

# ITVoice<sup>®</sup>

www.itvoice.in Volume 15, Issue 9 - November 2022 Postal Reg No. Jaipur City/444/2021-23 RAJENG/2008/24575 ₹ 20



**Retail Solution & Technologies**  
A Complete Barcode and POS Solution



## BARCODE SCANNER - BARCODE PRINTER - THERMAL PRINTER - POS MACHINE

**Master Distributor & Service Provider**

### 1D Laser - Wired Barcode Scanner



LS-450

LS-500

### 2D Imager - Wired Barcode Scanner



D-1020

D-2060+

D-5030+

### 1D/2D - Wireless Barcode Scanner



D-5025+BT

### 1D/2D - Fixed Mount Scanner



D-FS-4060

### 1D/2D - Presentation Model - Accurate & Advances Scanning



PD-2000+

PD-3000+

PD-4000+

### 3" Thermal Receipt Printer



RTP-80

TP-806

RTP-82U

### Retsol Barcode Printer

#### Retsol R220

USER FRIENDLY DESIGN,  
THE PERFECT FIT!



Fast speed  
Printing



User friendly  
design



Reliable &  
stable



Power saving



Varied printing  
application



Clear print  
quality

### Cash Drawer



RSK-410

### POS Machine



RSP-1450A

[sales@retailsolution.in](mailto:sales@retailsolution.in), [www.retailsolution.in](http://www.retailsolution.in)

044-2461 6222/6277, 2495 3936, +91 9443744933

No.33,Thiruvedhi Amman Koil Street,R K Nagar, R A Puram, Chennai - 600028



Scan the QR code on  
your smart phone to  
visit our website

Branches : Delhi, Mumbai, Hyderabad, Ahmedabad, Bangalore, Trichy, Thiruvananthapuram, Pondicherry, Madurai, Cochin, Ludhiana, Lucknow, Indore

MAKE IN INDIA

EMPOWERING INDIA WITH THE NEW  
"MAKE IN INDIA" DESKTOPS

## TRULY INDIAN, INSIDE OUT

Business desktops featuring flexible configurations and versatile form factors designed for outstanding productivity.



Vostro 3681 SFF

Optiplex 7090 MT

Optiplex 3080 MT

Learn more at [DellTechnologies.com/Optiplex](https://DellTechnologies.com/Optiplex)

Important Dell Details. Dell's terms and conditions: All sales subject to Dell's terms and conditions see [Dell.co.in/tnc](https://Dell.co.in/tnc) Mistakes: While all efforts are made to check pricing and other errors, inadvertent errors do occur from time to time and Dell reserves the right to decline orders arising from such errors. For More Information: Go to [Dell.co.in/details](https://Dell.co.in/details). Dell Technologies Global Headquarters is located at One Dell Way, Round Rock, TX, 78682. Copyright © 2022 Dell Inc. or its subsidiaries. All Rights Reserved. Dell Technologies, Dell, EMC, Dell MC and other trademarks are trademarks of Dell Inc. or its subsidiaries. All other trademarks are the property of their respective owners. Dell Inc. disclaims any proprietary interest in these trademarks and names, Manage Your Preferences or Unsubscribe at [Dell.com/preferences/em/](https://Dell.com/preferences/em/)? For more information on how we use and protect your data please visit Dell's Privacy Statement [Dell.com/learn/in/en/incorp1/policies-privacy/](https://Dell.com/learn/in/en/incorp1/policies-privacy/)? For more details visit [DellTechnologies.com](https://DellTechnologies.com)



Please Contact  
**Iris Global Services Pvt Ltd**

1, Bypass Road, Mahipalpur, New Delhi - 110037

Shivani Saini : +91 98998 77471

[shivani.saini@irisglobal.in](mailto:shivani.saini@irisglobal.in)



Most Affordable Modern PC  
*for Business use*



Desktop PCs



All in One PCs



Servers



Laptop



Tablet



Workstations

 Most Affordable

 High Quality

 On-Time Support

Also available in



 040 4816 1111  
 [www.rdp.in](http://www.rdp.in)  
 [sales@rdp.in](mailto:sales@rdp.in)

Scan Here



Intel Logo and other markings are trademarks of Intel Corporation in the U.S. and/or other countries. Windows is a registered trademark of Microsoft Corporation in the United States and other countries. AMD Ryzen is the registered trade mark of AMD in the U.S. and other countries.

“Digital Transformation in India”

Page No. 6

From the Editor



Interaction with  
Mr. Jaswinder Singh

Page Number 8



Interaction with  
Mr. Debasish Mukherjee

Page Number 12

INTERVIEWS

Interaction with  
Mr. Zakir Hussain  
Rangwala

Page Number 10



Interaction with  
Dr. Prateik Ghosh

Page Number 14



“All About Iris Group”

Page Number 12



PRODUCTS  
Page Number 24-25



CYBERSECURITY  
Page Number 22



SPECIAL NEW  
YEAR EDITION  
January 2023

Book Your Space Now

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.

**Editor-in-Chief**  
Tarun Taunk

**Sr. Advisor**  
Sooraj Khatri  
(Ex-Director  
Indian Overseas Bank)

**Reporter**  
Vivek Parmar  
Sunita Sharma

**Marketing**  
Vikas Gupta  
Shantanu Chatterjee

**Promotion & Branding**  
Hina Taunk  
Khushagra Taunk

**Website & Android**  
Manish Jain

## HEADQUARTERS

52/121, Veer Tejaji Road, Mansarovar,  
Jaipur - 302020  
Tel: +91-141-4014911, +91-141-4033911  
Fax: +91-141-4033911  
E-Mail: info@itvoice.in  
Website: www.itvoice.in

\*Contact pr@itvoice.in for Featured Paid Posts



## SUBSCRIPTIONS

600 INR (12 Issues),  
1200 INR (24 Issues)  
\*Including Courier Charges  
Contact - subscription@itvoice.in

## PRINTER

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

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

RNI Publishing Date - 8th Day of Every Month

Total Pages: 32



## Ideal Digital Signage Solution

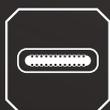
Supporting smooth 4k playback and HEVC 10-bit decryption ability from the Intel HD 600 series integrated graphics, LIVA Z2V is widely used to support digital storefront, point of sale terminal, or menu board in retail sectors. The fanless design makes the media player invaluable in dust sensitive roles or places that require the least noise possible, such as hospitals, banks and government offices. Additionally, its compact size (132 mm x 118 mm x 56.4 mm), VISA mount, and power usage characteristics make it an excellent option for use as a thin client for remote and cloud-based operation, workstation, or mini server system.



Fanless



Power Saving



TYPE-C



Desktop PC



eMMC+HDD



HDMI+D-Sub



LIVA Z2V



Control Center

👤 Rajshekhar Bhatt  
✉ Bhattrajshekhar@ecs.com.tw

☎ +91 9820357713  
📍 ECS Elitegroup India





# From the Editor

Tarun Kumar Taunk | Editor-in-Chief

## “Digital Transformation in India”

While the size of the global digital transformation market is anticipated to increase from USD 469.8 billion in 2020 to USD 1009.8 billion by 2025, at a CAGR of 16.5%, the market for digital transformation in India is anticipated to rise at a CAGR of 74.7%, to reach \$710.0 billion by 2024. Industry 4.0 adoption, the usage of cutting-edge technologies including cloud, IoT, big data and analytics, mobility, and social media are key growth drivers of the market. The most important component in influencing corporate strategy and growth to make a difference in the process of digital transformation revolves around data analytics and artificial intelligence (AI).

And heron forth India remains to be one of the fastest growing economies expanding at almost 3-4 times the rate. In the 2018–19 Budget, the Indian government gave increasing technological capacity top priority and launched a national initiative to focus government efforts on artificial intelligence. In June 2018, NITI Aayog published India’s National Strategy for Artificial Intelligence (NSAI), which is titled “AI for All” and promotes India as the “AI Garage of the World.” The NSAI blends the economic potential of AI with social development and inclusive progress. The National AI Portal, which serves as a one-stop platform for all AI-related advancements in India and shares crucial resources like articles and information on AI-based companies and educational firms in India, was launched by MeitY with industry participation with the goal of promoting AI to the youth.

“Power to Empower,” is actually living up to its objectives and expectations. The success of Digital India over the past eight years has only served to emphasize how important it will be to India’s future growth.

