

INDIA'S FRONTLINE IT MAGAZINE

# VARINDIA

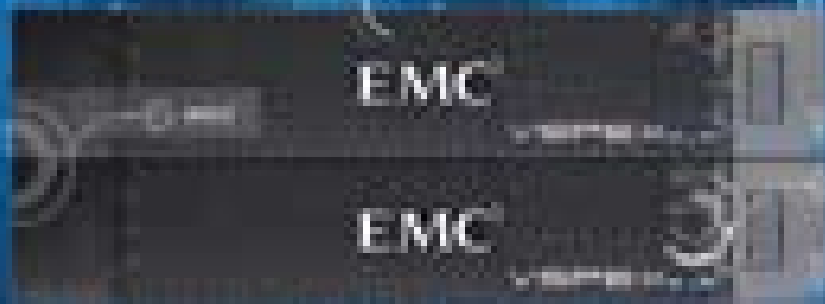
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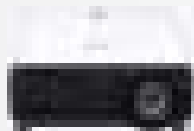
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# VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



Theme: Channel First

Friday, 13th November 2015  
Hotel Taj Palace, New Delhi

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## Tech Summit (SIITF) 2015, 23rd September - Bengaluru

### Michael Dell sees India as the fastest-growing market after US and China

Dell Chairman & CEO Michael Dell, on his recent visit to India, named India as among the ten fastest-growing markets for PC. He holds high ambitions for India which is now the third-biggest market of his namesake company, next only to the US and China. He talks about Dell's plans for India, the future of the PC industry and how the government's technology-led initiatives will help the country.



The power to do more

Dell said that last year Dell's business grew 30%, the fastest growth among their top ten countries. He also cited that the India business was growing four times faster than the overall market. The company in India held the highest market share in the last quarter in servers, workstations and notebooks.

### IBM promotes Digital India with Cloud, Analytics

IBM has revealed its latest innovations designed to help organizations drive growth and productivity using cloud, analytics, mobile and social technologies. As consumer and citizen expectations for seamless, connected experiences continue to rise in India, the IBM Labs are accelerating their work to bring innovation to a range of industries in both public and private enterprises, to help create a Digital India.



"Businesses have realized that institutionalizing innovation is the key for sustaining leadership. Organizations in India have started embracing technology to build innovative business models to enhance consumer experiences," said Kaushik Bhaskar, VP, India Software Labs, IBM India.

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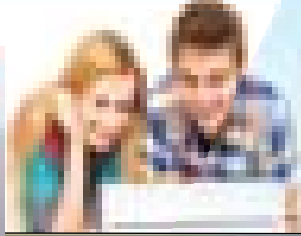
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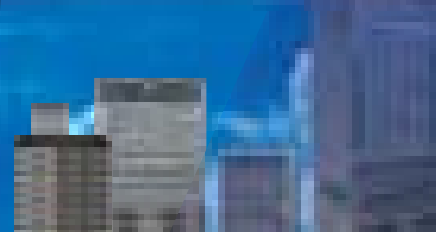
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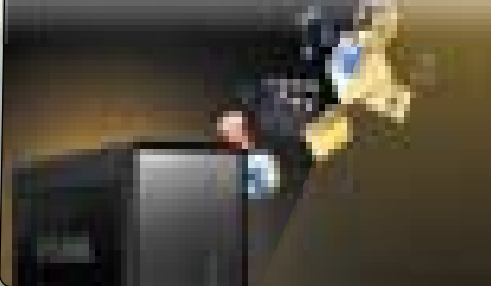
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# Evolving Technology: Digital revolution will continue

It is an accepted fact that there is no escape from technology, with everyone talking about going digital, starting from customers, employees, partners, the business model too needs to be adaptive to a digital environment so that we stay engaged, maintain customer's satisfaction and maximize new business opportunities. ICT become essential elements of the digital business transformation, but we need to think of IT in a new way.

Going forward, e-commerce in India is gaining momentum and is estimated to be a US\$76 billion opportunity by 2021. Players that demonstrate strong online performance and invest in building customer's loyalty will benefit tremendously. The survey findings show that the Indian online shopper is maturing fast and has expectations at par with global consumers. But despite the progress, India's e-commerce is still in relatively early stages, with profitability held back by logistics, low levels of internet access and the fact that paying on delivery is common, that makes things more costly for businesses.

Secondly, Big Data is more than just the buzz word in the IT and business community. It is being used to improve the quality of life for millions of people by presenting new opportunities. Data is becoming the new raw material for businesses. Big Data is the ultimate game-changer in the world of business for a number of reasons and has brought immense opportunities.

Complementing vision of Modi Government, digital revolution now stands at the cusp of transformation, with the government having laid out its vision of a digitally-enabled India over the last one year. The success of both "Digital India" and "Make in India" will ride on the back of strong telecom ecosystem, digital infrastructure and industry's link in the value chain. Digitization of government records has an important role to play in effective governance and digital Bharat is another growth engine which will have the potential to transform India into a knowledge-led economy and society. It will enable India to gain leadership in adoption and manufacturing of IT products and services and empower citizens with digital inclusion and job opportunities.

Lastly, it is, indeed, a pleasure to present to our readers the anniversary issue of VARINDIA. We would like to thank our esteemed readers who have been such great patrons of this magazine and in particular to those who have given their valued feedback through e-mail and telephonic conversation for the Annual Channel Leadership Survey. My thanks are also due to all the advertising and PR agencies that have put in their hard work in getting timely response from corporates in spite of the latter's busy schedule. I also extend my special thanks to marketers and research agencies for their valuable suggestions, who have been the key stakeholders in sharing the market intelligence on critical issues related to the industry. It is their support that has enabled the publication to appear in its 16th Anniversary issue.

Thank you dear readers for your indulgence.



S. Mohini Ratna  
Editor, VARINDIA  
mohini@varindia.com

## GUEST SPEAK

### *How would you define the moment when you came up with the first email?*

I remember the moment well. It was around late December 1978. It was an incredible feeling of satisfaction. I had spent many months, days and nights, of writing, rewriting code, solving many problems that in itself is a whole book. Remember, I was not just trying to send simple text messages, I was creating the entire system, the first electronic system to replicate the entire interoffice paper-based mail system consisting of Inbox, Outbox, Drafts, Memo, Folders, Address Book, Trash, Attachments, etc., with hundreds of features. By doing so, the secretaries at that medical school, where I was working at, the University of Medicine and Dentistry of New Jersey (UMDNJ), could transition from their paper-based system and typewriter to the keyboard and terminal and the electronic system, which I named "email." So, sending that first email through this first email system was just an incredible feeling.

### *What is it that you are working on currently?*

Right now, my biggest project is CytoSolve that is revolutionizing medicine by providing an incredible way to create new medicines and validate ancient medicines

of eastern systems by computationally modeling complex molecular pathways on the computer. We have discovered a new therapeutic for Pancreatic Cancer without killing any animals, and are going after discovering new combination medicines for nearly every major diseases. CytoSolve is as big as a revolution to the field of Medicine as Email was to Communications.

I've also started Innovation Corps, a not-for-profit project to identify, mentor, and support young innovators in the age group of 14-18 across the globe.

### *What are your other areas of interest?*

One of my core areas of interest is systems theory across various disciplines. A few years ago, I created Systems Visualization, a whole new discipline and course at MIT, which in fact became the most popular elective. Systems Visualization combines my training and interests in systems theory, data visualization, design and art, to enable students to tackle complex systems, and reveal insights that were not possible by just using one discipline.

I love history, in this respect, because we exist in time is a small slice of the human journey, and knowing history can be used to help us gain perspective to see, the human



Dr. V.A. Shiva Ayyadurai  
Inventor of Email and  
Systems Scientist

experience in a much richer way.

I really enjoy Nature and in this aspect, I am into health, yoga, meditating and reconnecting with the earth and our indigenous cultures.

### *What kind of a message would you give to the youth of the country?*

Stop looking to the West and the culture of "Whites," whose methods and innovations, in the final analysis will show that Western "Civilization" was based on division, domination and destruction. And, by blindly following them, we are denying our rich history, and ultimately denying ourselves, and our dignity. ■





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## EMC Aims to gain the Upper Hand with BPP and PDP

From a business stand point, if data growth and overall business paradigm are considered in India, it has been growing for EMC. Storage has been moving ahead from hard disk to flash and EMC has endeavoured to adopt newer technologies initiated in terms of flash in the country. Praveen Sahai, Vice President - Channels, EMC India & SAARC in an interview to VARINDIA explains the various programs that EMC has for its partners.

From being a hardware company to software defined storage company, EMC has come a long way. It has a wide storage portfolio starting from unified storage to NAS and back up storage. “We cater to every aspect of the business. Whatever a customer needs, EMC is able to fulfill the needs based on their requirement,” says Praveen Sahai, Vice President - Channels, EMC India & SAARC.

EMC has evolved over the period of time in the partner landscape; the company have had channel programme called the Velocity Channel Programme running for almost a decade. Early this year EMC changed the programme and transformed it into a new model called Business Partner Programme (BPP). It is designed to embrace new technologies and change the way in which EMC sees the market. “The BPP is designed to embrace the third platform, which is cloud, mobility and analytics. The programme was intended to leverage the federated companies together and you will see more action happening in that stage. By federation, I mean the companies which are part of the EMC portfolio like VMware, RSA. So those are the things we wanted to bring in together and slowly and steadily we are giving initiative to the partners to go and talk to the customers in addressing all the future needs of the customers as well in the 3-5 year paradigm. That is where the construct of BPP programme came into play which is where we are observing a lot of positive response coming from partners after embracing BPP and using it in the right way,” comments Praveen Sahai, Vice President - Channels, EMC India & SAARC.

