensing, we have grown significantly in strength and capability. And we currently have a very good portfolio that gives us a very strong position in the market.

As a recognized leader in digital transformation, our framework is very transparent. We emphasize on the criticality of data protection and good data practice through our cloud solutions.

**Khushagra: What are the challenges you are facing as an industry?**

**Vikas:** Where there are opportunities there will be challenges. The ongoing 'Great Resignation' and the enormous gap in tech talent are two of the biggest trends in our market today. While this trend is not particularly unique to the tech sector, it is more prominent within the tech sector than it is in others. Therefore, I would imagine that one of the major issues for most organi-

zations—whether it be for us or one of our customers—is how to acquire the necessary skill sets. How can we draw in talent? Today the most valuable commodity in the market is a skill, as we can see. People are no longer seeking experience; instead, they are interested in the set of skills that one brings to an organization, and they are prepared to pay for that kind of skill set. There is a need for skilled personnel across a variety of technological stacks but again, there is a dearth of such professionals making the available talent a high-cost factor for companies.

I'm not claiming that the tech business has never struggled to find qualified employees; nonetheless, these difficulties are suddenly becoming extremely noticeable.

**Khushagra: For about two decades now, the market has seen gradual growth and huge innovation. So where do you think is the scope to have more business, especially from Crayon's PoV?**

**Vikas:** In my opinion, there are great opportunities today in the market, whether it is from Crayon's perspective or anyone else's.



**Mr. Vikas Bhonsle**

Chief Executive Officer, Crayon Software Experts India

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# BLACKbox Webinar Highlights

Webinar Successfully Wrapped Up – Utilize the full power of cloud – BLACKbox One Cloud!



“Utilize the full power of cloud – BLACKbox One Cloud!”

Mr. Vishal Shah, Co-founder and CEO of Synersoft Technologies had addressed all the audience with their insightful knowledge about all the ongoing issues and concerns going on and how Blackbox can fulfil all the gaps to prevent the data with its best features and functionalities.

The webinar started off with Mr. Vishal Shah demonstrating the ins and out on BLACKbox One Cloud which is a new product

launched by Synersoft. Synersoft was started in 2008 and is in this on premise business majorly. Synersoft is seed funded by Government of India, incubated by CIIE Indian Institute of management. It has bagged many prestigious awards and recognitions. The expectation from ideal cloud product would be visualising what an MSMEs would require want to bring their business on cloud.

Mr. Vishal told about cloud workspace working all around BLACKbox One Cloud, mentioning about how to make the best use of BLACKbox One Cloud. He also explained and briefed about how we can use the software in many different ways as BLACKbox One Cloud offers many functionalities following on their footsteps of “One Service One Agent One Cloud”.



Mr. Vishal Shah, Co-Founder and CEO Synersoft Technologies introducing and briefing about the webinar.

### What is BLACKbox One Cloud? One Agent - One Service - One Cloud

**One Agent**

- Device Hardening
- Forced Centralization
- Automatic Backup
- Remote Application
- Access VPN Client
- End Point Control

**One Cloud Console**

- Device Hardening
- Policy Server
- VPN Server
- File Server
- Mail Vigilance Server
- End Point Control Server
- Proxy Server

**One Cloud Storage**

- File Sharing
- File Permissions
- Data Backup
- Email Backup

**BLACKbox**

### Cloud Workspace

**Enterprise-Wide Cloud Storage**

- Full Fledged Cloud File Server
- Permission Engine
- Pool Storage for All Enterprise Users
- Primary Chamber - Hidden Chamber Concept (for Data Recovery After Ransomware Attack)

**Comprehensive Backup Solution**

- Comprehensive Backup Configurations
- Versioning
- Dashboard

**BLACKbox**

### BLACKbox One Cloud? One Cloud - One Service - One Agent

IT on Cloud Functions

Enterprise-Wide Cloud Workspace

Data Recovery after Accidental or Intentional Deletion

Remote Application Access by Application Virtualization

Automatic Data Backup and Data Recovery after Ransomware Attack

Email Backup, Vigilance and Policies

Productivity Monitoring

Data Recovery after Disaster or Asset Loss

Zero Trust Internet Access Controls

IT Policy Enforcement by Device Hardening

Dual Profile for BYOD Environment

**BLACKbox**

BLACKbox One Cloud is one of the best Cloud solutions out there available for any enterprise to opt for and make the best use out of it and as well as prevent and manage the data in the way it is supposed to.

After a great session by Mr. Vishal Shah, later on Mr. Tarun Taunk from IT Voice Media addressed all the audience about the amazing session by Synersoft – BLACKbox. He mentioned how this session could bring awareness amongst the business in the market and brand growth and how important are these solutions for the working sector.

Synersoft is the maker of path-breaking and disruptive technology for SMEs. It is one of the very few Indian companies, with Indian products which are solely focused on Small and Medium Enterprises of India, who are the largest employment generators for the Indian economy and largest contributors to Indian GDP. Technologies developed by Synersoft are aimed at minimizing IT infrastructure costs for SMEs, and enhancing their competitiveness with state-of-the-art IT standardization. These solutions focus on data preservation, data security, fraud mitigation, and software license cost minimization.