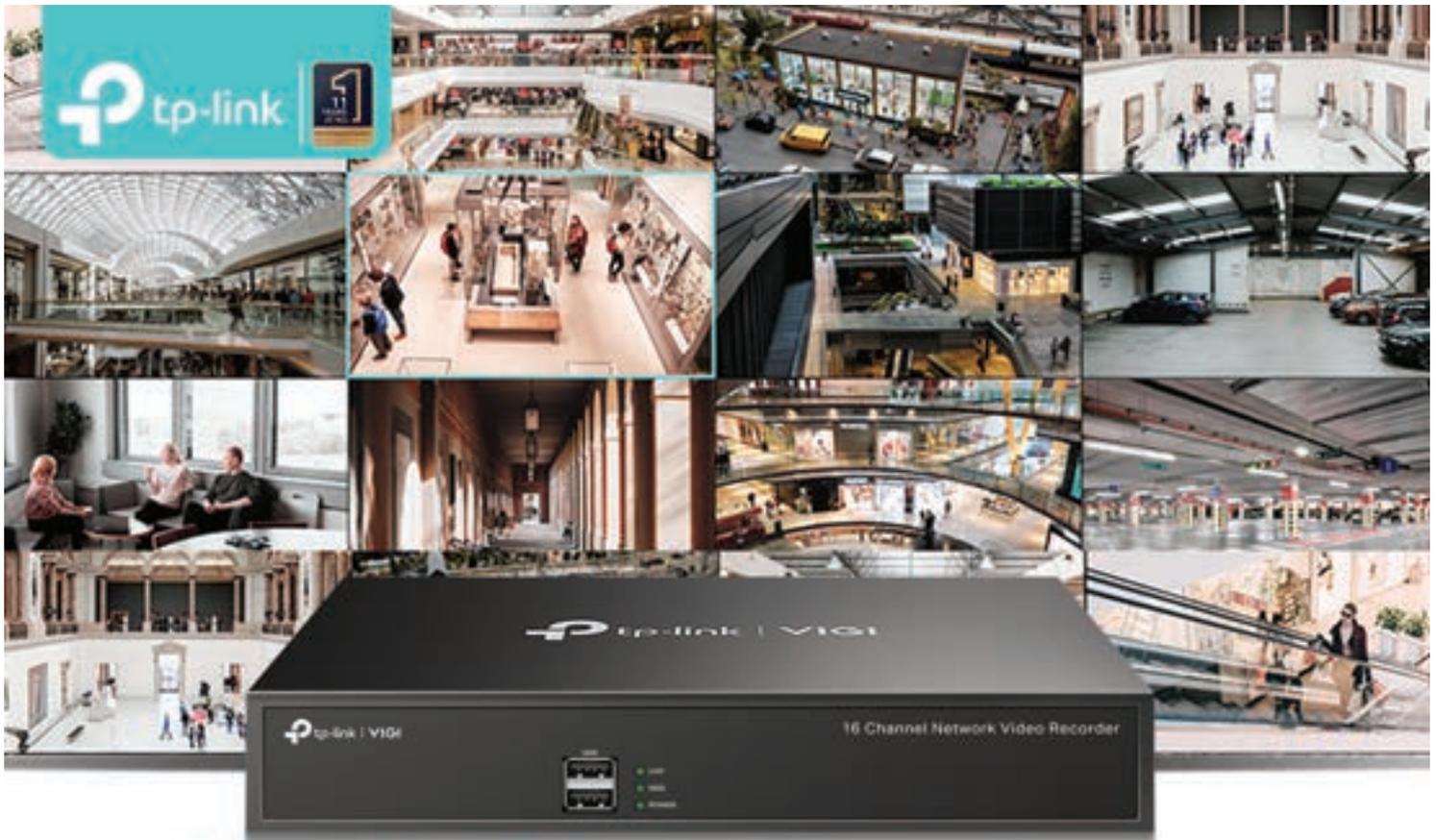
MSMEs in India are currently contributing to around 6.11% of the country’s manufacturing GDP, 24.63% of GDP from service activities and 33.4% of manufacturing output. Now, the digitization of these businesses can add up to \$200 billion to the nation’s overall GDP.

Despite the difficulties mentioned above, MSMEs in India are quickly embracing the digital means of conducting business. A survey by Cisco India found that 31% of MSMEs in the Asia Pacific area are still in the early stages of digital transformation, while approximately 13% have moved to these stages. Effective digitization strategies are now required in order for developing firms to stand out from the competition and expand. When properly implemented, digital transformation can assist India’s growing MSMEs in reimagining their distinctive business models and reworking a value-driven organisational structure. Additionally, it can enhance worker productivity through techniques for sustainable skill development.

Small firms must urgently reinvent their business strategies as we move into the new normal to create inclusive and sustainable value for all stakeholders.

The vast potential of digital processes may be tapped with the help of the digitalization of the MSME sector’s service and manufacturing sectors. The quickly growing industry may increase the productivity, profitability, and overall expansion of MSMEs in India by applying low-cost, high-efficiency technology. By maximising customer advantages and pleasure, this will subsequently add to the benefits of the Indian economy as it transitions into the next normal future..

Tarun Kumar Taunk  
Editor-In-Chief



# Security Never Shuts Down

**VIGI NVR1016H** 16 Channel Network Video Recorder



24/7  
Recording



16-Channel Live  
View



Quick  
Lookup &  
Playback



Remote  
Monitoring



Optional  
Output Interface



ONVIF Ensures  
Compatibility



Massive HDD  
(1 up to 10 TB\*)



Smart Video  
Coding



VIGI 8 Channel Network  
Video Recorder

**VIGI NVR1008H**



COMING  
SOON

VIGI 4 Channel PoE+  
Network Video Recorder

**VIGI NVR1104H-4P**



COMING  
SOON

VIGI 32 Channel Network  
Video Recorder

**VIGI NVR4032H**



COMING  
SOON

VIGI 8 Channel PoE+  
Network Video Recorder

**VIGI NVR1008H-8MP**

[www.tp-link.in](http://www.tp-link.in)
[sales.in@tp-link.com](mailto:sales.in@tp-link.com) | [support.in@tp-link.com](mailto:support.in@tp-link.com)
 1800 209 4168



*"The IT sector has become one of the most significant growth catalysts for the Indian economy, contributing significantly to the country's GDP, India is now prepared for the next phase of growth in its IT revolution. India is viewed by the rest of the world as having one of the largest Internet user bases and the cheapest Internet rates, India's rankings improved four places to the 46th position at the 2021 edition of the Global Innovation Index (GII)."*

**Jahnvi: How do you particularly come up with various ideas and ways to create as well as launch different and unique products in the market? How come you are sure enough that they will not fail ?**

**Jaswinder:** Basically it takes lot of brainstorming within the ecosystem, for example people who are in this domain, who are selling such products and interacting day in day out with the people who are actually end users, connecting with the customer and understand their requirement is the key to gather various ideas. Secondly you need to think it from different perspective, try thinking about the need of the product from a different angles, for example, if you are trying to develop a new product. Think about that needs the product would address that others don't.

**Jahnvi: What are the major focus of your company in general? How do you ensure to fulfil every aspect of it?**

**Jaswinder:** Primarily for coming years our company focus will be on enterprise business, We will progress in this domain by offering our value proposition to our customers with the right product which meet their future requirements. Secondly to build ecosystem to support enterprise business, Our prime focus would be to collaborate with IT system integrators who plays pivotal role in this business segment. To fulfil every aspect of it we will pull off 360 degree approach which includes – Product, Price, Place, People, Processes & Promotion and we will also encourage our people gets regular trainings on their domain to yield better possible results.

**Jahnvi: What are the significant visions and aims of your company?**

**Jaswinder:** Our vision is to create value for our customers by offering best in class products & services. We at

TPV aims to become a comprehensive suppliers for display products.

**Jahnvi-How are you able to attain the ultimate customer satisfaction? What do you think are the major factors to be focused on to ensure the this?**

**Jaswinder:** Customer feedback is important to us to take appropriate action for customer delight, We follow basic rule "ABC" A – Availability of our representative, B – Behaviour of our & C your competence to handle customer's problem and offering them the right solution.



**Jaswinder Singh –  
Regional Head – Philips AOC**

**Jahnvi: How do you ensure and fulfil the long term goals of your company?**

**Jaswinder:** Defining goals and monitoring the progress periodically is the key, In essence to define the outcome initially – We at TPV break down goals to half yearly, Quarterly, Monthly & weekly basis, then drive optimisation around the near terms so that you can define the performance & ensure

the legit results.

**Jahnvi: Focusing on the fact that you have been a part of the IT industry for so long, what are your thoughts on it?**

**Jaswinder:** The IT sector has become one of the most significant growth catalysts for the Indian economy, contributing significantly to the country's GDP, India is now prepared for the next phase of growth in its IT revolution. India is viewed by the rest of the world as having one of the largest Internet user bases and the cheapest Internet rates, India's rankings improved four places to the 46th position at the 2021 edition of the Global Innovation Index (GII).



Lapcare offers  
the widest range  
of compatible  
Power Adapters



Presenting Lapcare Laptop Power Adaptors, compatible with an exhausting range of Laptops. An assured quality spare with a host of safety features like over current, over voltage, over temperature & short circuit protection. Moreover it also comes with 12 months warranty and unique Lapcare Protection Plan.

[www.lapcare.com](http://www.lapcare.com)

Quality Range  
of Products >>>



Rx Infotech P Ltd | Authorised Distributor of Lapcare | [sales@rxinfotech.in](mailto:sales@rxinfotech.in) | Customer Support : 8587812000



Ahmedabad: 7878551234 | Bangalore: 9341136444 | Bhubaneswar: 8260884131 | Chandigarh: 8146272310 | Chennai: 8220626920 | Cochin: 9349596112 | Dehradun: 9359523371  
Delhi: 9472286768 | Goa: 9834841819 | Gurgaon: 9871758782 | Guwahati: 9678084785 | Hyderabad: 7670808789 | Indore: 8770812191 | Jaipur: 9983228942 | Jammu: 9596661650  
Kolkata: 9748388243 | Lucknow: 7318339250 | Ludhiana: 9815331000 | Mumbai: 9322814644 | Nagpur: 8983668754 | Nasik: 8888882975 | Patna: 9304405892 | Pune: 9326407966  
Raipur: 8770600266 | Ranchi: 9798359700

*“The current push by the government on digitalisation is pushing the IT industry good enough. The recent pandemic also helped increase IT awareness and increased business in IT industry. Availability of IT products across the country and awareness will also help increase IT products sales and service.”*

**Jahnvi: What are the basic visions and missions of your company?**

**Zakir:** The vision of the company is to provide quality cyber security solutions in the Indian market which are affordable and able to provide the security needed in the growing digital space. The mission is to make sure our products and services are made available across the length and breadth of the country and to give quality customer support, and to ensure good profits for our channel partners.