Alongside, the Preferred Distribution Program (PDP) program was launched earlier last year. The idea behind PDP was to bring in sanity on the relationship between the Distributors and the Tier 2 partner. “There are three aspects of the results and when we started it we wanted to ensure that we are more profitable to a partner, we build a very strong pipeline to a partner and we commit to do something and we deliver on it which is we perform with the partner. So profitability, pipeline and performance are the 3Ps we started with and we are executing well on that aspect of our business of leveraging the PDP,” adds Sahai.

### Need of BPP and PDP program

It is essential for a partner to make money and if the company doesn't build a pipeline for the next quarter or the quarter after that, there will be problem holding topline business. Hence, if the company is not profitable, there is no sense of embracing one brand or one vendor, so which is where these two programs (BPP & PDP) go hand in glove. EMC helps partners build profitability in pipeline performance through program like PDP these and then embrace BPP to ensure that Partners are technically superior to most of the other competitors in the market and embrace the 3rd platform technologies, and build solutions around that space.

However, the two important factors for introducing these two



**Praveen Sahai**

Vice President - Channels, EMC India & SAARC

### Isilon

Though it falls under the same product category as storage, Isilon is a product line with a different architecture. It is a load architecture which is why the utilization of big data projects like surveillance and large projects where data generates on a large scale, in telecom areas and government space etc are doing well and EMC has been able to grow quite a bit.

programs are to embrace the futuristic needs and not pushing the same product line but moving into a solution conversation and engaging with them to see what are the opportunities and challenges the customers are facing and helping partners derive a structured approach to that. “We have started enabling our partners to ensure that they are aware of how to have a constructive conversation with the customer on cloud as well as hybrid, private and public cloud. It's not just about the productive technologies we have consumed, but also how we position it right as a complete solution rather than providing them with one pivotal solution, this is not our point of conversation anymore because it is more of a solution conversation that we want to play. That is one big thing we wanted to and have achieved. There are multiple facets to it,” explains Sahai. ■

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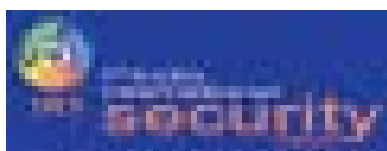




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# CONTENTS

## ANNIVERSARY SPECIAL

- 30 Top VADs of ICT Industry
- 62 Top 10 Telecom Service Providers
- 68 Best CMOs of IT Industry
- 92 Top Distributors in ICT



## FACE TO FACE

- 28 | **Canon Aims it Big with**  
LCOS Technology in  
Projector category
- 87 | **"Our endeavour has**  
always been to bring  
out innovative products"
- 88 | **Strategic Alliances steering**  
neoteric into the Big League
- 90 | **SAP considers SMEs as**  
a huge potential market

## INDUSTRY WATCH

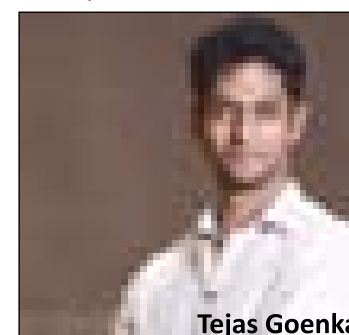
- 100 | **Flash Revolutionizing the**  
Storage eco-system

## VENDOR PARTNER

- 60 | **Vridhhi – A Game**  
Changer for Tally

## CHANNEL LEADERSHIP SURVEY 2015

- 38 | **Channel Leadership**  
Survey 2015



Tejas Goenka

## VAR MOBILITY

- 102 | **Panasonic predicts 4G as**  
an important feature of  
future devices



Pankaj Rana

## REGULARS

Channel Guru	10
Round About	14
Hot Bytes	16, 18
On the Ramp	20, 22
Voice N Data	24
Channel Buzz	26
Product of the Month	89, 98
Movers & Shakers	98

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# Can India outpace China?

The question on many minds is whether India can outpace China in the near future. I am told that this question is a topic of intense debate, not only in the global boardrooms, but also among governments and various think tanks.

The recent devaluation of the Yuan has not come as a surprise. This reflects the belief that the Chinese economy is suffering and has successfully managed to cover this up till date. For those who are not initiated into this discussion, it is better to have an understanding on how this devaluation is significant. This is not the first time that the Yuan has been devalued. However this time around, the devaluation has sent stock markets across the globe in a tailspin. The markets have not fully recovered, including the Indian stock market, which shaved off around 1,600 points.

Why has China devalued its currency? Economists are putting forward several reasons. One significant reason is that the Chinese economy has been growing exponentially during the past two decades. The double-digit growth over a long period can bring in a lot of changes in the economic and social landscape of the country. Some twenty years ago, China's position in the pecking order of the highest performing economies was behind that of India. Now China has caught up and is assumed to have taken over the United States as the largest economy in the world. Statistics pouring out from Mainland China confirm that the per-capita income, which was a shade lower than that of India a few decades ago, has caught up closer to the level of some developed countries. For an economy growing at such a pace, it is natural that it will eventually slow down at some point.

The recent devaluation of the Yuan is a candid admission by the Chinese authorities that things are not going well. Its export competitiveness is now questioned since the penetration of the Chinese products is not as sharp as it was before. Also the latest reports indicate that the FDI flow has slowed down. Data shows that U.S. imports have been reduced and exports are picking up in the U.S. economy. Undeniably, the U.S. has been a huge market for China, where exports were ruling over US\$300 billion, as compared to India's modest exports.

The Euro Zone, where China's exports were once significant, is still reeling under an economic slowdown. Slowdown in exports has adversely affected China's import of capital goods, which, in turn, will have a negative impact on its manufacturing sector.

Will this mean that India will have an upper



**Asoke K. Laha**  
President & MD, Interra IT

hand and outpace China? It is a bit optimistic to think so at this moment. Though India's economy is the third-largest in the world, after the U.S. and China, it is a distant third. India, with its large share of the services sector, is showing the same trend as those of the African and Caribbean economies, as many economists point out. In these countries, the services sector is predominantly triggered by tourism and outsourcing of traditional skills. On the other hand, all developed economies show that their growth is largely dependent on the manufacturing sector. Three-fourths of China's GDP comes from the manufacturing sector. Of late, India has been laying considerable focus on the manufacturing sector through the well-thought-out "Make-in-India" programme. However, it might take at least ten years for it to have sufficient impact on the manufacturing sector.

In regard to the IT sector, the Chinese economy is way ahead of India. It has a powerful base of hardware, mainly focussing on chip-making and other high-end products that can fetch huge margins in the international market. Chip making is almost non-existent in India, although there have been few such projects under way, including one recently announced by the Maharashtra government. Experts are of the opinion that it would take years for India to catch up with China in manufacturing computer hardware products.

Infrastructure is another area where India is considerably lagging behind China. China has a large network of good roads, railways, air and seaports connecting all cities and interiors and has an excellent transportation system. Moreover, the gestation period for

implementing an infrastructure project in China is very small, whereas in India it can drag on for years.

Where does India score over China? There are three distinct areas in which India has an advantage. First is the rule of law. Having democratic traditions and a strong adjudicatory system, India can be preferred over China by foreign investors. The other advantage India enjoys is its strong capital market which can be used for raising resources for investment. Chinese financial systems are evolving and her capital market is fledgling compared to India. This is one reason why foreign institutional investors have a huge presence in India. The greatest advantage India has is its matured democratic institutions and strong command of the English language, which China will take years to catch up.

Coming to the central question on whether India will be able to outperform China, there are varying views. There are projections that India can march over China by 2025. The reasoning is that that India will continue to have a relatively young population over the next thirty years or so, while China will face an ageing population. Also, the pace of skill training in India can reach every segment of the population, making them more productive and technologically savvy.

There is another school of thought which believes that the one-upmanship between India and China is a futile exercise, which is not going to benefit either of them. They have to come together to work and present to the world their combined strength. They earmark various areas which offer vast scope for joint work – IT is one of them. What would happen if China's expertise in computer hardware combines with India's software capabilities? This can lead to the many innovative products. Of late, some tie-ups are taking shape such as China's largest e-commerce company, Alibaba, starting Indian operations.

Business bonds become stronger when there are bilateral initiatives. The Indian companies should invest in China. But there are some sordid stories being narrated by Indians who invested there. These are about piracy, ill-treatment, extortion and the like. This may be a passing phase. In the long run, one can expect that such apprehensions and mistrust will fade away paving the way for harmonious coexistence of mutual business interests. We will possibly realize that both competition and cooperation are needed for unleashing the potential of both countries and not crass commercial rivalry. ■

Collaborating globally is Sameer's everyday business



Ricoh Interactive White Board - D 5500







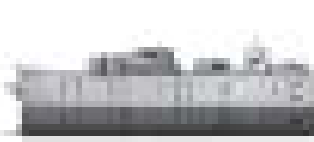
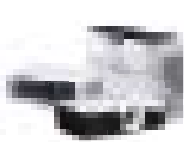


Sameer uses Ricoh's IWB - D5500 for smart business connectivity with multi point collaboration. With this futuristic innovation, he now connects to multiple locations instantly, views & shares designs, and discusses ideas with his clients in the automotive sector anywhere around the world.