**Moderator:** Srushti Mantri (IT Voice Media)

**Speaker:** Mr. Vishal Shah (Synersoft Technologies)

**Special Mention:** Soumitra Chakraborty (Synersoft Technologies)

*"We know the importance of after-sales support for the business long-term success. We offer high-quality products backed by warranty and have established an after-sales network that covers all major hubs in popular cities."*

**Saumya: Take me on the journey of building into an Elista?**

**Pawan:** Elista came into existence in 2020 with a range of Smart TVs. As we launched the brand in a difficult period when the world was dealing with the pandemic, there were unique challenges like lockdowns and disruption in the supply chain that the brand had to face in the initial period. However, we were able to create space for ourselves reasonably quickly, mainly because of the clear value proposition of introducing technologically superior products at an affordable price point. We also introduced dishwashers soon after that. It was an exciting launch because, till then, dishwashers were considered a product for the rich and did not have mass acceptance. However, our dishwasher followed the same brand mantra of being led by innovation while being affordable and was able to create a mass appeal for the category. Over the last two years, we have launched a wide range of products with two ace cricketers, Suresh Raina and Ishan Kishan, as our brand ambassadors that believe in the brands values. We operate in segments like IT accessories, semi-automatic washing machines, refrigerators, and home theatres. As a result of our persistent efforts, Elista has emerged as one of the most popular brands in the country, especially in Tier-II & Tier-III cities.

**Saumya: Since you have been dealing in this industry for more than two years now, how has the market been for Elista for their personal growth?**

**Pawan:** We have seen phenomenal success over the past two years. Segments like TVs, washing machines, and dishwashers have led the brands growth. As we are a part of the TeknoDome Group, which has operated in

the consumer electronics industry since 2008, we established our distribution network quickly. This network covers close to 85-90% of India. We are present in over 25,000 outlets in the country, with 1000 distribution channel partners and major online websites. Consumers have faith in our products, and I am happy to say that we have been able to keep that trust.

**Saumya: What are the plans for Elista to follow up on the steps of the Great Make in India initiated by the Government of India?**

**Pawan:** We are a big believer in the Make in India programme and the potential of India to be a global manufacturing powerhouse. The initiatives taken by the government in recent years (Make in India, PLI scheme etc.) help create an encouraging ecosystem for manufacturing in the country. We have already acquired a manufacturing license for LED TVs and a range of Home Theatres. We plan to start manufacturing LED TVs and Home Theatres in the next financial year.



**Mr. Pawan Kumar**  
Chief Executive Officer, Elista



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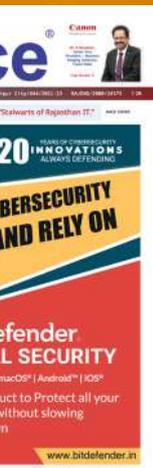


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**“Good services are very important and it should at all times be considered one of the most vital things.” – Ajay Saini, Director, Team Infovision Pvt. Ltd.**

**Jahnavi: Considering Infocom is such a great platform, how does it feel like being a part of it?**

**Ajay:** The very first thing that I would like to say here is that it is in fact really good. It is, according to me, one of the best places to showcase one’s product and all of the details related to it. This platform is a great way for you to express and vitrine your product in a way that it gets the recognition which has been desired for it.

**Jahnavi: Do you think the entire event went up to your expectations ?**

**Ajay:** The entire event was very well set up and the word that I would like to associate it with is- overwhelming. It was great to be a part of it and all I felt was overwhelmed.

**Jahnavi: Can you elaborate on what were the elements of the event which you liked the most and the ones which you were not very fond of?**

**Ajay:** Honestly, I, along with my team, was working all the time and we were all extremely busy contributing our time to our own booth. All of the individuals visiting our booth were extremely nice and we had an amazing time at the event.

**Jahnavi: What are your own thoughts about Infocom? Would you be a part of it again sometime in the near future?**

**Ajay:** The answer to that is that we have already booked a total of 3 booths already and too, double the size of what our booth was this time.

**Jahnavi: Considering your company is performing so well, what are your principles and policies for this company which had helped it in achieving such great heights?**

**Ajay:** There are a few things which according to me should at all times should be kept in mind and they are that- number one, we have been launching and creating new and innovative products and the technologies on a regular basis which has helped us a lot. Number two, according to us, the services should always be outstanding and you should always fulfil your customer’s satisfactions. Number three is that, an offering of a solution should be present at all times like the pre-sale services like the responding to one’s queries and issues which they might be facing and that too, in a rather fast pace and without wasting any time. Lastly, the after-sale services should be at peak and should be prioritized by one the most. This is one of the best qualities I think that we attain and it is what makes our customers be loyal to us and return back to us always.

**Jahnavi: What are your aims and visions for your company, would you like to share?**

**Ajay:** One of the major aim for our company is that, we want to present ourselves all over India. Even though we already are spread all over the nation, our vision is to make the image better and stronger for our company.