**Jahnvi: Which of the customers are the major target of your company? How do you position your company's products?**

**Zakir:** We are focussed to provide our cybersecurity solutions from small and medium company to mid-tier SMB and enterprises alike. We also have consumer solutions for the home and individual user's. As digitalisation is making everyone use computers, the need for our solutions is also for everyone having a computer.

**Jahnvi: Your major focus are the cyber security issues. What all are the major ways through which you fulfil this focus?**

**Zakir:** Every small & medium company has basic cyber security solutions requirement when they are focusing on their growth, which is security of their data and preventing cyber-attacks on their digital network. We offer them solutions starting from endpoint security to DLP to email encryption. We follow it up with Phishing simulations, and MDM solutions

in case they have team on the ground too.

**Jahnvi: How do you think your tips to ensure the hackers and cyber attacks to reduce, helps the customers?**

**Zakir:** SMB business is growing in India and with digitalisation coming rapidly, the business man has limited time to think upon cyber security. Our team offers them solution by which the basic and immediate threats are discussed and solved and a roadmap is made on how he can stay protected from sudden cyberattacks. We are also releasing a book shortly on cybersecurity which will help every business man and non it people to understand what is cybersecurity.

**Jahnvi: What is the best way of marketing according to you? Do you think social media marketing is a good way for marketing?**

**Zakir:** Social media is definitely helping in marketing. But in our country the print media also works specially in small cities. Face to face meetings and events helps to connect with our partners and potential customers. It depends on what products , region you plan to market your solutions and accordingly you can use social media campaigns or use print media.

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

**Zakir:** The current push by the government on digitalisation is pushing the IT industry good enough. The recent pandemic also helped increase IT awareness and increased business in IT industry.



**Zakir Hussain Rangwala- Founder Director – Sales & Marketing of BD Software Distribution Pvt. Ltd.**



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



**TAX Exemption U/S Section (V) of 80-G Allowed to the Doner**



**Elevating Technological Conscience**



 [info@rito.org.in](mailto:info@rito.org.in)

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

*"Globally, various industries are trying to digitise their networks for so many years but I think Covid has pushed us all towards the digitisation. When any organisation is moving towards a digital environment, ofcourse then you have more chances of getting attacked. Due to covid, we all had to work from home and now it is a new norm whether it is acceptable or not, it is the new norm."*

**Jahnavi: How do you think Sonicwall performs better than its competitors? What would you denote as some aspects that distinguish SonicWall from its opponents?**

**Debasish:** It's a very interesting question. There are almost 200 vendors working in the tech industry. When we talk about the overall solution, I think no one is offering everything but on the other hand, only a handful of vendors are there who tend to offer various and rather uncommon solutions in general. Sonicwall, is one of them. For more than three decades now, Sonicwall has been working for the better by innovating and focusing on the demands of the customers. We have been inventing end number of technologies and so around 10 years back we brought a technology which no one had ever thought about and no one talked about inspecting encrypted traffic. Today, everyone is talking about the encrypted traffic as this has increased more than 90%. This clarifies our vision which is to bring in new technologies for the better. Around a few years back we also led a new technology which was called real time deep memory technology. Majority of the vendors are circling around and playing or managing the known activities and leaving the unknown as it is. We tend to focus on them both. This is not only Sonicwall but the third party agencies like the icsa lab reports constantly proving that Sonicwall is offering 100% detection rate and that is what makes Sonicwall different from its competitors.

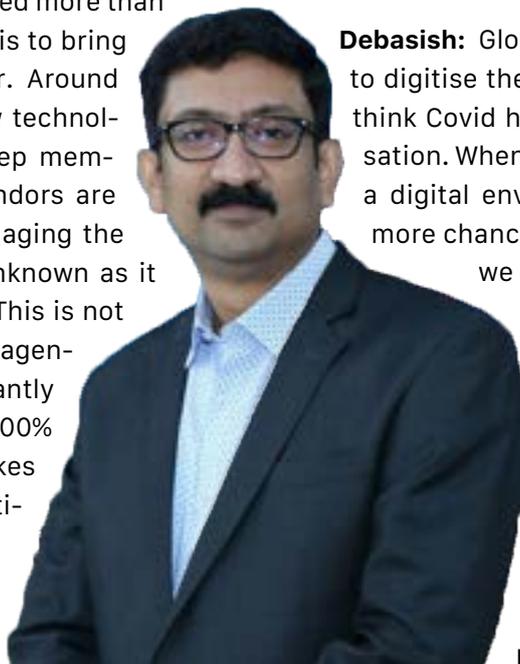
**Jahnavi: What are your recent channel network strengths?**

**Debasish:** Sonicwall is a 100% channel organisation and we have a pool

of trusted partners with whom we are working for more than two decades. Globally, we have 17,000+ transacting partners and then again it is growing. We are putting a lot of efforts on developing our channels since we all are understanding, we have to go through a channel to understand and trust. Our CEO- Bob Vankirk, had come with a project called Outside In. This means whatever we are talking about to a partner or a customer, they are the right person to give us the information of what is demanded. So this proves the importance of channel here.

**Jahnavi: How do you think the Cybersecurity market is budding post-pandemic? What according to you are the few of the major growth prospects here when also considering the increasing number of the Cyber incidents?**

**Debasish:** Globally, various industries are trying to digitise their networks for so many years but I think Covid has pushed us all towards the digitisation. When any organisation is moving towards a digital environment, ofcourse then you have more chances of getting attacked. Due to covid, we all had to work from home and now it is a new norm whether it is acceptable or not, it is the new norm. When considering digitisation, in this situation, the responsibility is entirely on the cyber security organisations like ours. There are numerous risks and when focusing on our report, it clearly shows how the number of the attacks have been increasing during the covid. At Sonicwall, we consider it as a responsibility or rather than any opportunity which is to protect our customers.



**Debasish Mukherjee –  
Vice President, Regional Sales,  
APJ at SonicWall**

# ICPL

Informatic Computech  
Private Limited



CORPORATE  
IT SOLUTIONS

IT  
CONSULTING

HARDWARE &  
PERIPHERALS

SOFTWARE &  
DEVELOPMENT

COMPLETE IT  
SOLUTIONS

## Some of our Clientele...



DATA  
www.datagroup.in



FULLeSTOP<sup>®</sup>  
delivering promises.



NTDS INSTITUTE  
YOUR CAREER PARTNER



HOTEL  
MADHUBAN

iTVoice



More than 1000 + ....

OPT for the best Solutions and  
Hardware Devices and Products NOW

[www.icpljpr.com](http://www.icpljpr.com)

Ph. +91-141-2280510  
Email: [md@icpljpr.com](mailto:md@icpljpr.com)



*“Quality checks are well defined in the technology projects and so if we’re supplying let’s say two parts- hardware and software, in software the quality check starts from the beginning only, where we check each and every software for the bugs and everything. Then at the deployment level and the users level, we tend to ensure that all the user requirements are fulfilled and users are satisfied.”*

**Jahnvi- Considering various ways of cyber attacks and the issues have been taking place by each passing day, what are the ways and the solutions you offer to avoid them?**

**Prateik** – We’re basically a company which is a technology transformation company and we tend to provide the enterprise level security solutions along with digital transformation and integrated disaster manageable systems. So, for us each and every incident is somewhat a disaster. When we talk about the cyber security, there are various threats which are both known as well as unknown. Basic level people are using things like firewall etc., but along with a cm kind of environment where the entire security related events are being captured. What we tend to provide is an environment where we do the advance threat management to the security operation centres and cm. We do infrastructure security which involves network Security, application level security as well as the cloud level security. Next level of security is the human access which is where we need to ensure the identity and access management. We ensure is the person is authorised for the accessing of the particular area, and so we do focus on the access management security as well. Today, IT and IOT based devices are present and so, we have to focus on its security as most of the iot devices are very small and fast in their process but they don’t have any security level inbuilt into it. When a device data comes in, we do an IOT level security also to check if the data that is coming in is inclined to the demands of the client. To take care of this, we have a complete team which starts with a cyber advisory kind of thing which is consulting in things like what are the



**Dr. Prateik Ghosh,**  
**Vice President of SCS Tech**

studies required for the infrastructure, the gap analysis, the risk that we identify today and what risk can be present in the future, and then suggest them a solution which encompasses all the hardware, software and all the requirements.

**Jahnvi- What are the major aims as well as the vision of the company?**

**Prateik** – When we talk about the major aims and vision, we are having 5-6 competency of ours, so enterprise competency is one such area, digital transformation, integrated disaster platforms, providing technology infrastructure and smart city solutions along with that, we’re also into talent and workforce augmentation. So, if you are the vision or cause, we want to get into government projects where our first aim is to digress into the private sector in India. We have set ups in Dubai, and so we want to expand it to the Middle East market which stopped due to the covid. Expansion into the Middle East is one of the major things which we need to get into in 2023 onwards. Third is to include new solutions. Everyday, there are new solutions coming in and a lot of them buy startup’s, established companies, and so we’re trying to expand our bouquet of solutions so when we go to a client, if there is certain requirement, and we tend to find a good startup or a solution related to that, we try to have an agreement with them or maybe by that company so that we can offer those market driven solutions to the end users.

**Jahnvi- What all are the different strategies and ways through which the ultimate goal is achieved in your company?**

# Iris Global supplies Rs 4 Crore worth of Acer Devices to KPO client of Chandigarh Partner

India's Most Preferred IT Distributor "Iris Global Services" has recently delivered Acer Computers & IT Hardware products to its Chandigarh Partner "Paramatrix Info Solutions Pvt Limited". Paramatrix has been a System Integrator for 2 decades servicing the Central & State Government, Scientific Research & Education Sectors, eGovernance sectors, MHRD-funded Institutes and SMBs, dealing in all major OEMs.