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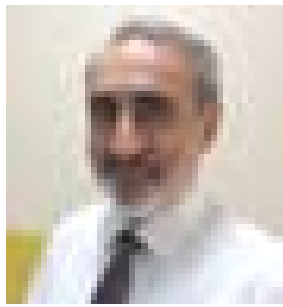
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## Xerox announces its plans to expand MPS Solutions

Xerox has planned to expand its Managed Print Services value proposition to wider segments in the country. This will be undertaken through their channel partner network and will allow the company to significantly expand the reach of its advanced MPS solutions beyond the top corporate accounts to fast-growing SMB businesses.

Balaji Rajagopalan, Executive Director, Technology, Channels & International Distributor Operations, Xerox India,



said, "We have brought in Sandeep Dhanoa, a global expert from Xerox US, to lead this business and capture the SMB market opportunity here, besides effectively working and training the channel partners."

## Intel India sets up India Maker Lab to accelerate innovation

Intel has unveiled the Intel India Maker Lab and the Intel India Maker Showcase in its Bengaluru campus, furthering its commitment to help realize Government of India's Digital India and Make in India vision by accelerating innovation in India. Intel India Maker Lab will focus on hardware design by boosting product innovation and enhance maker capability for start-ups in India. Intel India

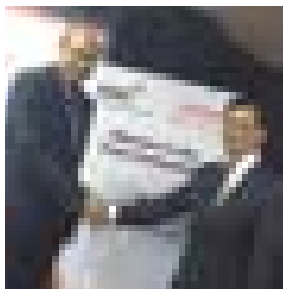
Maker Showcase will let visitors and participants see, feel and experience the products and solutions from the Intel India Maker Lab along with other innovations from Intel.

Kumud Srinivasan, President, Intel India, said, "Intel India is committed to accelerating Digital India and Design in India by invigorating innovation across the ecosystem. Intel India will provide a facility to offer Design capability."

## Avaya joins hands with AGC Networks

Avaya and AGC Networks have tied up to deliver cloud-based services to businesses across India. Under the terms of the agreement, AGC Networks will deliver communication and collaboration capabilities for new and existing customers in India, with the support and expertise of the Avaya Private Cloud Services organization.

"This announcement demonstrates our focus on delivering cutting-edge solutions in innovative, adaptable formats designed to deliver Return on Technology Investment (ROTI).



Avaya technology has long been at the heart of many of our major deployments and we look forward to being able to now expand our reach substantially. As trusted advisors, we believe our customers deserve the best and this model does just that – it takes away complexity and lets them get on with managing their business," said Anil Nair, Managing Director & CEO, AGC Networks.

## Tally Solutions witnesses demand in Bangladesh

Tally Solutions is witnessing growing customer traction in Bangladesh, with a total installed customer base of over 4,500. The company has been focussing on expanding its market in global geographies, enabling large, medium and small enterprises to automate operations, achieve business efficiency, while bringing in smoothness and simplicity in business operations, through a robust partner network.

As a testimony to these developments, a poly cable company recently upgraded a range of operations of Tally, from its account and inventory management to tracking all areas of Outstanding and Product Movement, to run on Tally.ERP 9 and Tally.Server 9.

## VMware sees opportunity in Business Mobility Offerings

VMware has reiterated its strategy to help customers in India realize the benefits of Business Mobility and transform their business processes. The company's strategy aims to free businesses from more than a decade of client-server focussed IT and deliver a more user- and application-centric experience.

"With Indian organizations paying close attention to the future of business processes in the mobile-cloud era, we believe that India is on the cusp of the next major technology wave in Asia-Pacific," said Sanjay Deshmukh, GM, Business Mobility, VMware APJ.

## EMC Federation expands partnership with SAP

The EMC Federation has announced new innovations, partner programs and customers across its Hybrid Cloud portfolio. The EMC Federation provides customers with the industry's most complete Hybrid Cloud portfolio, able to support all workloads and all cloud models – private, public and managed clouds. Through a common platform, customers



are now able to manage multiple clouds and multiple cloud service providers as one logical cloud.

The newly acquired Virtustream is now one of a select few premier strategic providers of cloud infrastructure services for SAP business-critical applications in SAP HANA Enterprise Cloud.

## Ricoh enters services solutions space with TranSecure

With the launch of TranSecure, Ricoh has marked its entry into the service solutions space for financial institutions. TranSecure is a security solution for banks. The company will take this service across the financial institutions in the Indian market, which will allow banks to detect suspected fraud transactions and arrive at a more intelligent decisioning methodology to reduce false positives.

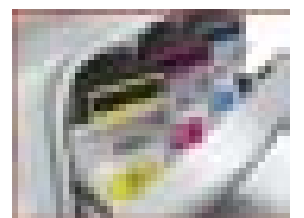
Speaking on the

occasion, Manoj Kumar, CEO & MD, Ricoh India Ltd, said, "The incidence of bank card fraud in India (involving either debit or credit card) has risen 238% in the first five months of 2015. Today, fraudsters often manage to get access to not just payment data and credit files. The new trend is to move to mobile device solutions based on location, which are found to be far more robust in verifying the identity and credit card credentials of a customer."

## Epson celebrates 25 years of its India operations

Epson has announced the successful completion of 25 years of its operations in India. On this occasion, Minoru Usui, President of Seiko Epson Corporation, Japan, has announced the company's entry into the copier segment with the launch of the Epson WorkForce Pro WF-R8591 and WF-R5691.

Usui said that Epson's research a few years ago had indicated that consumers wanted the freedom to print, without having to worry about high ink costs, the inconvenience of replacing cartridges and the environmental impact of laser printers. Epson



felt printers therefore, had to address these issues to be truly accepted. Because of Epson's unique Micro Piezo printing technology, Epson was able to tackle this issue and were able to create InkTank printers.

Epson's refillable InkTank printers have been a runaway success. They have challenged the perception that laser printers offer the most economic printing solution.

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## Amazon opens seven new Fulfilment Centres

To meet the growing needs of fast-growing seller base in the country, Amazon.in has invested in seven new Fulfilment Centres (FCs). New FCs have been opened in Ahmedabad, Delhi, Kolkata, Nagpur, Gurgaon, Pune and Mumbai. With the launch of these new FCs, Amazon now has 20 FCs operational across 10 states in India, covering a total area of over 1.6-million sq. ft. with a storage capacity of nearly

four million cubic feet.

The FCs will allow Amazon.in to offer its Fulfilment by Amazon (FBA) service to thousands of small and medium businesses in these states and empower them to gain access to and service customers across the country at significantly low operating costs. They will also enable faster and quicker delivery of products to Amazon.in customers in these regions.

## Fitbit announces broad availability across India

Fitbit has announced the nationwide availability of its full line of top-selling activity and sleep-tracking products in India, helping put a more active and healthy lifestyle within reach for Indians across the country. After an initial, successful launch on Amazon in June, the full Fitbit product line will be available progressively through September at the leading Reliance Digital, Croma and Helios retail stores across India.

As part of its commitment to helping

Indians lead healthier and more active lives, Fitbit has also announced the launch of FitStar Personal Trainer in the region. Acquired by Fitbit earlier this year, FitStar is one of the largest platforms for delivering personalized video-based workouts, so Indians have even more ways to get fit. With customized video-based workouts and handcrafted Freestyle sessions led by U.S. football legend, Tony Gonzalez, FitStar offers a holistic fitness solution that is accessible, convenient and inspiring.

## Brocade enables organizations to achieve Greater ROI

Brocade has announced continued innovation in its Fibre Channel Storage Area Network (SAN) solutions with the introduction of the Brocade Analytics Monitoring Platform. The Brocade Analytics Monitoring Platform allows organizations to achieve greater ROI and reduced OpEx for their mission-critical applications by providing IT staff with the highest levels of monitoring and analytics between servers and storage. As a

result, organizations can better ensure predictable performance and operational stability for their IT infrastructures.

The Brocade Analytics Monitoring Platform is designed to help enterprises transform their environments to mitigate these risks. It is a dedicated, purpose-built storage network appliance for measuring application- and device-level I/O performance and traffic behaviors without compromising security or placing additional strain on compute or storage.

## Check Point appoints iValue as its National VAD

iValue InfoSolutions has been appointed as a National VAD for Check Point Software Technologies Ltd.

iValue's focus has been to help Business identify, protect, comply and manage "Digital Assets" which are "business differentiators", to ensure profitable growth. Check Point secures the future with industry leading security products for Threat Prevention, Mobility, Firewalls, Security Management and more. Their products protect individuals, SMBs and large data center enterprises. Together, iValue and Check Point are poised to empower their partners to help business secure their customer business and future, across size and vertical.

## Matrix to showcase its IP-PBX solutions

Matrix is conducting an exclusive product showcase event of its large enterprise IP-PBX-ETERNITY LE. Matrix will be conducting the product exposition in 6 cities in India. The same has been conducted on 8th September in Chennai. During the event Matrix showcased innovative features of the system and exhibited how it empowers modern enterprises to communicate and collaborate seamlessly. The objective behind this series of exposition is to make existing and prospective system integrators aware about the new-age features of ETERNITY LE and how does it suit the enterprise communication requirements.

## HCL launches a United Xperience Lab Offering

HCL Technologies has announced the launch of a United Xperience Lab Offering to institutionalize co-innovation process for building Digital solutions for and with its customers.

The offering will now enable accelerated onboarding of customers who wish to leverage these dedicated co-innovation Labs for designing a new generation of user-experience focused digital

solutions.