**Jahnavi: What are your thoughts on the IT industry? And how do you think it can boost?**



## Iris Global supplied Rs 60 Crore worth of CCTV Security Surveillance, Networking and Power Solution Products to Mumbai Partner for Monitoring 593 Police Stations for one of Government customer in East India

India's Premier IT Distributor "Iris Global Services", has recently executed one single large order to its Partner "Krystal Integrated Services Pvt. Ltd".

Krystal, is a new engagement in the Iris Global's channel partners family. Being a leading Facilities Management, Aviation Gourmet Service organization, serving the industry for over 20 years catering to MNC, Corporates, Govt. Pvt. clients. Krystal has its head office at Mumbai with its branch

offices at all major cities in India.

Krystal's IT Wing - M/s Volksara Techno Solutions Pvt Ltd, has been expanding its business and has large wins in the last couple of years. Working on many IT Projects for System Integration, Cyber Security and other IT verticals. Their partnership engagement is consistently growing strong with Iris Global.

Speaking to newsman - Mr Manoj Kumar Kambli, Sr VP Business Operations said - "The company had got the order from one government customer for SITC of Surveillance Infrastructure of Police Stations across the state and setting up command control center at DG office. We placed major hardware order on Iris Global and they ensured timely delivery to make sure project timelines are met. All primary

IT equipments were procured from Iris, worth over Rs 60 crore"

Mr Dhanesh Sharma, VP Head of Business

Further more, Mr Dhanesh Sharma, VP Head of Business said "We are glad to get associated with Iris Global and appreciate the proactive

action of their top management once discussion started. Even being a first time transaction, understanding the project dynamic their leadership team took a bold step to take an exposure of such a large credit line and mobilizing OEMs orders immediately for timely project completion. We reciprocated by ensuring timely payments which has further strengthened our business relationship. We are looking forward for even bigger deal engagements with team Iris."



## India's Tech Drive Has Reshaped the Economy - says Former Twitter India Head

A symposium to mark the success of entrepreneurs under the theme of 'Drive Business through Technology' was organized by KDK Software in Jaipur. The symposium addressed the entrepreneurs and urge to come forward for the change. Mr. Manish Maheshwari, Former Twitter India Head; Dr. Ajay Data, Chairman of DataXGen; Mr. Mahaveer Pratap Sharma, Chair TiE India Angels and RAIN; and Mr. Kapil Goyal, Founder and MD of KDK Software participated in the discussion and addressed the entrepreneurs.

Mr. Manish Maheshwari, Former Twitter India Head said, "Tech has fueled in country's economic growth in last decade and has played a very important role to put India in the race of fastest growing economy in the world. Now it's the time that MSME should tap the change by using the tech in their

business transformations."

Mr. Kapil Goyal, MD of KDK Software said, "KDK Software has



established a real example by setting a Taxation area for any MSMEs to look for transformation. We believed in our product and developed in a way that it reaches to the last mile user. COVID has given dents to many businesses and it's time for them to reverse the game by using the tech in the business."

Dr. Ajay Data, Chairman of DataXGen said, "India has a language diversity and Indian Tech

players are making customized solutions for the inclusion of large customer-base. When MSMEs are in the process of transforming, the large businesses have already transformed and stapled the tech for tapping the Gen Z as the future business targets."

Mr. Mahaveer Pratap Sharma, Chair TiE India Angels and RAIN, said "Though I am not developing tech, I am a hardcore user of Tech in business. Among all the businesses that we study, we will determine that the key drivers of the success depends on its technology group. The near term impact of them is nothing compared to the long-term plans of each organization."

It is forecasted that India will have over 900 million internet users by 2025 which will be over 60% of India's projected population then. To tap this enormous opportunity walking in, the entrepreneurs should envision the whole country as customer-base and reaching to the multi-culture audience is only possible through advanced technology.

## Consistent Infosystems – the Leading IT Brand bags the coveted ‘Fastest Growing Indian IT Brand’ and ‘Best India SSD Brand’

Consistent Infosystems, a leading IT hardware solution provider bagged ‘Fastest Growing Indian IT Brand of 2021’ and ‘Best India SSD Brand of 2021’ in a recently held Awards Night in the capital city. With this recognition, the brand is looking forward to enhance its product outreach until the last mile. The coveted awards will also add to Consistent’s milestone; being recognized as the leader in the IT hardware products manufacturing industry. The awards signify the res-

olution and persistence of the company in providing an unmatched experience in the field of IT hardware products across the country. Showcasing the best innovative approaches by various players, the awards are designed to recognize brands, companies, teams and individuals that the jury members deemed to have demonstrated innovation and excellence for the current year. The prestigious ceremony was attended by leading IT manufacturers, industry

representatives, MNCs, IT brands, India’s top shot Channel partners, Distributors, IT associations and federations of multiple states of India.

Speaking on the occasion, Nitin Bansal, Director of Consistent quoted, “We are elated to receive the prestigious awards. This recognition is not just about an individual, it is an achievement for every single member of the Consistent family and our channel partners that made this feat possible. Together,

we will do everything to maintain this rhythm and will strive for excellence as we always do.”

“Consistent Infosystems Private Limited has always aspired to provide quality products to its customers and deliver the commitments made to them. It not only believes in showcasing excellence in all the products but also leading continuously to strive towards innovation and adaptation of the latest trends and technologies available”, said Yogesh Agrawal, Director of Consistent.