They have now partnered with Iris Global's for their supplies. Speaking to newsman, Mr Vishal Gupta, Director Paramatrix Info said - "The company had got the order from a KPO customer. We sourced 700 Acer Desktops from Iris Global, we also sourced an additional 1,400 nos of Acer Displays for the supplies"

"Post Covid such organizations have large requirement of Desk-

tops as their tech refresh strategy. While previously during Covid - it was only limited to laptops, but now Desktops demands have gone up" he added.

Iris Global, in the recent past - has helped setting up IT Classes & Labs for the NVSS - Navodya Samiti Schools pan India. These supplies have helped the schools to restart education soon after the dreaded Corona Virus Pandemic. It has supplied to various educational institutions like - Narayana Institute at Hyderabad, Centurion University in Odisha, as well as Sarvahitha Educational foundation in Andhra Pradesh.

"Iris was very forthcoming and putting their trust in us. The y

helped us with the required credit for back rolling the transaction & maintain positive cash flows. We reciprocated by quickly closing the transactions. This agile and proactive approach helped us increase the scope of our relationship"

The whole transaction was lead by Sandeep Sharma from Iris, who helped us through the process end to end and we were able to procure all the supplies from Iris worth over Rs 4 crore" Mr Gupta concluded.

Iris have been aiding Partners and helping them by structuring their business deals, extending appropriate credit limits, even opening their warehouses at midnight to meet the urgent critical delivery deadlines. Channel & Associates prefer Iris for their quick response, delivering on time and transparent service.

## Iris Wave integrates CP Plus, ESSL, Daksh Solution

The Delhi based Value Added IT Distribution & System Integrator - Iris Wave has integrated Smart Security Solution at the premium residential society of Mapsko called the Mount-Ville, at Gurugram NCR.

Mapsko, is a leading & growing real estate organization, reckoning its position among the top-notch developers for commercial and residential use.

Having a niche in the field of real estate development and construction for over a decade, the company has consistently set quality benchmarks in property development by creating world-class townships and commercial spaces at prime locations.

Iris Waves has installed CP Plus CCTV here at the Mount Ville Society Gurgaon located at the NCR. This

in-  
stallation

over 85

Hi resolution cameras integrated with 6 NVR allowing 24/7 surveillance of their property with 24TB backup on each NVR.

JKLU celebrates its 10th Convocation, 5 Students awarded Gold Medals

Speaking to newsman

- Mr Sanjiv Krishen, Founder CMD Iris Group said " We are extremely happy to participate and deliver smart security solution to a prestigious project of Mapso, we included Daksh Fire Alarm System throughout the entire project and added ESSL Brand of Access Con-

spans

trol Devices for monitoring their every entry exit points "

Iris Wave's security arm - SecureX specializes in deploying high end security installations, Iris have recently delivered JBM Group, securing their 3 Auto Component manufacturing plants in Bawal, Haridwar & Manesar. Iris has accomplished the installation by delivering and integrating a premium US Brand - WBox Video Surveillance Solution for their production conveyor lines.

**Mr Himanshu Chawla, CEO and Technology Evangelist at Iris Waves**

"Iris Integrates Smart Hi End Solutions to better lives, it crafts a solution that help functionalities" said Mr

Himanshu Chawla, CEO and Technology Evangelist at Iris Waves. The project integration was completed at a cost of 1.25 Crore and Iris shall be running the facilities for the next 3 years, shared Mr Chawla.





**ITVoice**<sup>®</sup>  
www.itvoice.in

# 2023

## Special Offer...

**BOOK YOUR SPACE NOW! NEW YEAR SPECIAL EDITION, JANUARY 2023**

**NEWSPAPERS**

**MAGAZINES**

**CONTACT NOW: -**

Vikas Gupta

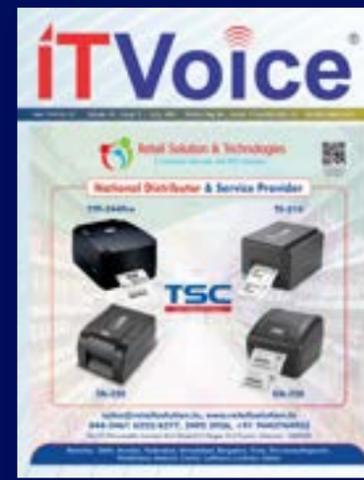
+91-9027307508, vikas@itvoice.in

Sunita Sharma

+91-9351082400, sunita@itvoice.in

Shantanu Chatterjee

+91-7597921470, shantanu@itvoice.in



# Synersoft Technologies, has developed the technology that can save 80% of the yearly cloud subscription costs for MSMEs.

**S** Synersoft Technologies, a leading Indian IT product company, has developed the technology that can save 80% of the yearly cloud subscription costs for MSMEs. It is an MSME-focused innovation catching the attention of the MSMEs who feel that cloud companies first give free services and then increase the subscription fees exorbitantly. MSMEs are expected to invest in Information Security and Data Protection systems for their MNC customers. They are also obliged to IT security compliances and audits. Subscribing to multiple cloud services, installing multiple cloud agent software, integrating them effectively, and maintaining them are too complex and expensive for MSMEs.", says **Sudhir Chaubey, Co-founder at Synersoft.**

With increasing importance given to



cybersecurity, readiness for information security and data protection compliance is mandatory for MSMEs to retain their large MNC and Indian enterprise customers. It has led MSMEs to subscribe to multiple cloud services and added overhead of yearly costs. These services are Cloud Drives, Cloud Backup, DLP, Device Hardening, and Mailbox. The trend of increasing subscription rates by cloud service providers led by Google and Microsoft led MSMEs to look for simple and cost-effective cloud technologies that can make them compliant with global information security and data protection standards. This emerging situation prompted us to notice the massive requirement from the MSME sector for a simple and cost-effective solution.



"A standard cloud deployment includes subscription to multiple cloud services and installation of cloud agents. It makes it complex and expensive for MSMEs. Our technology BLACKbox OneCloud which is a One Agent – One Cloud service, saves 80% of the subscription cost.", Says **Vishal Shah, Co-Founder at Synersoft.**

Further, the MSMEs recognize significant intangible benefits from the BLACKbox OneCloud solution. They are listed below.

1. No hassle to subscribe to multiple cloud services
2. No hassle to deal with multiple vendors
3. No hassle to install multiple agents on the user's system
4. Industry-first per enterprise per year subscription compared to per user per year subscription
5. Availability of no-cost EMI options with credit card payments

## Gujarat has become the first state to get Jio True 5G in all of its 33 districts headquarters

**T**he largest telecom company in India, Reliance Jio, said on Friday that the state of Gujarat has now received True-5G service rollouts. According to a stock exchange filing by the business, the western state is now the first in the nation to have Jio True-5G connectivity throughout all 33 district offices.

"Gujarat holds a special place, as it is Reliance's Janmabhoomi. This strategic announcement is a dedication to Gujarat and its people. As a model state, Jio will launch a series of True 5G-powered initiatives across Education, Healthcare, Agriculture, Industry 4.0 and IOT sectors in Gujarat and then extend it across the country," the company said.

From November 25, Jio customers in Gujarat will be able to choose the Jio Welcome Offer, which offers unlimited data at speeds of up to 1 Gbps+ at no extra cost.

Jio announced the launch of its 5G services in Pune on Wednesday. Last week, Jio became the sole operator to offer True-5G services over the whole Delhi-NCR region, including Delhi, Gurugram, Noida, Ghaziabad, and other significant cities.

Reliance Jio will extend its 5G services to additional Indian cities in the coming days. The "Jio Genuine 5G" brand of 5G services is now being offered by Mukesh Ambani's telecom business in Mumbai, Delhi-NCR, Varanasi, Kolkata, Chennai, Nathdwara,



Bengaluru, Hyderabad, and Bengaluru. Since Jio 5G is still in testing, it is now only accessible via invitation to a small number of users.

All prepaid and postpaid users must also have an active Jio package that costs Rs 239 or more.

Only a small number of cities, including Delhi-NCR, Mumbai, Bengaluru, Hyderabad, and five others, can take advantage of the Jio 5G Welcome Offer. As part of a specific 5G contract, the company is providing its customers with limitless 5G internet connectivity with speeds of up to 1 Gbps.

## Dr. Ajay Data in the committee of the Indian Governing Council

The Indian government established a committee with the aim of formulating a multilingual internet strategy. In the committee, it was accepted that everyone will eventually have access to the internet and that any problems or challenges they may have with it will be remedied using the solutions offered. "Nixi" was the official sec-

tion, the Indian government had chosen to oversee the implementation of this report. For the efficient operation of the policy as a whole, as well as for the purpose of direction and monitoring, a governing council has also been established. The committee included Microsoft's Balendu Sharma, Dr. Ajay Data, T. Santosh, and Nixi's CEO Anil John.



## ZNet and Acronis introduces all-in-one cybersecurity platform to channel partners in Jaipur



partners from Jaipur participated in this event.

In this event, there were senior speakers from ZNet, Acronis and RP tech Jaipur teams. Following were the speakers who featured in this meet-up:

- **Sabarinathan Sampath, SVP and COO and Munesh Jadoun, CEO from ZNet Technologies**
- **Ram Tripathi, Head – Channel Business and Sanjib Mondal, Senior Sales Engineer from Acronis**

This event was organized with a vision to increase awareness on cybersecurity and the key role that channel partners play in delivering optimal cybersecurity solutions to their customers. "Acronis and ZNet are two of the leading companies in the field of cyber protection. In order to cover as many businesses and individuals as possible,

we have each implemented a number of key initiatives.