HCL's United Xperience Labs are a key component of 21st Century Digital Enterprise blueprint aimed at increasing the competitiveness of organizations by providing Enterprise digital strategy, Design, Build capabilities, Technology Service Catalogues, Smart Apps and Machine Solutions, and Managed Digital Run Services integrated with its Next-gen ITO offerings.

## C-DoT celebrates Foundation Day

C-DoT, the telecom R&D centre of the Government of India and the frontrunner organization in making India self-reliant in the field of telecommunications, celebrated its Foundation Day by marking completion of an exciting journey of 31 years of R&D efforts in indigenous design, development and production of telecom technologies for Indian environment, at its campus located at Mehrauli, New Delhi.

Vipin Tyagi, Executive Director, C-DoT, said,

"We are very excited about reaching this milestone and the ceremony reflects the joys and challenges of C-DoT over the journey that we have undertaken in the past 31 years. C-DoT in all these years had been in the technology forefront and significantly contributed to the indigenization of telecom technology, digitization, bridging the digital divide between urban and rural, establishing strong telecom manufacturing infrastructure and employment generation."

## Canon reinforces commitment to a Green Future

Canon has continued with its efforts to bring eco-friendly and sustainable changes in the community we live, with a tree plantation drive at Aravalli Bio-Diversity Park yesterday. Taking a step closer to the environment, Kazutada Kobayashi, President & CEO, Canon India along with Canon employees delightfully planted 150 saplings in the park.

Speaking on the occasion, Kazutada Kobayashi, President and CEO, Canon India, said, "As a globally recognized brand, Canon India takes pride in leading by



example. Our philosophy drives in all our initiatives, be it professional or social, to give back to the communities we work in. It is not just our initiatives, even the products that we design and manufacture manifest our commitment towards sustainability. Our endeavour today is to create a better tomorrow which will surely contribute towards the larger objective of a sustainable planet."



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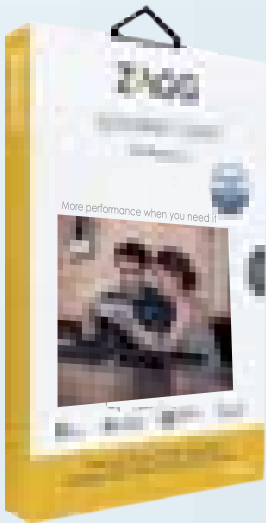
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## Dell unveils New Business Line to meet specific needs

Dell has introduced Datacenter Scalable Solutions (DSS), a new line of business within Dell's Enterprise Solutions organization designed to meet the specific needs of web tech, telecommunications service providers, hosting companies, oil & gas, and research organizations. These businesses often have high-volume technology needs.

"Dell recognized the unique requirements of the



hyperscale market when it introduced DCS in 2007. They are now addressing the distinct needs of the space just below the top tier hyperscalers," said Matt Eastwood, Senior VP, IDC.

## QNAP enhances Vmobile

### 3.1 with new features

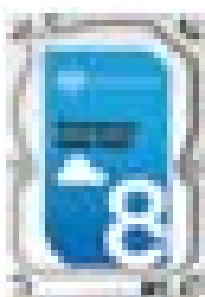
QNAP Systems has upgraded its Vmobile 3.1 app for both iOS and Android to enhance event alarm and crisis management efficiency with the addition of push notifications, instant event playback and an improved user interface.

With the prevalence of smart devices, being able to timely manage surveillance systems has become increasingly useful. However, users need to log in periodically

for live view and event monitoring. "To improve the user's experience, Vmobile 3.1 comes with an advanced push notification function, freeing users from constantly monitoring their mobile surveillance app. Vmobile 3.1 also supports instant event playback and low-resolution streaming, so users can playback alarm recordings with optimal bandwidth within seconds," said Andrew Yu, Product Manager of QNAP Security.

## Seagate unleashes new portfolio of 8TB Hard Drives

Seagate has unveiled its new portfolio of 8TB high-capacity drives - the Seagate Enterprise Capacity 3.5 HDD, Seagate Enterprise NAS HDD and Seagate Kinetic HDD. The new drives provide small- and medium-sized businesses and large enterprises with the world's highest capacity, most reliable, and highest-performance storage solutions available, all optimized to match the unique storage requirements for each market segment.



"Customers today need storage solutions to support a diverse, and specialized, set of applications and workload requirements. We look closely at the type of data being stored, performance needs, power requirements, environmental operating conditions, network topologies, and more, to ensure our customers receive the right storage technology," said Scott Horn, Vice-President - Marketing, Seagate.

## Fortinet launches new SDNS framework

Fortinet has announced its new Software-Defined Network Security (SDNS) framework, designed to provide advanced threat protection through the integration of security into the modern, agile data center environment. This new framework provides a clear vision and actionable steps in delivering a comprehensive approach to securing the data center, while providing the most extensible platform for infrastructure integration with technology partners including HP, Ixia, PLUMgrid, Pluribus Networks, Extreme Networks and NTT. SDN Security redefines advanced cybersecurity in a world where data centers are being transformed by the adoption of virtualization, cloud computing, and now SDN.

## HDS announces hyper-converged infrastructure solutions

Hitachi Data Systems (HDS) has announced new hyper-converged infrastructure solutions and software enhancements for VMware environments. The solutions help eliminate complexity, protect workloads and reduce operational expenses, and are particularly helpful for transforming traditional data centers and embrace private and hybrid cloud environments.

The newly available Hitachi Unified Compute Platform (UCP) 1000 for VMware EVO:RAIL is a simple, pre-built and fully optimized hyper-converged appliance that is designed for rapid, low-cost deployment of remote office.

## Oracle brings All Flash FS1 Storage System

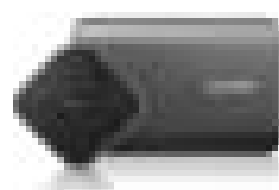
Oracle has launched an all-flash model of its Oracle FS1 Flash Storage System. Available now, the new Oracle All Flash FS1 Storage System delivers superior flash performance, capacity scaling, and flash provisioning and is designed to handle concurrent mixed workloads, such as OLTP and high-speed data backup, in enterprise SAN environments as

well as in private or public clouds. It delivers up to 64 all-flash domains for highly-secure data isolation in multitenant cloud environments, I/O prioritization based on business value, scales to nearly 1 PB of raw flash capacity, and goes from pallet to power-on in less than 30 minutes.

All Flash FS1 demonstrates superior I/O performance and low latency with minimal falloff.

## SanDisk debuts Highest-Performing Portable SSDs

SanDisk Corporation has announced the family of high-performance drives, including the SanDisk Extreme 900 Portable SSDs, the C-based portable SSDs and the SanDisk Extreme 500 Portable SSDs, the new pocket-sized, rugged drives. The SanDisk Extreme 900 drives feature speeds of up to nine times faster than a portable hard drive, while the SanDisk Extreme 500 drives offer speeds up to four times faster.



"Whether a professional or amateur, this level of portability, speed and capacity is exceptional, and we believe it will transform the way people create and produce high-quality video content," said Rajesh Gupta, Country Manager - India & SAARC, SanDisk.

## HP rolls out CS 250

Designed for virtual desktops and remote office productivity, HP has announced the new HP ConvergedSystem 250-HC StoreVirtual (CS 250), a hyper-converged appliance that offers a highly available virtual server and storage infrastructure that is configurable in minutes for nearly half the price of competitive systems.

Building on HP's market-leading x86 server and virtualization solutions combined with its proven HP StoreVirtual software-defined storage (SDS) technology, the new CS 250 is business continuity-enabled from day one. The CS 250

features an enhanced VMware integration, supports hybrid-cloud solution architectures and is accompanied by new delivery services and channel programs.

"There is no one-size-fits-all solution for infrastructure. This is why HP continues to offer flexible and interoperable solutions based on HP StoreVirtual technology to help our customers lower costs independent of the hypervisors and hardware platforms they choose. Hyper-convergence is simply the next step in HP's evolution of the software-defined data center," said Barun Lala, Director - Storage, HP India.