### 400 times growth in 6 years- Celebal Tech to become next IT Hub

Celebal Tech, a premier software services company in Jaipur, is on its way to becoming one of the largest IT hubs in the country. We started with four people and have grown 400 times in six years, says Anirudh Kala, Director and Co-Founder. We specialise in Data Science, Big Data, and Enterprise Cloud and have offices in India, the United Kingdom, the United States, Canada, MEA, Australia, and Singapore.

During its evolution, the company has received numerous accolades, including-

- Microsoft Partner of the Year India 2021 2022 (2 Years in a row).
- Microsoft AI (Artificial Intelligence) Inner Circle Partner with 10 Gold competencies and Advanced

Specialization in Analytics on Azure.

- Databricks Regional System Integration Partner India 2021 and 2022 (2 Years in a row).
- Databricks Top Consumption Partner Asia Pacific and Japan.

Our Director and Co-founder began his career in 2009 as a Senior Data Analytics Developer with the goal of starting his own IT Company in Jaipur, his hometown. He had always wished to be able to provide ample opportunities to aspiring talents from non-IT cities, and he finally embarked on his journey in 2016 with the goal of making Jaipur the next IT hub.

The company, Celebal Tech was founded in 2016 with a small setup, namely a three-seater room. While working alone, he realized the importance of having a smart mind on his side who can collaborate with him to take the companies to new

heights.

Anirudh came across Anupam profile on LinkedIn while looking for the right business partner. They then exchanged knowledge and future visions, and as things progressed, they formed a partnership in Celebal Technologies, and Anupam Gupta was welcomed as the company second Co-founder.

The company began with SQL, data analytics, warehousing, and data modelling, but soon after Anupam joined, it began working on Enterprise solutions, with Azure playing a significant role. As the company expanded, so did the workforce. Celebal Technologies grew over time and opened its first office space in a basement with a capacity of 40 people. Celebal Technologies now has its headquarters in Jaipur, along with several other locations, in 2022.



## Retail Industry was the Second Most Targeted Industry by Ransomware in 2021, Sophos Survey Finds

**S**ophos, a global leader in next-generation cybersecurity, today published a new sectoral survey report, The State of Ransomware in Retail 2022, which found that retail had the second highest rate of ransomware attacks last year of all sectors surveyed after the media, leisure, and entertainment industry. Globally, 77% of retail organizations surveyed were hit—a 75% increase from 2020. This is also 11% more than the cross-sector average attack rate of 66%.

“Retailers continue to suffer one of the highest rates of ransomware attacks of any industry. With more than three in four suffering an attack in 2021, it certainly brings a ransomware incident into the category of when, not if. In Sophos’ experience, the organizations that are successfully defending against these attacks are not just using layered de-

fenses, they are augmenting security with humans trained to monitor for breaches and actively hunting down threats that bypass the perimeter before they can detonate into even bigger problems. This year’s survey shows that only 28% of retail organizations targeted were able to stop their data from being encrypted, suggesting that a large portion of the industry needs to improve their security posture with the right tools and appropriately trained security experts to help manage their efforts,” said Chester Wisniewski, principal research scientist, Sophos.

As the percentage of retail organizations attacked by ransomware increased, so did the average ransom payment. In 2021, the average ransom payment was \$226,044, a 53% increase when compared to 2020 (\$147,811). However, this was less than one-third the cross-sector aver-

age (\$812K).

“It’s likely that different threat groups are hitting different industries. Some of the low-skill ransomware groups ask for \$50,000 to \$200,000 in ransom payments, whereas the larger, more sophisticated attackers with increased visibility demand \$1 million or more,” said Wisniewski. “With Initial Access Brokers (IABs) and Ransomware-as-a-Service (RaaS), it’s unfortunately easy for bottom-rung cybercriminals to buy network access and a ransomware kit to launch an attack without much effort. Individual retail stores and small chains are more likely to be targeted by these smaller opportunistic attackers,” said Wisniewski.

Additional findings include:

While the retail sector was the second most targeted industry, the perceived increase in the volume and complexity of cyberattacks

# SOPHOS

**W**ith new EDR functionality in Kaspersky Industrial CyberSecurity, customers can now gain instant visibility on operational technology (OT) security incidents and run response actions. The solution also helps reveal hidden weaknesses in networks, be it vulnerabilities, misconfigurations or non-compliance with policies and regulations. With the new features of active polling and a physical topology map, organizations can see even more of the assets in their OT network and how they interconnect. These new capabilities and the deeper integration of Kaspersky Industrial CyberSecurity for Nodes and Kaspersky Industrial CyberSecurity for Networks greatly enhance the OT visibility and control, compliance, and threat protection. IT and OT convergence

## Kaspersky Industrial CyberSecurity now delivers EDR and risk and compliance assessment of OT

brings a growing number of connections, equipment and services to industrial organizations. Maintaining control, availability, security and compliance will require a new generation of dedicated cybersecurity solutions. According to IDC Worldwide IT/OT Convergence 2022 Predictions, by 2024, 30% of industrial enterprises will incorporate centralized security management tools to bridge the IT/OT gap. The renewed Kaspersky Industrial CyberSecurity platform comes alongside this trend.