Acronis has developed a comprehensive

suite of products that covers everything from data backup and recovery to malware protection and email security. ZNet, on the other hand, has focused on providing education and awareness resources to help people understand the risks posed by cyber criminals. Both companies have also invested heavily in research and development, to stay ahead of the ever-evolving threats posed by cyber criminals. As a result of these efforts, Acronis and ZNet are able to offer some of the most comprehensive cyber protection solutions available on the market today," said **Sabarinathan Sampath, SVP and COO, ZNet Technologies.**

# Acronis

## ZNET®

An RPtech Company

## ECSIPC releases LEET Z790H7-A Motherboard and LEETB660 Barebone Gaming PC

**E**CS Industrial Computer Co., Ltd., also known as ECSIPC, is the subsidiary of leading motherboard and computer manufacturer Elitegroup Computer Systems (ECS). ECSIPC has joined hands with Intel to announce a new generation of Intel Raptor Lake Z790 series for LEET Z790H7-A motherboard and the other product of the latest LEET B660 gaming PC to satisfy gamers' passionate gaming experience and enhance the passionate gaming soul.

### The win with the Intel Z790 Chipset

The Z790H7-A motherboard provides excellent performance for gamers and professionals. It is compatible with Intel® 12th and 13th generation Core™ processors (Raptor Lake-S & Alder



Lake-S) as well as supports Win11 64bit. With the Intel Z790 chipset as the strong backing for development, the Z790 chipset has further improved the over-clocking function, which can support the performance requirements of one-click overclocking, and the Z790 chipset also supports the powerful performance of DDR5 memory and PCIe5 transfer. DDR5 provides 50% higher bandwidth than DDR4 and also PCIe 5.0 increases the data rate from 16GT/s to 32GT/s, which is twice faster than PCIe 4.0.

The Z790H7-A equipped 4 M.2 SSD Slots, and the PCIE Gen4 interface can upgrade storage devices more quickly to create agile perfor-



mance and quality. It is featured USB 3.2 Gen2x2 20Gbps Type-C to support



the use of external storage devices. To ensure a perfect experience for gamers, the Z790H7-A motherboard is featured an 18-phase digital power supply to make certain that a stable gaming environment. About the internet support, it is equipped with Intel 2.5G LAN and supports M.2 2230 wireless 802.11ax.

### The design as you wish

The Z790H7-A motherboard adopts one-click BIOS update, which solves the complicated and cumbersome BIOS update problem for gamers. The Z790H7-A motherboard is specially designed with customized adjustable LEDs, and ALC1220's 8-channel high-efficiency audio chip which designed with durable Japanese capacitors to show excellent sound effects.

## IceWarp India Organizes an Exclusive CIO Round Table

**I**ceWarp recently organized an exclusive CIOs roundtable with key IT decision-makers of 10+ unique organizations. During the converge, Mr. Pramod Sharda, CEO, IceWarp India and Middle East, engaged in meaningful conversations about futuristic tools of Email and Collaboration with the IT decision-makers of leading brands.

IceWarp makes Email, Collaboration, and productivity software for companies that value choice, reliability, and affordability. With more than 20+ years of existence across the globe, IceWarp has a proven track record as the leading alternative to MS 365, Exchange and Google Workspace.

"Our aim is to be easier to work with compared to larger compet-

itors.", said **Mr. Pramod Sharda, CEO, IceWarp India and Middle East** while speaking at the event. "We protect our customer's privacy and we don't scan their data. We work hard to accommodate any business requirement. And we make sure to support any deployment scenario and any front-end environment the customer requires. We have the required expertise and use case understanding of every vertical hence we can cater to the exact demand of the customer as per their requirement", he added.

Eminent professionals began the discussion by commenting on the constantly evolving landscape of hybrid work and changes witnessed

by the overall IT ecosystem in the post pandemic scenario. The evolving changes and needs in the Communication and Collaboration landscape. While the discussion presented some of the commonly faced challenges related to Migration, downtime, Co-existence, support, data security, and deployment, the conversation also highlighted some of the key value propositions of IceWarp like Seamless Migration and Integration with Zero Downtime, 24/7 support, Local data centres and dedicated project delivery teams, to address the challenges.

The round table was fruitful in highlighting the criticality of seamless integration and cloud-based solutions as well as the importance of the solution's user-friendliness and hybrid deployments for the IT decision-makers.



**IceWarp**

## TP-Link Unveils the World's 1st Complete WiFi 7 Networking Solution for Home and Business

**T**P-Link, a leading global provider of consumer and business networking products, today held an epochal WiFi 7 product launch to announce its WiFi 7 networking solution.

As the world's first vendor to release a full home and business WiFi 7 product line, TP-Link launched new WiFi 7 routers, Deco products, Omada EAPs, and Aginet products for ISP markets to cover all usage scenarios. Additionally, TP-Link's new HomeShield 3.0 provides more reliable and smarter network solutions.

Here are some of the highlights:

### Redefining WiFi Routers: TP-Link WiFi 7 Routers

Continuing the top performance of the Archer series, WiFi 7 routers bring unprecedented experiences to homes. Three WiFi 7 routers were unveiled at the event. Among them, Archer



BE900 has quad-band 24 Gbps WiFi 7 speeds\* and comes with a brand-new design — totally reimaged from previous routers.

### Innovative and Aesthetic Appearance with Powerful Performance –

Unlike traditional WiFi routers with external antennas, this WiFi 7 router adopts internal antennas to keep an elegant appearance. 12× optimally positioned internal antennas achieve the effects of high gain, high isolation, high integration, and multidirectional coverage.

### Incredibly Fast Quad-Band 24 Gbps WiFi 7 –

Experience the world's first quad-band WiFi 7 router with blazing-fast WiFi speeds of up to 24 Gbps\*. Two 5 GHz bands ensure more devices enjoy high-speed WiFi. The brand-new 6 GHz band provides exceptional bandwidth and congestion-free channels exclusive to your devices.

**Dual 10G WAN/LAN Ports** – 10G WiFi combines with 10G wired connections to take us into the true 10G era. Equipped with two 10G WAN/LAN ports — one RJ45 port and an RJ45/SFP+ combo port — Archer BE900 provides flexible support for both fiber and copper connections. The additional four 2.5G ports and one USB port make it an ideal solution for future-proofing your home network.

**Another two routers** — Archer BE800 and Archer BE550— were also released simultaneously. Archer BE800 is a tri-band WiFi 7 router with up to 19 Gbps WiFi\*, equipped with a LED screen, two 10G ports and four 2.5G ports, and is EasyMesh-compatible. Archer BE550 is another tri-band WiFi 7 router but with speeds up to 9.2 Gbps, five 2.5G ports, and is EasyMesh-compatible.



## New Commercial HP Jet Fusion 5400 Series and Metal Jet S100 Solution Accelerate Production Applications

**T**his week at Formnext, the world's largest additive manufacturing event, HP is showcasing its new commercial Jet Fusion and Metal Jet 3D printing solutions, new post processing capabilities, expanded Digital Manufacturing Network (DMN), new materials and recycling program, and a variety of industrial production applications. The show marks the first time HP is publicly exhibiting its new HP Jet Fusion 5420W Solution including white applications, and the full modular HP Metal Jet S100 Solution including a new John Deere production application.

"Additive manufacturing delivers on today's most urgent market demands including sustainable innova-

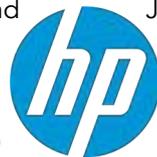
tion, hyper-personalization, and business resiliency," said **Didier Deltort, President of Personalization & 3D Printing, HP Inc.** "Together, with our global network of partners and customers, we are scaling additive manufacturing to meet these needs."

### New Metal Jet S100 Production Application

Launched in September, HP's Metal Jet S100 Solution is enabling industrial customers such as Domin Digital Motion, Lumenium, and Schneider Electric, to achieve better productivity, low part cost, and outstanding quality. John Deere, the global manufacturing leader of agricultural and construction equipment, is using Metal Jet technol-

ogy for the production of a valve in the tractor fuel system.

Together with GKN, John Deere is now manufacturing Metal Jet-printed valves in its agricultural machinery. In addition to significant productivity gains and environmental benefits, the high-quality part is functional in extreme weather conditions. John Deere is also leveraging HP's Multi Jet Fusion technology to optimize its production process, using 3D printed prototypes to test and fine tune components and parts such as windshield holders, reducing pre-assembly from 30 days to ten, delivery times by up to ten weeks, and overall production costs by between 20 to 25 percent.



## Sophos Earns Trifecta of Perfect Scores in SE Labs Endpoint Protection Report

# SOPHOS

**S**ophos, a global leader in innovating and delivering cybersecurity as a service, today announced that its endpoint security products ranked as industry best in all three of SE Labs' protection tests in the third quarter of 2022, achieving AAA ratings across the board. In the Enterprise, SMB, and Consumer categories, Sophos endpoint security products earned a 100% rating for Protection Accuracy, Legitimate Accuracy and Total Accuracy.

"Sophos believes in the informational and transparency value of regular participation in third-party testing," said Simon Reed, senior vice president of SophosLabs. "Our products are utilized by a large, diverse, global customer base and we are recognized as a leader by industry analysts, and testing companies. Sophos consistently earns strong protection results across multiple

third-party tests, including SE Labs, and we consider the results exceptional."

Sophos' leading endpoint offerings include Sophos Intercept X and Sophos XDR (extended detection and response), which combine anti-ransomware technology, deep learning artificial intelligence, exploit prevention, and active adversary mitigations to stop attacks. Offerings are powered by threat intelligence from Sophos X-Ops, a cross-operational task force linking SophosLabs, Sophos SecOps, and SophosAI, and are easily managed in the cloud-native Sophos Central platform or by Sophos Managed Detection and Response, a 24/7 managed detection and response (MDR) service used by more than 12,600 organizations.