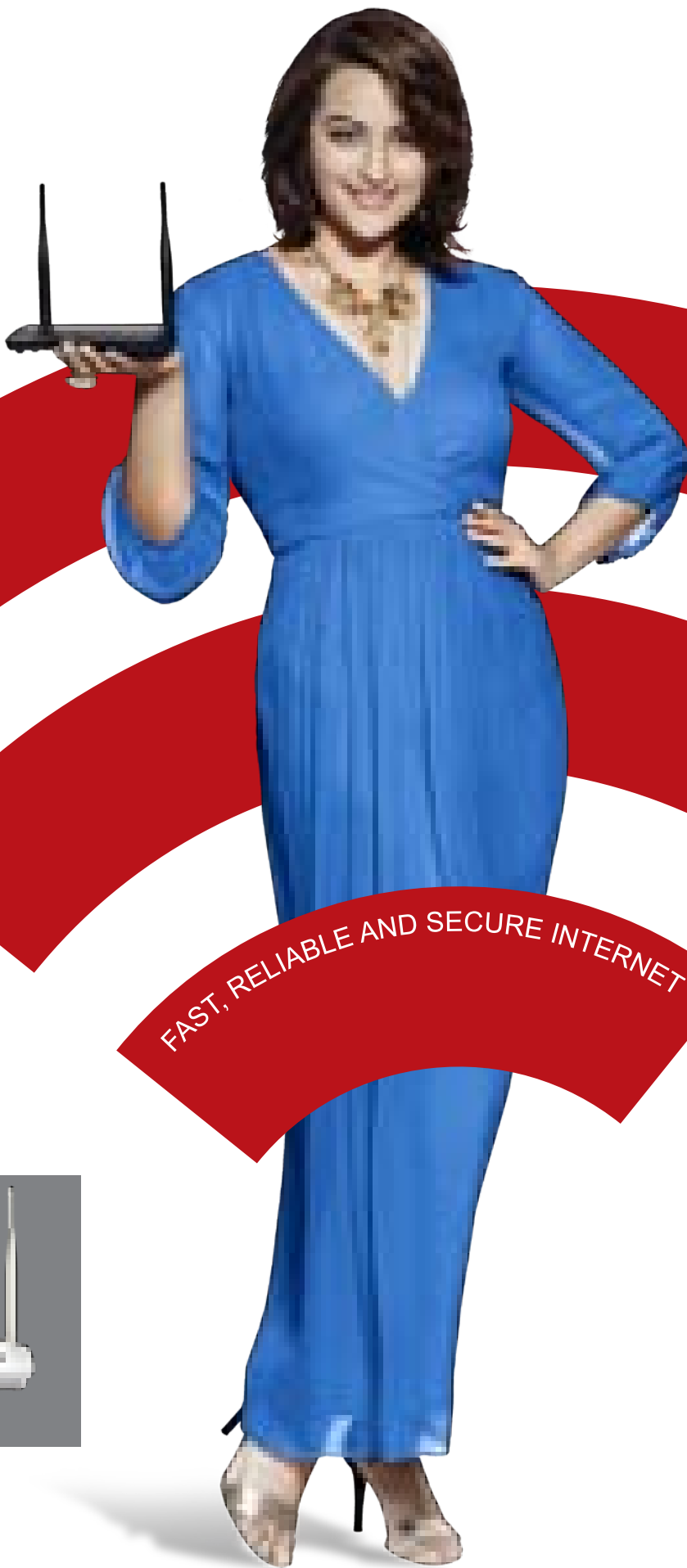


Merawala Wi-Fi

A product of Smartlink Network Systems Ltd



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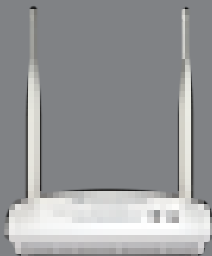
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## AMD announces Radeon R9 Nano Graphics Card for 4K Gaming

AMD has announced its category-creating AMD Radeon R9 Nano, the fastest Mini ITX graphics card ever, to enable 4K gaming in the living room through ultra-quiet, ultra-compact PC designs. The AMD Radeon R9 Nano graphics card is based on the graphics chip codenamed "Fiji", and is the third "Fiji"-based product to launch this summer alongside the AMD Radeon R9 Fury and R9 Fury X graphics

cards. The AMD Radeon R9 Fury graphics family, based on the "Fiji" chip, marks a turning point in PC gaming with the implementation of High-Bandwidth Memory (HBM) to deliver extreme energy efficiency and performance for ultra-high resolutions, unparalleled VR experiences, smoother gameplay, with the Radeon R9 Nano revolutionizing form-factors for enthusiasts everywhere.

## Infor releases its Infor CloudSuite Industrial Enterprise

Infor has announced the availability of the upgraded edition of Infor CloudSuite Industrial Enterprise, offering manufacturing industry customers access to applications within the cloud environment. Infor CloudSuite Industrial Enterprise is built specifically to meet the needs of manufacturers and service providers. The suite helps organizations maintain global visibility around suppliers, customer accounts, and

product innovation, all within a secure technology infrastructure.

Infor CloudSuite Industrial builds upon Infor's offerings available on Amazon Web Services (AWS), combining beautiful software with rich industrial manufacturing functionality. Through a flexible, subscription-based delivery model, customers can lower IT expenditures while continuing to benefit from visibility across the global supply chain.

## MSI introduces GTX 950 Graphics Cards

MSI has announced the latest additions to its next-generation GAMING graphics cards lineup. The new MSI GTX 950 graphics cards are powered by NVIDIA's latest GM206 Maxwell GPU, which fully supports the new DirectX 12 that comes with Windows 10.

The MSI GTX 950 GAMING 2G features the acclaimed Twin Frozr V cooler, delivering a supremely silent gaming experience with Zero Frozr technology and Torx Fan design. The MSI GTX 950 GAMING 2G is the perfect card for 1080p and MOBA games such as DOTA2 and League of



Legends.

Besides the revered GAMING series, MSI also provides factory overclocked Armor2X models featuring the striking Black & White cooler to match the design of MSI's Krait series motherboards. MSI also ads in system integrator OC Edition models with higher clock speeds and reference exhaust fans, catering to the needs of a wide audience.

## Fujitsu launches Document Scanners

Fujitsu India has introduced two complementary ranges of document scanners – fi-7x40 Series (Fujitsu Document Scanner fi-7140 / fi-7240) and SP Series (Fujitsu Image Scanner SP-1120/SP-1125/SP-1130). They are high-quality, high-performance workgroup scanners for various document digitization requirements in diverse business conditions. The SP Series scanners help to support a dedicated, single business function such as scanning to an archive or in a small mailroom.

These scanners come bundled with ABBYY FineReader Sprint which supports 190 languages for OCR (Optical Character Recognition) processing and Scanner Central Admin software which helps to manage multiple scanners efficiently.

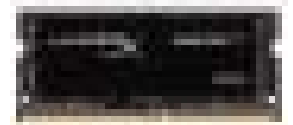
## Micromax YU introduces portable photo printer

Micromax's sub-brand YU has launched a new portable photo printer called YUPIX. It has an image quality (IQ) score of 175 and converts digitally captured memories into 2.1x3.4-inch printed photos in 60 seconds. According to the company, the printer's image transfer speed is 10 times faster than Bluetooth due to a Wi-Fi/NFC/Wi-Fi Direct enabled connection compatible with both Android and iOS smartphones. It has a resolution of 291dpi and supports 16.7 million colours.

The printer has a size of 2.99x6.01x0.94-inches and a net weight of 273gms including the battery and cartridge.

## HyperX extends its FURY series with DDR3L

HyperX, a division of Kingston Technology, has announced the addition of HyperX FURY DDR3L high-performance, low-voltage DIMMs, as well as brand-new HyperX Impact DDR4 SO-DIMMs. The price range of the HyperX Fury DDR3L and HyperX Impact DDR4 memory in India will start at an approximate MRP of Rs.2,500/- and Rs.3,600/-, respectively.



HyperX FURY DDR3L runs at a low 1.35V, meaning less power consumption and less heat. It will be available in 1600MHz and 1866MHz frequencies, and in 8GB or 16GB dual-channel kits of two as well as 4GB and 8GB modules featuring a stylish asymmetrical heatspreader in black with black PCB for a stand-out system.

## GIGABYTE brings XTREME GAMING Graphics Cards

GIGABYTE is proud to announce the GV-N950XTREME-2GD from the brand new XTREME GAMING series designed to deliver extreme gaming experience for dedicated enthusiasts.

The GTX 950 XTREME GAMING graphics card is the first of many gamer-focussed products that GIGABYTE will be rolling out this year. This graphics card is built upon the Super Overclock GPU along

with the well-acclaimed WINDFORCE cooling solution featuring 3D-Active Fan to deliver the finest gaming experience and silent cooling performance in the same category.

The GTX 950 XTREME GAMING is forged with the topnotch GPU core through the very own GPU Gauntlet Sorting technology that guarantees exceptional overclocking with stability. The memory is also overclocked to 7Gbps for the smoothest game play results.

## Kaspersky Lab launches security solutions for home users

Kaspersky Lab has announced release of the latest versions of its award-winning security solutions for home users – Kaspersky Antivirus, Kaspersky Internet Security, Kaspersky Internet Security – Multi Device and Kaspersky Total Security – Multi Device. These solutions boast enhancements to existing protection technologies, as well as a host of brand-new features to ensure the highest levels of security for users' PCs and their digital valuables.

Altat Halde, MD – South Asia, Kaspersky Lab, said, "Personal



privacy is everybody's inalienable right, whether it is in the real or the virtual world. This is why we, do all we can to protect everything of value to our users – their personal files and privacy – from cybercriminals and other curious residents of the Internet."

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## Videocon Telecom adds 1 million subscribers in Gujarat

Videocon Telecom has been awarded new number series to accommodate one million additional subscriber demand in the Gujarat Telecom Circle. The new series have been awarded post the telco's eligibility of VLR criteria's on existing series as specified by the Department of Telecommunications (DoT). Videocon Telecom which already has 3 Number series, to accommodate 3 million subscribers in the Gujarat

telecom circle, will now be able to accommodate an additional million subscriber base with the new series of 8999.

Arvind Bali, Director & CEO, Videocon Telecommunications Ltd, said, "The customers of the state are much enthusiastic about having a mobile number of their choice. We will have a whole lot of such numbers in our kitty and we will be offering these to the customers through our channel partners."

## Nokia Networks launches programmable 5G Architecture

Nokia Networks is revealing a programmable 5G architecture that overcomes the rigidity of legacy networks. The architecture automatically and dynamically adapts radio access and core network resources to meet the needs of different services, traffic variations over time and location, and network topology, including transport. Building a separate system to meet the future

requirements and use cases is not an option. The real opportunity is in developing 5G as a system of systems that can meet all requirements and provide a seamless service from the user's perspective. Nokia's architecture uses a "system of systems" approach to integrate and align the many different and independent parts of a network to achieve higher performance and more functionality as compared to today's networks.