EDR for OT to get rapid insights on incidents. With EDR in Kaspersky Industrial CyberSecurity for

Nodes, a cybersecurity team can track malicious activity, analyze the root-cause through attack spread path visualization and run response actions on SCADA computers and operator workstations. The product provides a wide range of response actions that do not impact the industrial process unless there is explicit operator intervention, including quarantining or removing a malicious object, prohibition of running a malicious process in the future and so on. To ensure the threat does not spread to other machines, security specialists can create indicators of compromise (IoCs) or artifacts to indicate a system

has been breached and run a cross-endpoint response based on these IoCs.

The EDR functionality is delivered as part of KICS for Nodes without the need to install additional hardware. It works on any operating system, including Windows XP, and is optimal for industrial networks as it doesn’t overload them with traffic and has no impact on ICS hosts. On top of this, it doesn’t require any specific skills from IT or OT security administrators.

Risk and compliance assessment to address hidden threats

With Kaspersky Industrial CyberSecurity for Networks, customers can implement a risk-oriented approach to cybersecurity.

# kaspersky



## SonicWall Boosts Wireless Play with Ultra-High-Speed Wi-Fi 6 Access Points

SonicWall today announced the introduction of the new Wi-Fi 6 wireless security product line, which provides always-on, always-secure connectivity for complex, multi-device environments. Powered by Wi-Fi 6 technology, the new SonicWave 600 series wireless access points, coupled with Wireless Network Manager (WNM) 4.0, enable organizations to automatically secure wireless traffic while boosting performance and simplifying connectivity.

“In today’s hyper-connected world, organizations of all sizes are scaling high-performance wireless networks that need to be simple to deploy, dependable and secure,” said SonicWall President and CEO Bob



VanKirk. “The SonicWave 600 series gives our global partner community and strategic MSSPs another solution to help protect their customers with secure, easy-to-manage wireless connectivity for the complex environments where they do business.”

Debasish Mukherjee, Vice President, Regional Sales, Asia Pacific Japan at SonicWall shares, “Indian

market’s growing appetite for cloud is today paving the way for greater use of automation. Wireless networks are forcing organizations to completely rethink how to secure their networks and devices to prevent attacks and misuse that expose critical assets and confidential data. In the background of this current business scenario. SonicWall’s new WIFI 6 wireless security solutions would be the



right fit for organizations to roll out, secure, and manage even the most network savvy administrations’.”

SonicWall Wireless Network Manager (WNM) 4.0 provides an easy, effective way for enterprises, partners and MSSPs to securely manage wireless networks. WNM leverages the cloud to simplify management of complex environments with a unified, single-pane-of-glass cloud management portal.

The SonicWave 600 series uses Wi-Fi 6 technology which can increase overall wireless throughput by up to 4X compared to Wi-Fi 5 technology and reduce latency by up to 75%. Additionally, the SonicWave 600 series includes key features that address business needs for security, management, ease of deployment and scalability, including:

## ViewSonic India Showcased its LS5 Series LED Projector for the Corporate and Education Sector

ViewSonic India, a leading global provider of visual solutions, invited key brand resellers from Jaipur as they displayed their premium line of LS5 Series projectors, which are prominent in both the corporate and educational sectors.

To demonstrate the key color differences and the overall superiority of LED over Lamp, the brand conducted live comparisons between the lamp-based projector model, ViewSonic PA503 with 3700 ANSI lumens and the latest LED projector (LS-500WHP) with 3500 ANSI lumens to highlight the supremacy of LED over Lamp. The LED projectors clearly gave a true-to-life viewing experience to the viewers owing to its wide color gamut of 125% Rec 709. The short throw projector helps in space

optimization and comes with 360-degree creative applications, Cinema SuperColour+ Technology and Easy Image adjustment techniques.

The session began with a brief overview and history of the company and the need to evolve and innovate with the changing technologies. The brand after doing an in-depth comparative analysis between the Lamp projector and LED projector highlighted the advantages for making a shift to an LED projector. The session overall strengthened ViewSonic’s position as one of the key leaders in the projectors category.

The session was both informative and interactive and the brand partners and resellers enjoyed the forum.



**L**apcare, one of India's leading consumer technology brands dealing in the smartphone, tablet, and laptop accessories has announced the launch of the LBS-004 Bluetooth Speaker in the Indian market. With its promise of pristine sound quality and a one-of-a-kind output, the LBS-004 Bluetooth Speaker is scouted to give an out-of-the-world experience for music enthusiasts.

LBS-004 Bluetooth Speaker has unique attributes that allow them to provide the most remarkable performance possible. It is easily supported with a max U disk and TF card. It is a budget-friendly portable Bluetooth speaker that has a very modern & sleek design as well as delivers a pre-eminent performance. It's lightweight, measuring 0.381 Kg



### Lapcare launches sleek design Portable Bluetooth speakers in India

makes it easy to carry around anywhere. The device contains 2 drivers each with a size of 45 mm that supports a wattage of 5W.