"How hard do you want your security testing to be? We could take a product, scan a real virus and record that

it detected a threat. Great, but what does that tell us? It's a very basic test that only verifies that the software actually is an anti-malware product. You can't tell if it's better than other anti-malware products, because it's just one file being scanned and detected," said Simon Edwards, CEO of SE Labs. "You don't even know if the product could protect against the threat, just that it detected it. So, we turned up the dial and threw a wider range of attacks at the products. Each solution was exposed to the same threats, which were a mixture of targeted attacks using well-established techniques and public email and web-based threats that were found to be live on the internet at the time of the test.

Sophos Intercept X stopped all threats and allowed all legitimate applications.

**E**SET researchers have identified an active campaign targeting Android users, conducted by the Bahamut APT group. This campaign has been ongoing since the start of this year. Malicious spyware apps are distributed through a fake SecureVPN website that provides only trojanized Android apps to download. This website has no association whatsoever with the legitimate, multiplatform SecureVPN software and service. Malicious apps used in this campaign are able to exfiltrate contacts, SMS messages, recorded phone calls, and even chat messages from apps such as WhatsApp, Facebook Messenger, Signal, Viber, and Telegram. ESET researchers discovered at least eight versions of the

### ESET Research: Bahamut group targets Android users with fake VPN apps; spyware steals users' conversations

Bahamut spyware, which could mean the campaign is well-maintained. The malicious apps were never available for download from Google Play.

ESET researcher Lukáš Štefanko, who discovered and analyzed the dangerous Android malware "The data exfiltration is done via the keylogging functionality of the malware, which misuses accessibility services. The campaign appears to be highly targeted, as we see no instances in our telemetry data," explains

ESET researcher Lukáš Štefanko, who discovered and analyzed the dangerous Android malware. "Additionally, the app requests an activation

key before the VPN and spyware functionality can be enabled. Both the activation key and website link are likely sent to targeted users," adds Štefanko. This layer aims to protect the malicious payload from being triggered right after launch on a non-targeted user device or when being analyzed. ESET Research has already seen similar protection being used in

another campaign by the Bahamut group.

All exfiltrated data is stored in a local database and then sent to the Command and Control (C&C) server. The Bahamut spyware functionality includes the ability to update the app by receiving a link to a new version from the C&C server.

If the Bahamut spyware is enabled, then it can be remotely controlled by Bahamut operators and can exfiltrate various sensitive device data, such as contacts, SMS messages, call logs, a list of installed apps, device location, device accounts, device info (type of internet connection, IMEI, IP, SIM serial number), recorded phone calls, and a list of files on external storage.

## Jaipur Computer Traders Association launch their website. Member can join Online [www.jcta.in](http://www.jcta.in)

Jaipur computer traders' association launched their website with the objects. Mr. Manglesh-warnath Sharma president said that JCTA membership drive is begin and Computer Traders from all over Jaipur Tehsil can join. Online membership facility is available. New members can deposit their membership fee (Rs. 1100.00) online and send the

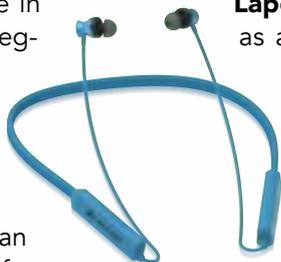
details to [info@jcta.in](mailto:info@jcta.in). JCTA got the PAN card and opened their Bank account in KOTAK Bank.

There is no membership fee for National Distributors, OEM Company offices their staff. They have to only fill their details in membership form. All the JCTA member will get certificate and Stickers.



## Lapcare launches a range of WOOBAND Wireless Bluetooth Neckbands with 120 hours of battery life

Lapcare, one of India's leading consumer technology brands has expanded its presence in the Bluetooth Neckband segment by launching the range of an all-new Lapcare WOOBAND "LNB-240BL, LNB-240B and LNB-330B" Wireless Bluetooth Neckband in the Indian market. The new offering from Lapcare comes with a whopping 120 hours of long battery(Standby) life and has been launched in 2 different colors- Blue and Black, designed to fit perfectly in your ears.



The newly launched Bluetooth Neckband has an ultra-light-weight that makes it comfortable to wear; extra comfort with a padded earpad and flexible headband, an excellent choice for those who are not comfortable with "In ear" type headsets. Water-resistant IPX5 with a rating makes the neckband sweat-proof and ideal for your workout jogs, runs, and sports sessions, making sure that they are uninterrupted and irritation-free. The neckband handles calls and music with simple controls and is superfast charging-Enjoy 120 minutes of music with just 5 minutes of charge. (USP)



Speaking at the launch, **Mr. Atul Gupta, Managing Director, Lapcare** commented, "Lapcare as a brand has always believed in applying the three core elements in our strategy when getting a new product: style, durability, and easy in-ear operation. To accomplish this, we recognize that ideas and technology must be in sync, so while executing and working on the development of the products, we make sure that we can deliver as per the needs of people."

"With today's connected lifestyle, many people consider a good wireless earphone to be essential. The wireless neckband battery can last several weeks and provide 15-20 hours of backup. We believe that technology has empowered people and will continue to do so. With this mindset, we will be keeping up with the trends and developing innovative products that are just right for the people," he added.



Here are the specifications that make products more valuable.:

- BT Version: V5.0
- Effective Range: Up to 10 meters
- Battery Capacity: 250 mAh
- Speaker Driver: 1 cm
- Frequency Range: 20Hz-20kHz
- Impedance: 320 +0.50 Ohm
- Working Time: Up to 18 hours
- Standby Time: Up to 120 hours
- Battery Charging Time: About 1 hour
- Weight: 29 grams
- Dimensions: 1.4 cm (H) x 12.5 cm (W) x 18.5 cm (D)"
- 3D sound
- IPX-5
- Fast charging
- Long Battery Life

Sweatproof The Lapcare 3 wireless neckband will be available with an MRP of Rs.1869/- at all leading retail outlets. The product comes with a one-year warranty from the company, and buyers can choose earphones in Blue and Black color.

Having more than 36 offices pan India Lapcare is the brand of Rx Infotech Pvt Ltd that offers products across 7 categories and 210 product lines and is supported by a wide dealership network of over 20000 across the country.



## ASUS Announces AMD EPYC 9004-Powered Rack Servers and Liquid-Cooling Solutions

**A**SUS, a leading provider of server systems, server motherboards and workstations, today announced new best-in-class server solutions powered by the latest AMD EPYC™ 9004 Series processors. ASUS also launched superior liquid-cooling solutions that dramatically improve the data-centre power-usage effectiveness (PUE).

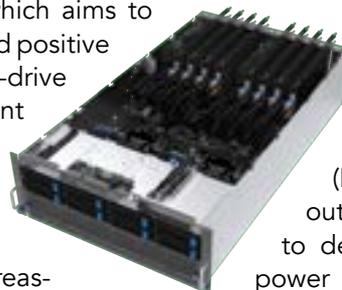


The breakthrough thermal design in this new generation delivers superior power and thermal capabilities to support class-leading features, including up to 400-watt CPUs, up to 350-watt GPUs, and 400 Gbps networking. All ASUS liquid-cooling solutions will be demonstrated in the ASUS booth (number 3816) at SC22 from November 14-17, 2022, at Kay Bailey Hutchison Convention Center in Dallas, Texas.

### Sustainable design for HPC data centres

Leveraging innovative ASUS thermal design, ASUS rack server solutions empower enhanced system

airflow— minimizing power consumption and maximizing efficiency. The lower power consumption aligns with the ASUS 2025 Sustainability Goals initiative, which aims to bring about proactive and positive change. The new hard-drive tray design on the front panel of the RS series servers features ventilation holes that are 44% wider compared to the previous generation, increasing airflow through the system and improving thermal efficiency. This adds to component longevity, including the latest DDR5, PCIe® 5.0 and NVMe® technologies. The improved fan-tunnel design, with independent CPU- and GPU-airflow tunnels, increases the capabilities of 400 W CPUs and 350 W GPUs — significantly boosting compute-intensive enterprise workloads.



### Comprehensive liquid-cooling solutions

Increased power consumption, higher CPU TDP and ever-more-powerful GPUs present challenges for server markets and data-centre operators. The latest RS720QA-E12 high-density server, cooled via direct-to-chip (D2C) technology, stands out from the competition to deliver over 90%-lower fan power consumption and over 29.6%-lower noise levels— empowered by ASUS Thermal Radar 2.0 and Power Balancer technologies. ASUS is working with industry-leading immersion-cooling partner, Submer and MGC, to deliver comprehensive liquid-cooling solutions—from servers to liquid-cooling modules, data-centre floor plans, capability evaluations and suggested infrastructure.