## Ruckus Wireless Delivers Smart Wi-Fi

Ruckus Wireless and Brocade have announced that Chico (CA) Unified School District (USD) and Souderton (PA) Area School District (ASD) have deployed a joint Ruckus Smart Wi-Fi wireless and Brocade wired network infrastructure solution to support 21st century digital learning techniques. Ruckus Wireless and Brocade are working together as technology ecosystem partners to deliver end-to-end, open standards, best-of-breed network solutions to help joint customers reduce costs, improve performance and



have better flexibility to adapt to future needs.

The Chico USD network includes over 400 Ruckus ZoneFlex indoor and outdoor access points (APs), including the industry's first to ship 802.11ac Wave 2 access point, the Ruckus ZoneFlex R710, providing coverage for the District's classrooms and offices, in addition to its stadiums, parking lots and sports fields. The wireless network is managed by Ruckus ZoneDirector controllers.

## Vodafone India to start 4G Services by 2015 end

Vodafone India will be launching its 4G services by the end of 2015. Important data markets including Mumbai, Delhi, Kolkata, Bengaluru and Kochi will be part of the first wave of the rollout. Vodafone India will also roll out its own 3G networks in 7 circles to expand its overall 3G footprint to 16 circles across the country.

Testing of 4G services has commenced successfully. Vodafone India has partnered with the leading global technology infrastructure service providers for the network rollout. Vodafone is building robust and resilient network architecture with a strong backhaul to support the volumes and need for speed from customers.

## TP-LINK and Google come together

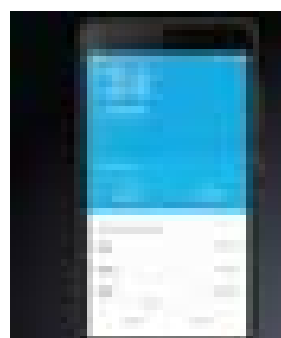
TP-LINK and Google have tied up to introduce OnHub, a router for the new way to Wi-Fi. OnHub is a new kind of router designed to keep up with the latest technology in the home, and help make Wi-Fi faster, more secure, and easy to use.

OnHub addresses some of the most significant challenges associated with Wi-Fi today. It is designed to be out in the open, where it works its best. With its extensive router heritage, TP-LINK's expertise was an integral contribution to OnHub's designs, in particular its unique circular antenna with 13 built-in, hidden antennas that reduce network interference and optimize network connectivity.

## Xiaomi and Opera Software to make Mobile Internet access easier

Opera Software has partnered with a smartphone company Xiaomi to power a new Data Saver feature through integration of the Opera Max technology. This will bring an OS-wide, industry-leading data-savings capability to the smartphone maker's new OS, MIUI 7.

The Opera Max technology has been successfully powering the MIUI Data Saver feature for millions of Xiaomi



users. The partnership between the two companies is based on a shared vision of making it easier to access mobile Internet.

## Sprint with Gemalto to manage LTE deployments

Gemalto has broadened its long standing relationship with Sprint through a multi-year contract to manage growing LTE deployments across the U.S. With 57.7 million subscribers, Sprint will use Gemalto's Allynis Advanced Over-the-Air (AOTA) Solution-as-a-Service (SaaS) Platform to facilitate LTE service activations and to manage the complexities of providing multi-band 4G LTE connectivity.

The Gemalto solution helps Sprint easily deliver customers the most up-to-date mobile technologies, services and innovations right to their fingertips.

"Our over-the-air technology currently enables 240 operators worldwide and with increased demands, Sprint and many others are opting to migrate to our more advanced and robust Advanced OTA platform," said Sebastien Cano, President of North America, Gemalto.

## Ericsson with Bharti Airtel to expand 3G and roll out 4G

Bharti Airtel and Ericsson have inked a deal over rollout of 4G (LTE-FDD) network in Delhi. The

As part of the 4G contract, Ericsson will provide its multi-standard radio equipment from the Ericsson RBS 6000



two companies have also signed an agreement to expand 3G WCDMA network across eight telecom circles in India. Both the agreements are for four years.

base station family for macro and small cell networks. The agreement also includes deployment of Ericsson's LTE RAN software for Bharti Airtel.

# Enabling *Channel Partners* To Deliver Technologies *& Customers* To Adopt Technologies

## Business Focus



Information Security



Networking



Storage Management



Infrastructure & Application Software



AIDC & POS



Electronic Security



Services

## Technology Partners



## DISTREE announces Smart Channels Summit to be hosted by CONTEXT

**D**ISTREE Asia-Pacific (APAC) 2015 has announced that a Smart Channels Summit hosted by CONTEXT will take place on 8th October, 2015 as part of this year's conference programme. DISTREE APAC 2015 is taking place in Singapore.

The Smart Channels Summit brings together vendors, distributors, retailers and e-tailers to discuss how APAC channels will evolve to create and fulfill consumer demand for wearables, connected devices and Internet of Things (IoT) solutions.

Ashish Kapahi, Regional Director for DISTREE Events in APAC, said, "We are delighted that the Smart Channels Summit hosted by CONTEXT will be held in conjunction with DISTREE APAC 2015. The market for smart technologies has huge potential across APAC. Vendors need to work closely with retailers to build consumer awareness, educate consumers on lifestyle benefits and ensure that

solutions are readily available in the market."

Adam Simon, Global Managing Director for Retail, CONTEXT, commented, "We are delighted to host the Smart Channels Summit at DISTREE APAC, offering deep insight into consumer channel growth areas that underpin CONTEXT's new retail thinking."

The Smart Channels Summit will focus on how the channel can drive the mass adoption of smart home solutions and create additional demand for wearables and connected devices.

The APAC market remains at the forefront of innovation in terms of wearables, connected devices and smart home solutions. Xiaomi has already carved out a strong position in the wearables market, while major companies such as Acer, Huawei, Lenovo, Micromax, Samsung and ZTE, among others, are all attempting to position their brands, and create new product portfolios that address these fast-growing product categories.

## SAP organizes Annual Partner Summit 2015

**T**o engage and acknowledge the contribution of partners to the ecosystem, SAP India has organized its Annual Partner Summit 2015 in New Delhi, which witnessed participation from partners from India, Sri Lanka and Bangladesh.

As a part of this summit, stakeholders, SAP executives, partners and prospects gathered to strategize how SAP can expand its horizons and grow at a faster pace. SAP's mantra of "run simple" resonated in its partner strategy and the company aims to further drive the innovation process by engaging with partners at every milestone step. The summit not only enabled the various groups of partners to network and share experiences but also provided them with focussed knowledge specific to their expertise. Separate roundtable discussions and forums for partner subsets like VARs, OEMs, ISV, ERP enhanced their learning and was a great value addition to the summit.

"Congratulations to all of the recipients of the 2015



SAP Partner Awards. We have been working closely with our partners to simplify the digital transformation journey of our customer. SAP, along with its partner has a well-defined innovation strategy and the capacity to accelerate India towards being a Digital Economy. These awards celebrate our partners' priceless contribution to the ecosystem," said Deb Deep Sengupta, Managing Director, SAP Indian Subcontinent.

Along with forums on topics like co-innovation, building ecosystem to drive cloud adoption in India and investment in to build partner proficiency, SAP announced the SAP Partners Awards 2015 to recognize the commitment and contribution of partners to SAP in India. Partners were awarded basis their success on field recommendations, customer feedback and performance indicators in various categories.

## Cyberoam Channel Convention enters Macau in its fourth edition

**C**yberoam, a Sophos company, is going to celebrate its fourth Channel Convention at Macau, China. Cyberoam will felicitate partners on their yearly sales performance and will present the company's strategy for the year ahead.

CCC (Cyberoam Channel Convention) has gained recognition as an event with high fervour and exuberance. Locations like Goa, Pattaya and Dubai were consciously chosen in the past by Cyberoam to match the theme of its events. This year, Cyberoam plans to further the success of its past events at Macau, which is a favourite destination for tourists seeking fun and enjoyment.

Sunil Sharma, Vice-President of Sales & Operations, India and SAARC, Cyberoam, commented, "Cyberoam has high regards for its partner community which has been the leading force in establishing our stronghold in the security space. With the emerging tech-landscape, including developments in Mobility, Cloud and Big Data, Possibilities are Unlimited – which is something we wish to communicate to our partners. We see tremendous opportunity in the upcoming government initiative for development of Smart Cities.



This and many other possibilities related with our product offerings will be discussed at length during this event when we celebrate our past success and plan for the future."

Cyberoam has formidable partner strength across India and SAARC. The company has been rated as the channel's most favourite brand on multiple occasions by the leading channel publications. It offers a wide range of options suiting the security needs of businesses of all sizes. Cyberoam has very strong value proposition for the SMB sector, which is registering a healthy double-digit growth (in India) in terms of its security expenditure. Incidentally, after joining forces with Sophos, Cyberoam has the industry's most impressive security portfolio encompassing everything from end-point protection to enterprise security solutions.

## GATES to organize Reseller Channel Summit

**G**ATES APAC has announced an initiative to facilitate a powerful business platform for ICT and consumer electronics brands to launch, build or manage channels across Indian

vendors and channel partners, improving the channel partner's ability to differentiate their businesses in today's market, and bringing together the channel to function as a cohesive-whole. We



**GATES**

"Enabling growth in emerging economies"

subcontinent. The announcement of the inaugural GATES RESELLER CHANNEL SUMMIT in India next year has been welcomed by all quarters of the industry, including channel partners, vendors and industry experts.