Speaking at the launch, **Mr. Atul Gupta, Managing Director, Lapcare** stated, "We are overjoyed with our newest entrant for the Indian market since it is the perfect combination of durability and appearance with no compromise in sound quality. With Bluetooth speaker LBS-004 we want our customers to enjoy top-notch music wherever they go. To deliver our promise we have worked extremely hard to develop the product in the best in-



terests of our customers and we hope that the product matches their expectations."

The unique feature of the LBS-004 Bluetooth Speaker has an input of DC-5V, its frequency response is 80Hz-18.5KHz, its Bluetooth transmission range of ≥10 m, and it comes with a box size of 183x60x60mm. The battery life of this device

is spectacular with the main volume adjusting high capacity lithium battery. Talking about performance the output power is (10W) PMPO.

**Key Specifications: –**  
 Active Stereo Speaker type  
 Digital: CLASS D Amplifier type  
 Bluetooth type is 5.0  
 Bluetooth transmission range of ≥10 m  
 The Net Weight of the product is 0.381 Kg  
 Dimensions measuring 183x60x60mm

### Lexar launches the world's fastest CFexpress TYPE B card DIAMOND series

**L**exar, a leading global brand in flash memory solutions, has announced the launch of the world's fastest Lexar® Professional CFexpress™ Type B Card DIAMOND series, which is developed specifically keeping in mind the needs of the content creators and filmmakers. The best part about using the Lexar® Professional CFexpress™ Type B Card DIAMOND series is that it amazingly accelerates your post-production workflow, with a stunning speed of 1900MB/s read and 1700MB/s 1 write, thereby increasing productivity and better exposure.

Commenting on the launch, **Mr. Gaurav Mathur,**



Director, Lexar Co. Limited said "Lexar as a brand is committed to delivering the best, and since our priority is serving the needs of our consumers, we realized that most content creators and filmmakers are on a lookout for a better storage solution, which can give them a better speed to ease their transfer time, thereby enhancing the productivity. With PCIe Gen 3x2 and NVMe high-speed protocols, the Lexar® Professional CFexpress™ Type B Card allows capturing the



highest-quality RAW, ProRes, and 8K video with ease. It also supports VPG 400 specifications for professional-quality video, enabling seamless and sustained performance when content is written to the card"

Some of the key features that make the Lexar® Professional CFexpress™ Type B Card DIAMOND Series are:

Superior performance with transfer speeds of up to 1900MB/s and write speeds up to 1700MB/s and minimum sustained write speeds of 1600MB/s 1

With read speeds of up to 1900MB/s 1, dramatically accelerating your post-production workflow from start to finish

Continuing its commitment to enhance digital learning opportunities, HP India today announced it would enable up to 2000 digital classrooms under the HP ALFA (Accessible Learning for All) initiative. These digital classrooms will be set up in Government or Government-aided schools across 17 states for the students of classes 9th to 12th. The initiative is aligned with the New Education Policy (NEP) -2020 vision of the Govt of India goals.

HP is inviting corporate foundations and NGOs to participate in this initiative and the last date to submitting their request is October 07, 2022. HP will fund the capital expenditure required to equip each classroom with technology including Multi-function Printers, Webcams, a laptop for teachers, Smart TVs, Android boxes, and an internet dongle for connectivity.



## HP to enable 2000 digital classrooms across Government Schools in India

Implementation will be managed by the HP's NGO partner NIIT Foundation with active support from other corporations, corporate foundations, and Non-Governmental Organizations (NGOs) as part of their CSR initiatives. HP, through NIIT Foundation as an implementing agency, will deploy cluster coordinators to monitor project implementation and progress across different clusters.

Ketan Patel, Managing Director, HP India said, "We are elated to introduce the HP ALFA program and are confident it will pave the way toward digital equity for underserved



communities. This initiative is a true reflection of HP's global vision to contribute to becoming the world's most sustainable and just technology company. Through this project, we aim to accelerate quality education for young students and inclusive access to skills, knowledge, and technological expertise".

National Council for Educational Research & Training (NCERT)'s DIKSHA course content and syllabus will be used for the classroom learning program. The project will ensure that these students utilize the digital content and e-learning tools to the maximum and add further value to their learning journey. The project will also offer teacher training sessions in all schools, empowering them to use technology-led teaching to further integrate it into the classroom and engage students learning.

## ASUS Announces ROG Strix and TUF Gaming GeForce RTX® 40 Graphics Cards

ASUS today announced that new ROG Strix and TUF Gaming graphics cards featuring the long-awaited NVIDIA® GeForce RTX® 4000 series of GPUs will soon be available—starting with the top-tier GeForce RTX 4090 24GB, RTX 4080 16GB, and RTX 4080 12GB models.

Powered by the new ultra-efficient NVIDIA Ada Lovelace architecture, the 3rd generation of RTX, GeForce RTX 40 Series GPUs are beyond fast, giving gamers and creators a quantum leap in performance, neural rendering and many more leading platform capabilities. This massive advancement in GPU technology is the gateway to the most immersive gaming experiences, incredible AI features and the fastest content creation workflows. These

GPUs push state-of-the-art graphics into the future.