## ZOOOK launches Orbit Pro and Magic Pad a multi-device keyboard and mouse combos for the new age consumer

**F**rench lifestyle brand ZOOOK has yet again diversified its new age lifestyle computer accessories portfolio with the launch of Orbit Pro and Magic Pad the perfect keyboard and mouse combos. Compatible with most of the computers, laptops, TVs, Mobiles, Tablets and gaming stations, these input devices are sure to aid both working as well as gaming experience. Powered with Bluetooth and 2.4G, Orbit Pro and Magic pad combo can connect with as many as 4 devices at one time. To make it simpler, Magic Pad combo comes with shortcut buttons on the keyboard to switch amongst the four connected devices. They are the perfect partners for people working



long hours as Magic pad combo keyboard works on a AAA battery and mouse on a rechargeable battery while Orbit Pro keyboard and mouse both work on built-in rechargeable batteries. The Magic Pad mouse has another salient feature of silent clicks and enables you to focus on work. Orbit Pro and Magic Pad combos are available at all the leading online and offline stores priced at Rs 2999 and Rs 1499 respectively. **Orbit pro keyboard and mouse** It is a combo of multi device Ultra-portable battery powered keyboard and dual connectivity mouse through BT



and 2.4G. The keyboard connects 3 devices via Bluetooth and another through 2.4G, totalling to 4 connected devices in one go. It is built for today's generation and is compatible with Windows, Android, iOS as well as Mac and tablets, smartphones along with laptops. Made of ABS material, the round button type keycap structure gives a strong and desirable feel. The Keyboard has 78 keys and the mouse is 4 buttoned. With an operating range of 10 m, the keyboard can work for 40 hours, powered by 200Mah battery, while mouse powered by 500 mAh battery can work for 60 hours, and 200 hours on standby.

## Lexar Announces Professional NM800PRO PCIe Gen4 SSD with Heatsink option in India

Lexar, a leading global brand in flash memory solutions, has announced the Professional NM800PRO M.2 2280 PCIe Gen4 x4 NVMe SSD launch in the Indian market. The USP of this model is that it is getting introduced with a heatsink option, specially designed keeping in mind the needs of hardcore gamers, professionals, and creators who demand high-performance computing. Lexar's NM800 PRO has an integrated heatsink and heat spreader, enabling it to effectively maintain speed, power efficiency, and thermal control for a sustained high performance while playing on PlayStation 5 and PCs.

The Lexar Professional NM800 M.2 2280 NVMe SSD provides maximum SSD performance that puts you



in the computing fast lane with speeds up to 7500MB/s read and 6500MB/s write. With blazing-fast performance, NM800 PRO SSD leverages the 12nm controller to produce lower power consumption and longer battery life

for all your high-performance computing needs.

Commenting on the launch, **Mr. Gaurav Mathur, Director, Lexar Co. Limited** said, "We are excited to bring the all-new Lexar Professional NM800PRO M.2 2280 PCIe Gen4 x4 NVMe SSD in India, the fastest speed in the NVMe Heatsink from Lexar, which is designed for data-heavy applications such as gaming, design, and more. The



best part about this product is that, unlike the traditional hard disk drives, the Lexar® NM800PRO SSD has no moving parts, so it's built to last. On top of that, it's also shock and vibration-resistant, making it one robust and reliable SSD. With its superior technology and brilliant performance, we believe the product will be an excellent choice for PC enthusiasts and professionals looking to upgrade their system."

Some of the key features that make the Lexar® Professional NM800PRO M.2 2280 PCIe Gen4 x4 NVMe SSD are:

- Next-Gen PCIe Gen4x4 SSD Technology with cooling Heat-sink-compatible with PlayStation® 5 and PCs.

- Integrated Heatsink reduces heat for better performance and power efficiency to level up your gaming experience.

When high-performance computing is a need of the hour, the faithful old-technology mechanical hard drive has to step aside. Upgrading the storage to an SSD (Solid State Drive) is the idea to achieve better computing speeds thus saving both time and money. Consistent Infosystems, a leading IT hardware solution provider announced its entry into the data storage segment with the launch of new affordable SSD storage solution — M.2 NVMe 2230.

The new NVMe features an M.2 2230 form factor (22mm x 30mm) that uses the PCI Express lanes (PCIe Gen3 x4) for high-speed data transfer. Offering write and read speeds of up to 2400MB/s, and an MTTF (Mean Time To Failure) of up to 1.75 million hours, this storage chip is the best solution for boosting the performance of laptops and ultra-portables by more than



## CONSISTENT INTRODUCES HIGH-PERFORMANCE M.2 NVMe 2230 SSD

30 times, as compared to the performance of a standard 5400rpm HDD.

Speaking in the development, **Sunil Srivastava, Marketing Consultant at Consistent Infosystems Pvt. Ltd.** quoted, "Today upgrading to an SSD is the most cost-effective option to increase the performance of a PC or laptop. Aspiring to serve the growing customers' demand for memory, we have forayed into this segment of high-performance SSDs.

In the future, we aim to grow in this segment providing a new level of versatile user experience."

The storage drives are extremely durable and use 3D NAND Flash chip for high performance. Suit-

able for most laptops today, this chip can seriously raise the performance of your laptop, desktop, gaming rigs, and servers to another level. Additionally, the NVMe also support TRIM technology that not only improves the performance of the storage medium but also prolongs its life, Host Memory Buffer (HMB), and S.M.A.R.T. to ensure a smoother, high-performance, and low-maintenance computer system.

Pricing and Availability:

The Consistent M.2 NVMe 2230 is available in three capacities 256GB, 512GB and 1TB, at a price point of INR 14,999, INR 19,999 and INR 35,999 respectively. Users can buy these across all leading retail stores in India, backed with a 5-year warranty.



# NetApp India leads the industry in data management & cloud operations with evolved cloud and sustainability

NetApp® (NASDAQ: NTAP), a global, cloud-led, data-centric software company, today highlighted that enterprises' initial journey to the cloud has now matured, and that the industry has entered the next phase of the cloud: the evolved cloud. With the evolved cloud, organisations can expect a secure and optimized environment that delivers on the outcomes that are needed in today's dynamic business world.

To this end, NetApp has announced new tools and resources such as BlueXP – which is a unified control plane that delivers a simple hybrid multicloud experience for storage and data services across on-premises and cloud environments. This allows users to manage their broader hybrid multi-



cloud data estate, including on-premises unified storage, and first-party native storage with leading public cloud providers like AWS, Microsoft Azure, and Google Cloud Platform.

Using powerful AI Ops, BlueXP is leading the way to a more 'evolved cloud', helping organizations drive business impact and improve customer experience. BlueXP also drives sustainability through intelligent monitoring across hybrid, multicloud IT estates. The company believes that the world's ongoing energy challenges require innovative solutions and energy-efficient technologies. With NetApp's 4:1 Storage Efficiency Guarantee for SAN workloads,

companies can now store more data with less storage, that reduce energy usage and GHG emissions. In fact, NetApp recently announced their bold, but achievable target of a 50% intensity reduction of Scope 3 Greenhouse Gas emissions by 2030.



“With the launch of BlueXP, NetApp is uniquely positioned to help organizations unlock the promise of the cloud by making infrastructure, applications and data true assets to their business,” said **Puneet Gupta, Managing Director, NetApp India and SAARC.** “By taking an evolved cloud approach, customers can integrate cloud into their architecture and operations, eliminate complexity and increase their speed of innovation to deliver quickly on the business outcomes that matter most.”

## Fortinet LEAP 2022 Security Summit: Addressing Today's Cybersecurity Challenges through Security-Driven Networking



Fortinet, the global leader in broad, integrated, and automated cybersecurity solutions, recently hosted top customers from India & SAARC at Fortinet LEAP 2022 Security Summit in Istanbul, Turkey. The event shared essential practices and recommendations to help organizations strengthen their security posture and was attended by over 80+ customers. With cyberattacks on the rise, the event provided critical insights into today's most pressing cybersecurity challenges and allowed professionals to challenge



existing knowledge and gain new ideas from peers and industry experts for further protecting their organizations.

**Vishak Raman, Vice President of Sales, India, SAARC, and Southeast Asia, Fortinet,**



spoke about the need to reduce the complexity of security processes and tools and recommended consolidating technologies as much as possible to simplify operations. He said, “As workplace goes hybrid, organizations are experiencing significant security gaps, particularly if they don't have the right security architecture and talent in place. Even when they do, many organizations struggle to integrate these solutions with the rest of their security architecture. Siloed security systems can make it difficult for IT teams to create and maintain cohesive visibility across their infrastructure. To reduce complexity, organizations need to build a security architecture where all tools are integrated under a single ecosystem to deliver centralized visibility, share intelligence, automate threat response, and streamline security management.

# Engaging Partner Meet by Vibranium in Jaipur

On 19th of November 2022, one of the most magnificent antivirus brand Vibranium hosted a Dealer meet in the Lords Plaza, Jaipur for their Rajasthan Partners. This event was houseful and successful where more than 160+ Partners attended this event. This event was hosted by Vibranium team and Mr. Vikas Dhawade - Sales director and Mr. Ravi Dhanwani RSM Rajasthan address the partner. The event was at all times backed up and supported by the entire team of Vibranium who had worked immensely hard with utmost devotion.



Rajasthan Team of Vibranium Mr. Narendra Leelani ASM Jaipur, Mr. Hiramam Tard ASM Jodhpur, Mr. Kapil Kaushik ASM Kota, Mr. Rajesh Bohra - ASM Sri Ganganagar were all present at the event for partners motivation. The entire team of Mega Compu World, Jaipur distributor, Anjani infotech sub distributor had graced the event with their presence.

**Mr. Vikas Dhawade** sales director said that they were happy to see that lots of their partner achieved the schemes of Vibranium and the honour and gave scheme gifts to 37 partners from Jaipur who achieved schemes of TV. Also four partners were awarded for their highest activation as well as payouts by Mr. Vikas Dhawade

**Mr. Vikas Dhawade** honoured the president of JCTA - **Mr. Mangaleshwar Nath Sharma** with flower bouquet in this event. Mr. Mangleshwar Nath sharma stated that the JCTA



was formed a few days back with the object to develop and boost Jaipur Computer Traders.