Vasudevan K S, Executive Director, The Gates, said, "GATES ICT Reseller Summit 2015 looks to ensure the growth of ICT industry in India by harnessing the channel's nationwide presence, pursuing proprietary programs with

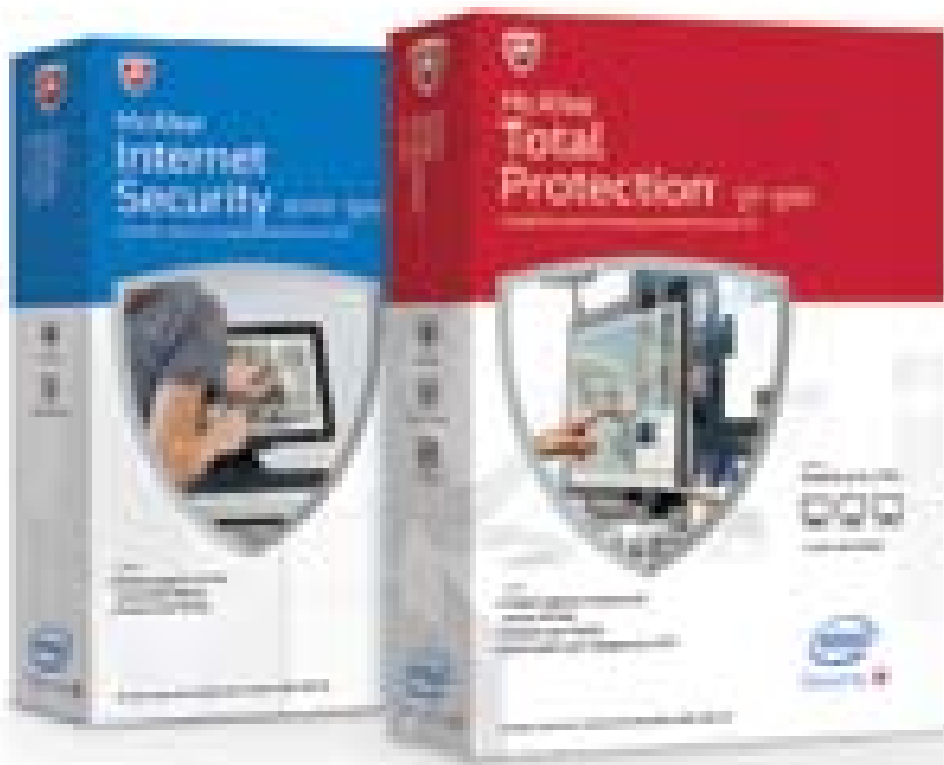
bring with us years of industry-channel partnership building experience and we will put that to use for the growth of ICT business."

To maximize business success, one needs to understand the channel landscape, meet the right partners and create a strategy that aligns with current market trends. GATES will allow brands and channels to achieve this efficiently. The dates for the inaugural GATES ICT Reseller Summit has been finalized for 16-18 February, 2016 and it will be held in Maharashtra.





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**For Other States: APAC Intel Security Group Partner:** Shweta Computers & Peripherals / Sarvesh - 9391075707

# Canon Aims it Big with LCOS Technology in Projector category

**Projecting a high growth in the projector market, Parveen Sahni, Director - Projection Products Division, Canon India Pvt. Ltd. gives out details about its newly launched XEED series projectors and the LCOS technology that these projectors are based on**

The Projector Industry is moving onto mid and high end category of projectors from that of entry level. Canon that has always been known for innovation and high quality products supported by strong service network is targeting to play a leading role in establishing Canon as a strong brand in High end Projectors space with the newly launched Canon XEED series projectors. "It is usually seen that partners are unhappy with the low margin that they receive on the products. But the unique portfolio of Canon helps partners to be exclusive on the products and earn good profits," assures Parveen Sahni, Director - Projection Products Division, Canon India Pvt. Ltd.

Canon makes sure that the sales of Canon projectors are backed by Canon partner programs that ensure profitability to partners in all possible deals. Besides, Canon regional sales managers are also available any time to support partners in the field.

For the projector business, Canon has announced the Big Screen Channel Partner Program where it looks forward to establishing a profitable business model with selective partners. "All our investments in this business will be linked to partners' profitability and our sales strategies, growth plans and marketing activities will be planned for these esteemed Big Screen Channel Partners," says Parveen.

Canon has a unique service offering for projectors. It offers upto 3 years onsite warranty on projectors in more than 5000 cities in India by Canon Care Centers and authorized sales and service partners. "We would also like to invite AV consultants of this industry to directly connect and work with us," he says.

## LCOS Technology – the trendsetter

The new XEED Canon projectors are based on LCOS technology that is meant to deliver high performance and quality multimedia content projection. Outstanding Picture Quality, Installation Flexibility, Operational Convenience, and Affordability are among the advantages of New Compact Installation LCOS Projectors for multiple markets. Using such feature applications like edge blending, stacking etc can create environments suitable for Planetariums, Museums, Auditoriums, Trainings, events, large boardrooms etc. "These strengths of Canon Projectors is backed by our unique service offerings that help our partners to offer a value proposition to their customers,"

explains Parveen.

LCOS technology can be thought of as a hybrid between LCD and DLP. "LCD uses liquid crystals, in which light passes through the LCD panels on the way to the lens and is modulated by the liquid crystals as it passes. Thus it is a "transmissive" technology. On the other hand, DLP uses tiny mirrors, one for each pixel, to reflect light. DLP modulates the image by tilting the mirrors either into or away from the lens path. It is therefore a "reflective" technology," Parveen further explains.

LCOS on the other hand combines these two ideas. It is a reflective technology that uses liquid crystals instead of individual mirrors. In LCOS, liquid crystals are applied to a reflective mirror substrate. As the liquid crystals open and close, the light is either reflected from the mirror below or blocked. This modulates the light and creates the image. ■



**Parveen Sahni**  
Director - Projection Products  
Division, Canon India Pvt. Ltd.

## Partner Speaks



**Vijayendra P Bhat**  
MD - Anugraha Agencies (Bangalore)

### 1. For how long you have been associated with CANON as a brand?

We have been associated with Canon as a brand since 1999-2000, first with copiers followed by projectors and then printers and scanners.

### 2. How has been your journey with CANON Projector in terms of support?

The journey has been exceptional, especially the high end projects for simulation of aircrafts and driving various other projects. Some of the large corporate auditoriums and training rooms are the ones we particularly cherish. We strongly believe that the high end LCOS projectors are a class apart in comparison with anything available in the market. Even though these projectors have not had any major failures, the support

for even small issues has been exception as these projectors were supplied to every nook and corner of the country.

The Unique after sales support from Canon has been helpful to provide a complete value proposition to my end customers. Whether it's about availability of spares or Canon engineer support, everything is top notch.

### 3. How instrumental has been the role of CANON Projection business in shaping your business?

Canon projectors catapulted us amongst the biggest dealers of Canon, as a result of which we started getting the largest order for XEED projectors. After this there has been no looking back. Our overall business has improved with canon projectors as this has given us a direct entry to major corporates, as a result of which we have been able to sell other products too.

### 4. How do you rate the new projector models launched by Canon in 2015?

The new range of LCOS projectors introduced by Canon has got exceptional video quality which makes them unique. These new models come with wide range of options and latest technologies. The new models are also equipped with latest input and out ports and installation flexibility which help us to install them in various custom environments.



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# Top VADs of ICT Industry

The Value-Added Distributors not only offer "Pick, Pack and Ship" services, but also offer programmes and services that add value to the distributed products that increase their value or worth. Apart from adding more value to products and services, various national and regional distributors leave no stone unturned to establish themselves in the art of distribution and allied services. With a right combination of resources, distributors bring technology solutions to the market and, in the process, create a true value proposition for its partners. There is no denying the fact that distributors are the cheerleaders of the industry as they provide customers the latest and most relevant technology solutions and act as growth drivers to meet their demands for the best-of-breed technology products and solutions without any waiting period.

Armed with the best-of-breed technology solutions, various national and regional distributors have made their mark in the value-added landscape. Today, the ubiquitous use of IT products and processes can be attributed, to a great degree, to the presence of a large distribution channel in the country, which has carved a niche for themselves through their reach, presence and financial commitment.

The role of VADs is changing in the existing marketplace. The demands for improved services coupled with growing accountability for efficiency and compliance are paving the way for the need for efficient VADs. The distributors are well on their way to align their business models more closely with their tech vendors. VADs will provide the distributors/channel partners with highly-skilled technical support to offer deep expertise for world-class customer's satisfaction.

VADs also offer training, educate and help resellers in understanding the customer's requirements to deliver appropriate solutions, understanding the requirements that they should go all out to create a more compelling demand generation. VADs need to help VARs to generate demand around multi-vendor offerings. Instead of just focussing their attention on "boxes-in/boxes-out" effort, VADs need to offer value-added services as an extension of the manufacturers' sales channel. It helps in the alignment of their products with the goals of the manufacturer.

## **Avnet Technology Solutions (India) Pvt. Ltd.**

**Head of the Organization – Naresh Desai**

*Address* – A 301, 3rd Floor, Supreme Business Park, Behind Lake Castle, Hiranandani Business Park, Powai, Mumbai - 400076

*Website* - [www.ats.avnet.co.in](http://www.ats.avnet.co.in)

*Contact* - 022-44200200

*Company Profile* – Avnet Technology Solutions is an operating group of Avnet, Inc., a Fortune 500 company. Avnet accelerates its partners' success by connecting the world's leading technology suppliers with a broad base of more than 100,000 customers by providing cost-effective, value-added services and solutions. As a distributor, Avnet Technology Solutions collaborates with its customers and suppliers to create and deliver services, software and hardware solutions that address the business needs of their end-user customers locally and around the world.