ROG and TUF Gaming graphics cards pair that potent processing power with a stack of innovations to deliver even higher performance, lower temperatures and enhanced reliability for work and play.

Stake a claim with the ROG Strix GeForce RTX 4090

If one wants to make a statement with the best gaming card money can buy, look no further than the new ROG Strix GeForce RTX 4090. With unprecedented power, this card is designed for ultra-high resolutions or super-fast refresh rates that help users reign supreme on the battlefield.



To extract the ultimate performance from the Strix GeForce RTX 4090, ASUS built it with cooling as the top priority. The card's 3.5-slot design consists of a die-cast metal frame, shroud, and backplate. The ultra-rigid structure uses frames with extremely tight tolerances to prevent the PCB from sagging or warping, while still allowing for unparalleled airflow through an enlarged pass-through vent along the back of the 357 mm long card.

But with an ultra-powerful GPU like the GeForce RTX 4090, ASUS wanted to go further than a large heatsink and vented backplate. So a team of engineers rebuilt the heatsink design from the ground up, with a new vapor chamber and 30% more surface area for heat dissipation than the previous generation ROG Strix GeForce RTX 3090.

## ESET Research uncovers new cyberespionage group Worok targeting companies, governments mostly in Asia

ESET researchers recently discovered targeted attacks that used undocumented tools against various high-profile companies and local governments mostly in Asia, but also in the Middle East and Africa. These attacks were conducted by a previously unknown cyberespionage group that ESET has named Worok. According to ESET telemetry, Worok has been active since at least 2020 and continues to be active today. Among the targets were companies from the telecommunications, banking, maritime, energy, military, government, and public sectors. Worok used the infamous ProxyShell vulnerabilities to gain initial access in some cases.

ESET researcher Thibaut Passilly who discovered Worok

“We believe the malware operators are after information from their victims because they focus on high-profile entities in Asia and Africa, targeting various sectors, both private and public, but with a specific emphasis on government entities,” says ESET researcher Thibaut Passilly who discovered Worok.

Back in late 2020, Worok was targeting governments and companies in multiple countries, specifically:

- A telecommunications company in East Asia
- A bank in Central Asia
- A maritime industry company in Southeast Asia
- A government entity in the Middle East
- A private company in southern Africa



There was a significant break in observed operations from May 2021 to January 2022, but Worok activity returned in February 2022, targeting:

An energy company in Central Asia

A public sector entity in Southeast Asia

Worok is a cyberespionage group that develops its own tools and leverages existing tools to compromise its targets. The group’s custom toolset includes two loaders, CLRLoad and PNGLoad, and a backdoor, PowHeartBeat.

CLRLoad is a first-stage loader that was used in 2021, but in 2022 was replaced, in most cases, by PowHeartBeat. PNGLoad is a second-stage loader that uses steganography to reconstruct malicious payloads hidden in PNG images.

## Gizmore unveils its national campaign, ‘Be More than your smartwatch’ featuring Dinesh Karthik

Gizmore, one of India’s leading smart accessories, fitness gear, and home audio brands, today unveiled a brand-new campaign for its smartwatches. The campaign stars brand ambassador Dinesh Karthik, aka DK, who has been creating waves with his stellar performances in international cricket. The campaign has a motivational message and urges people to focus on the end goals with the tagline “Finisher ban ke dikha.”

In the one-minute brand film Gizmore makes a bold statement- ‘Be more than your smartwatch’. In a world full of fakery and half-truths, Gizmore’s new ad campaign is a refreshing new take and inspires people to get up and ‘Finisher ban ke dikha’. The power-packed film has been conceptualised by August Communications. The standpoint for this commercial is the grit, single-minded focus, hard work and commitment

that one needs to fulfill their dreams through the lens of Dinesh Karthik. It also carefully mentions of technologically advanced features of Gizmore smartwatches such as always-on AMOLED display, big display, Bluetooth calling, and exceptional sunlight visibility, along with the health and fitness features, which are used as a part of the storytelling.

Since its founding in 2018, Gizmore has been recognized for its reasonably priced, exceptional items. Through its Make-In-India lineup, Gizmore has revolutionized the smartwatch, home audio and smart accessories. Gizmore also supports the “Swasth Bharat – FIT INDIA” mission and has developed products that encourage consumers to take an active role in physical fitness. To promote so, DK was recently appointed as the brand ambassador of the brand and

has been seen promoting the fitness and audio range of the Gizmore.

Mr. Manish August Bhat, Chief Creative Officer, August Communications says, “This campaign takes the brand’s ‘new-age fitness’ slogan to new heights and takes a bold move to go against the industry norm of equating smartwatches with a general improvement in lives.

Commenting on the new campaign, Mr. Nishant Goel, Director – Marketing, GIZMORE says, “We are happy to unveil this new brand film with Dinesh Karthik, that has

been built on sharp consumer insights and their relationship with the product. As a consumer-first brand,

it is our responsibility to inspire youth and help them attain success in life. We feel that it’s not just the products that need to be different and promising, it is also the communication that has to be unique. Storytelling based on values and realities of life relates well with the audience.