**Vibranium have also appointed Galaxy Infotech, Jaipur as a distributor for Jaipur as well as Up-country - Mr. Sushil Bhutani along with Mr. Ayush Bhutani.**



## Lenovo Announces the Fifth Generation Neptune™ Warm Water-Cooling Technology

Lenovo (HKSE: 992) (ADR: LNVGY) announced the launch of the fifth generation of Lenovo Neptune™ Direct Water-Cooling technology along with a range of sustainability services to help customers reach their sustainability goals. The enhanced portfolio comes as part of Think System's 30th Anniversary celebrations and delivers advanced sustainability services, including packaging and product design.

The fifth-gen Lenovo Neptune™ Direct Water-Cooling technology extends industry-leading data center efficiency to a broader range of servers, recycling loops of warm water to cool systems and enabling customers to reduce power consumption up to 40 percent. Lenovo Neptune™ now includes support for the latest processors from AMD and Intel. It expands



water cooling to support both 4th Generation Intel® Xeon® Scalable and 4th Generation AMD EPYC™ processors and GPUs from NVIDIA and Intel, delivering better performance.

"As a global technology leader, we are invested in not only bringing the world-changing innovations but also driving differentiation with ESG goals, sustainable business practices, product designs, and services: ultimately helping our customer advance their sustainability goals." Said **Sumir Bhatia, President, AP, Lenovo ISG.**

# Digisol Expands its Made in India Product offerings, launches a new FTTH Product

**D**IGISOL Systems Ltd. a leading provider of the Trusted Made in India Products and IT Networking Solutions expands its Made in India product folio by announcing the launch of DG-GR6821AC – Digisol XPON ONU 1200 Mbps Wi-Fi Router with 1 PON, 2 GE Port & 1 FXS Port. The newly launched – GR6821AC is an XPON ONU 1200 Mbps Dual Band Wireless Router designed for fulfilling FTTH triple play services for SOHO users. Announcing the launch, **Mr Samir Kamat, Sales Head-Active Products, Digisol System Ltd.** Said,



“We are thrilled to debut a new Made in India FTTH XPON Routers with a TEC Certification. The demand for FTTH products has gained enormous growth in recent years considering the increasing demand for high speed internet. Our endeavour is to offer best in class wireless products that offer high performance, connectivity & are made in India.”

**DIGISOL DG-GR6821AC XPON ONU Wireless Router:** Digisol Made in India DG-GR6821AC (2 GE+1 FXS ) is an XPON device that supports extremely high wire-

less speeds of up to 1200 Mbps thanks to Dual-band technology. It's designed for fulfilling FTTH triple play services for SOHO users. It is based on GPON and GEPON technology and is highly reliable and easy to maintain. NAT/firewall and L3 routing functions are supported. It converts the fiber optic signal into the electric signal at the user side and enables reliable Fiber Optic Ethernet services to business and residential users through the fiber-based network infrastructure. It can autodetect PON modes.

Digisol believes in constant innovation and has



continued to strengthen its foothold in the IT networking industry by introducing a new range of IT networking products. The company has introduced many Made in India products previously under the Structured Cabling product category and have recently launched Made in India FTTH range of products. Digisol is committed

to the government's vision for Vocal for Local and its parent company Smartlink Holdings has always encouraged local manufacturing in the Indian IT Sector for the past 3 decades to create an IT Manufacturing ecosystem for Aatmanirbhar Bharat.

# Elista Unveils New LED monitor series in India, aimed at power users

**E**lista, India's leading Brand of Consumer electronics, home appliances, Audio, information technology, and mobile accessories company today announced the launch of a new LED monitor series in India. The ELS V22HD, ELS V21HD and ELS V1900HD are thoughtfully designed for modern-day users who are looking for functionality and convenience at the same time. The new range is available in 21.5 Inch, 20 Inch and 18.5 Inch screen sizes to cater to the different requirements of the consumers, and the price starts from Rs 7,999.

Elista's new range of monitors features an incredible, high-resolution and high-dynamic contrast ratio



of 500000:1 with premium build and is thus an ideal choice for power users. Like the earlier monitors from Elista, this range also has an attractive appearance and strong construction.

Elista ELS-V1900HD, ELS-V21HD and ELS-V22HD can be easily wall-mounted and have an iconic look and premium glossy finish that compliments all rooms & spaces. With a host of connectivity options and low power consumption, they are perfect for the home office environment and & working professionals.

“This is an exciting time for us at Elista as we expand our offering in the LED monitor space. Elista has had a remarkable



growth journey, and we are looking to strengthen our positioning in the computer accessory market,” said **Mr Pawan Kumar, CEO Elista.** “We always strive to provide the best to our consumers, and we are confident that these power-packed monitors will be welcomed by individuals and institutions alike. These large-screen monitors have exceptional viewing angles and are affordably priced.”

# Relay FIFA 2022 Football World Cup screening with ViewSonic Monitors and Projectors

And it's a GOAL!!! The world cup fever is still at its peak as we are gearing toward one of the most exciting sports, ' football fever. With FIFA 2022 kicking off on 20th November, we get preppy for the prestigious football tournament that brings people together for the love of Football. The fans can't keep calm and are all set for the get-together to enjoy the screening of FIFA 2022.

Relish the feel of a front row watching your favorite footballer, Messi, Ronaldo, Neymar, hit the goal in your comfort. Cheer up for your favorite team and experience the immersive viewing with best-in-class Projectors and Monitors. So, let's take a stroll down to

the exclusive projector and monitors by ViewSonic to enhance your FIFA screenings.

## ViewSonic X1000- 4K+ Soundbar LED Projector

The excitement of yelling Messi on a huge screen is unmatched. With the ViewSonic X1000-4K+ Soundbar LED Projector, host the screening of FIFA 2022 and turn your living room into a stadium. The embedded 40W Harman Kardon-designed soundbar creates an aura to enjoy every kick in the match with its high-quality sound. The elite finish of the projector adds panache to your home décor. The X1000-4K+ projects a high-resolution 100" image and gives a cinematic experience of every

goal. Enjoy the screening of FIFA 2022 with family and friends.

## VX3276-MHD-3 Entertainment Monitor

Watch your favourite footballer, Benzema or Halland take over the match on the VX3276-MHD-3 Entertainment Monitor. Comes with a sleek and minimal design, it is a perfect blend of style and performance with features that include a sizeable 32" (31.5" viewable) Full HD display, 1080p resolution and IPS-type panel technology. In addition, the premium monitor is equipped with speakers to enjoy the football world cup.

## ViewSonic M2e Projector

Let your football fever get a more vivid experience with the ViewSonic M2e LED portable projector.



## JOIN HANDS WITH IT VOICE

Discard the electronic waste for the better.

Mission 2022



Clean & Green

INDIA

ITVoice®

We Can, We Will  
Let's Do it Together

Discard electronic waste, Donate 22 Plants!

Mail us your photograph at [socialmedia@itvoice.in](mailto:socialmedia@itvoice.in) to receive a recognition certificate from IT Voice.

[www.itvoice.in](http://www.itvoice.in)



**crucial**  
by Micron

# NEXT-GEN SPEED FOR NEXT-LEVEL LAPTOP GAMING

Crucial® DDR5 DRAM Desktop & Laptop Memory



National Authorised Distributor

RP tech India

Ms. Manisha@ +91 8879690065

Supertron Electronics Pvt. Ltd.

Mr. Sanjay@ +91 9811059025

Tech Data Advanced Solutions India Pvt. Ltd.

Mr. Mahesh@ +91 9845201427

[www.crucial.in](http://www.crucial.in)

1800-425-3234



KONICA MINOLTA

**adis**  
ABHINAV DIGITAL

अब **A3** LASER PRINTER (MFP) **A4** की COST में \*

# COMPACT DESIGN THAT DELIVERS MUCH MORE

## RETHINK CONNECTIVITY

**bizhub 185en/165en Monochrome Multifunctional Printer** enhance workgroup collaboration & improve prompt accessibility with better connectivity.



Terms and Conditions\*

### KEY FEATURES



A3/A4 Size Print  
Copy/Scan



16/18 PPM



64 MB RAM



Network Ready



Tray Capacity  
250 Sheet



Toner Capacity  
12000+ Pages



Power Consumption  
800 W or Less



Available  
ID Copy Function

### Abhinav Digital & Interior Solutions Pvt. Ltd.

113, 221 Amar Vijay Complex, Behind Hotel Maan Singh, S.C. Road, Jaipur, Rajasthan

☎ 9694090400, 9694090402, 9694090408 ✉ abhinav\_ent\_jpr@yahoo.co.in 🌐 www.adaisindia.com

Naveen Chouhan (Business Manager Rajasthan) - 9352243314, Toll Free for Service - 18004190277

**Jaipur** : Divakar Computronix & Systems, T-74, Raiser Plaza - Dayashankar Sharma - 9828061151

**Kota** : Advance Services - 8432064500

**Churu** : Bundela Computers - 9414777001

**Bhiwadi** : Super Mart - 9549092686

**Bikaner** : Friends Communication - 9251487283

**Ajmer** : Rittu Printing Solutions - 7742213336

**Shree Ganganagar** : Pioneer Photocopier - 9414225386



# safetica

Data Loss Prevention

## With Safetica, every company can secure its Data

Tough on insider threats and data loss.

Easy on users and infrastructure.

Built for hybrid workspace and remote work.

Supporting data protection regulations & standards.

With a **DLP solution** from Safetica, you will be prepared to face all these adversities head - on:



### Audit sensitive data

to understand the flow & context



### Set up automated reports and real-time alerts

with security policies which control your company's data



### Protect and secure sensitive data

for actionable events that require intervention

FOR MORE  
DETAILS



BD SOFTWARE  
DISTRIBUTION  
PVT. LTD.

[www.bdsoft.in](http://www.bdsoft.in)

SALES : +91 82916 01105  
EMAIL : [sales@bdsoft.in](mailto:sales@bdsoft.in)