## Acronis Named a Visionary in the 2022 Gartner® Magic Quadrant™ for Enterprise Backup and Recovery Software Solutions

Acronis, the global leader in cyber protection, today announced it has been named a Visionary in the Gartner Magic Quadrant for Enterprise Backup and Recovery Software Solutions for the second year in a row.

Magic Quadrant reports are a culmination of rigorous, fact-based research in specific markets, providing a holistic view of the relative positions of the providers in markets where growth is high and provider differentiation is

distinct. According to Gartner, the “enterprise backup and recovery software solutions market is focused on transformational technologies or approaches delivering on the emerging needs of end users.”

### Acronis

In this report, Acronis is recognized for its Acronis Cyber Protect Cloud for its ability to execute and completeness of vision.

Patrick Pulvermueller, Chief Executive

Officer at Acronis “We think Acronis recognition in the Gartner Magic Quadrant for the second consecutive year is a significant achievement that once again acknowledges the Acronis gold standard of holistic data protection and cybersecurity solutions,” said Patrick Pulvermueller, Chief Executive Officer at Acronis. “Complexity within the IT industry has created unmanageable risks exacerbated by disparate systems not designed to work together. Our view is to give customers control of their environments, by offering



integrated platforms that ensure optimal protection for all data, applications, and systems in the face of modern cybersecurity threats.”

Acronis cyber protection solutions are trusted by over 20,000 service providers, 750,000 businesses, and service organizations in more than 150 countries. In the last year, Acronis Cyber Protect has prevented over 1 million attacks and protected over 2.66 million workloads, enabling service providers and corporate IT teams to avoid costly downtime and deliver business continuity for their stakeholders.

## ECS introduces versatile All-in-One PC LIVA G24-MH610

Elitegroup Computer Systems (ECS), the global leading motherboard, Mini-PCs, Notebooks, mobile device, and smart city solutions provider, is proud to introduce Be fast and free as the core of the excellent and comprehensive All-in-One LIVA G24-MH610. It is versatile and features support for Intel® 12th Gen processors with LGA1700 Socket for everyday computing use. It uses DDR4 dual-channel

ELITEGROUP



LIVA G24-MH610 equips with Intel® 12th Generation Core™ i3, i5, i7 processors to bring the efficient and stable computing experience for daily work tasks and

high-performance computing like terminals and gates.

It supports dual-channel DDR4 3200MHz memory up to 64GB\*, one 2.5-inch

HDD or SSD with SATA interface and one M.2 2280 SSD slot to easily upgrade computing efficiency and storage space. In addition, LIVA G24-MH610 provides multiple options on the availability of ODD, touch screen and extra set of 2.5-inch HDD/SSD scenarios.

Be fast and free LIVA G24-MH610 features wide 178



degrees viewing angles, 23.8-inch 16:9 IPS panel delivering realistic-looking images. With built-in Intel® UHD Graphics, it can not only display images clearly but also reduce power consumption. LIVA G24-MH610 has elegant yet powerful design, along with a slim and VESA-mount compliant

design, it can be attached to any VESA-compatible wall mount to save even more space. It's ideal for areas with limited space like information counter and retail workbench. The multi-touch screen provides users with responsive navigation and a smooth touch experience, ideal for POS systems and self-serve kiosks. Adjustable tilt and wide viewing angles provide great ergonomics while the 2MP webcam and built-in stereo speakers make it perfect for virtual meetings.

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## ISODA new Management Committee Announcement

The Infotech Software Dealers Association (ISODA) conducted its 14th AGM on 14th Sept 2022. This event was held in the historical city of Amritsar which was attended by more than 80 members physically. After passing the minutes of the previous meeting, other items in the Agenda were discussed and closed. Continuing the tradition of e-voting practised during the last two years due to the pandemic, all the 200+ members had the privilege of voting from across India.

The new Management was elected as follows:

Chairman : L. Ashok – Future Net Technologies India Pvt Ltd

President : Zakir Hussain Rangwala- BD Software Distribution Pvt Ltd

Vice Chairman : Prashant Jain- JNR Management Resources India Pvt Ltd

Vice President : Vinod Kumar- Satcom Infotech Pvt Ltd

Secretary : Vimesh Avlani- Graftronics

Treasurer : Ravi Jalan: Shakti Enterprises

Regional Secretary ( East ) : Satya Priya Das- Logarhythm consultancy Pvt Ltd

Regional Secretary (North East) : Tapan Ghosal – Data Crown computers Pvt Ltd

Regional Secretary ( Gujarat ) : Gaurang Patel – Natraj Infotech Pvt Ltd

Regional Secretary ( North ) : Kamal Gulati-ITS Technology Solutions Pvt Ltd

Regional Secretary ( Rajasthan ) : Manoj Tiwari- Rise Tech Software Pvt Ltd



Regional Secretary ( South ) : Ravi Kumar Rajeseharan- V4 Technologies

Regional Secretary ( West ) : Arvind Didwania – Solution Enterprises

With trade and activities opening up after two years of uncertainty the new Management is excited to continue growing the association in stature and strength. The key priorities of the committee this year will be :

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