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## **Comguard Infosol Pvt. Ltd.**

**Head of the Organization – Harish Rai**

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*Website*: [www.comguard.net](http://www.comguard.net)

*Contact* - +91 22 61934800

*Company Profile* -ComGuard is a valued- added Distributor in the IT security space and has a reach across the Middle East and North Africa regions. The company was established in 2002 and is headquartered in Dubai, UAE. It is a part of the Spectrum Group which deals in IT networking and security training and consultancy.

ComGuard believes that great partnerships are driven by true commitment. This has resulted in long-standing partnership with the leading network and security technology partners. Backed by a strong vision and sustained growth rate, the company's distribution reach has spread to 14 countries across Middle East and India with above 1,000 partners.

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## **Inflow Technologies Pvt. Ltd.**

**Head of the Organization – Anal Jain**

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*Website* – [www.inflowtechnologies.com](http://www.inflowtechnologies.com)

*Company Profile* - Commenced in the year 2005, Inflow is a niche player in IT Infrastructure Distribution and Services. Inflow has presence in 16 locations across South Asia, Inflow does business through over 730 channel partners & one or more solutions is offered to 6000+ end customers. Inflow acts as an extension of the technology vendor (OEM) and link to a System Integrator and the End-Customer. As technology enablers, Inflow Technologies India engage in enabling our partners to deliver new technologies to their customers and enable end customers to adopt new technologies.

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## Inspira Enterprise India Pvt. Ltd.

Head of the Organization – Prakash Jain

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**Company Profile** – Inspira is a leading Value Added Distributor in IT, Networking, Biometric and Homeland Security solution provider in partnership with the world’s renowned technology companies like Hewlett-Packard, Dell, Juniper Networks, 3M Cogent, Array Networks, BMC and SafeNet. These solutions have positioned Inspira as an end-to-end integrator in verticals such as Government, Defence, Banking and Financial Services, Telecom and Large Enterprises.

Products & Solutions -Consulting, IT Infrastructure Design, Video Conference, Networking, Servers, Storage & Virtualization, Information Security, SaaS (Security as a Service), Managing services

Focused Verticals -Government, BFSI, PSU, IT/ITES, Healthcare



## iValue Infosolutions Pvt. Ltd.

Head of the Organization – Sunil Pillai

Address – Shree Arcade, No.1391/16/1, 3rd Floor,19th Main, 4th Sector, HSR layout, Bangalore- 560 102

Contact - +91 80 65329944 / 69000360

Website - [www.ivalue.co.in](http://www.ivalue.co.in)

**Company Profile** - iValue was incorporated with a mission to empower profitable growth of business, through effective management of Customer’s “Digital Assets.” It offers solutions and services that are aligned and optimized for protecting and growing business, across vertical and sizes, through its vendors and channel partnerships. iValue’s team with its focus and specialization over the last 15+ years in the Digital Asset Protection and Data, Network and Application (DNA) management areas, has built tremendous expertise in understanding and addressing customer’s challenges across size and verticals. The company has partnered with 6,000+ customers, across size and vertical, in their “Digital Asset” management front.

Products & Solutions -Digital Asset Protection and Data, Network & Application (DNA of every business) management

Focused Verticals -BFSI,eGovernance, Telecom, ITeS, Manufacturing, Education, Hospitality



## M.Tech Solutions (India) Pvt. Ltd.

Head of the Organization – Bhavin Bhatt

Address – SRI Narayani NPSR Plaza, No: 25, Third Floor, 7th Cross Road, VasanthanagaraExtn, Bangalore – 560 052

Contact – +91-804097 7238

Website - [www.mtechpro.com](http://www.mtechpro.com)

**Company Profile** – M.Tech Solutions (India) Pvt. Ltd. is into distribution of IT security, application delivery network and video communications solutions. The company also offers maintenance services for such products. M.Tech was incorporated in 2010 and is based in India. The company operates as a subsidiary of SecureOne India Holding Pte. Ltd.

Products & Solutions -Firewalls, Web security, Intrusion prevention, Security analytics, Cloud networking, Network virtualization



## Presto Infosolutions Pvt. Ltd.

Head of the Organization – Krishan Girdhar

Address –6, Community Centre, East of Kailash,New Delhi -110065

Website – [www.presto.co.in](http://www.presto.co.in)

Contact – 91-11-42336600

**Company Profile** - Presto Infosolutions Pvt. Ltd., one of the fastest-growing Value Added Distributors, specializes in offering solution- based on various emerging technologies to the government and enterprise customers in India and SAARC countries. Presto distributes a variety of Networking and Security products, including Video Conferencing solutions, WiMAX, Telemedicine and Secure Data Center.

The company also offers IT consulting and training services focused on helping their customers to identify improvement areas, analyzing business problems and optimizing their IT infrastructure. Their competency is in architecting and deploying secure enterprise networks, Data Center, Video Integration Solutions and Boardroom Solutions that consolidate, integrates and enables management of information for mission-critical applications. Presto is having a presence across more than 20 cities in India to support their customers and has two overseas branches in Singapore and UAE to address business opportunities in SAARC, Middle East and Africa.

Products & Solutions - Cisco, Radwin, Rittal, Radware, Global Media, Silver Peak, Revolabs, IT Consultancy, System Integration, Facility Management, IT Training, Infrastructure Management

Focused Verticals - Government, Enterprise



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**Print**  
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Duplex Printing

**Scan, Copy, Fax**

Upto  
**256MB**  
Internal Memory

**Wi-Fi**  
USB, 10/100 Ethernet

Product Images are shown for illustration purpose only. Actual product may vary from images shown. \*Prints on customized media dimensions for India Legal (215.9mm x 350.052mm) printing applications. \*The mentioned yield is as per the ISO Standard: ISO/IEC 19752. 5 to 6-line BW LCD (Vari-Angle Operation Panel)

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**RAH Infotech Pvt. Ltd.**

**Head of the Organization – Ashok Kumar**

*Address* – 6 A/B/C, Tower B-4, Spaze I-Tech Park, Sohna Road, Sector - 49, Gurgaon – 122 0018

*Contact* - +91 8010855000

*Website* - www.rahinfotech.com

*Company Profile* - RAH Infotech was established in 2005 with a focus on providing state-of-the-art technology solutions in association with the global IT leaders. The company is a specialist in Enterprise and App Security and Application Delivery.

RAH Infotech's focus is on providing excellence to partners and succeeding competitively together in several fortes. RAH Infotech's strength is in successfully introducing and establishing new technology vendors in the market and helping existing vendors strengthen their reseller base and increase their market share.

Products & Services - Application delivery, Cloud Security and Virtualization.

Focused Verticals - e-commerce, Mobile banking, Finance, Insurance, MSP, IDC, Telecom, e-governance, Digitization



**Transition Systems Pvt. Ltd.**

**Head of the Organization –Unnikrishnan R**

*Address* - No. 19, 3rd Floor, "Kmj Ascend" (Old No: K-309/3), 17th C Main, 1st Cross, 5th Block, Koramangala, Ward No. 67, Bangalore - 560 095

*Contact* - +9180 – 40365400

*Website* - www.transition-asia.com

*Company Profile* –A regional distributor of technology products, Transition Systems partners with selected world-class manufacturers to provide resellers with the best-of-breed quality products. Transition's expertise & focus in IT solutions, customer service & technical support, makes it uniquely positioned to deliver highly value-added services & support to resellers.

Products & Solutions -Network, Security (Algosec, Aruba Networks, Blue Coat, F5 Networks, Fluke Networks, Gigamon, HP Enterprise Security, Infoblox, Juniper Networks, Mellanox Technologies, Perle, Raritan, SafeNet/Aladdin, Tripwire), VOIP & Unified Communications (AudioCodes, Digium/Asterisk, ShoreTel)

Focused Verticals -IT &ITes, Enterprise, Education, Healthcare, Government, BFSI, Telecom and Manufacturing



**element14 India Pvt. Ltd.**

**Head of the Organization: Navin Honnavar, Senior Manager, Marketing, South Asia**

*Address:* 2nd Floor, No 15, Theme House, Krishnanagar Industrial Area, Off Hosur Main Road, Bangalore, Karnataka, 560029, India

*Contact:* +91 80 4000 3888 / 1800 3000 3888

*Website:* www.in.element14.com

*Company Profile* -A part of Premier Farnell Group, element14 provides high service, provision of products, information, software and technology solutions to electronic design engineers, maintenance and repair engineers and purchasing professionals globally.

With over 70 years in electronic components distribution, Premier Farnell Group distributes its comprehensive portfolio of products and services throughout Europe, North America and Asia Pacific, supported by a global chain of suppliers and an inventory profile developed to anticipate and meet its customers' needs.

Products & Solutions -Vishay, TE Connectivity, Molex, Microchip, STMicroelectronics, EPCOS, KEMET, Omron, Texas Instruments, and Panasonic

Focused Verticals -Smart Housing, Industrial Automation, Utility, Automotive Industry, Medical Electronics Industry, Manufacturing, Healthcare, Government



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Technology has proven to be a blessing for modern day businesses – be it Large Enterprises, SME or Startups. Right from Cloud technologies to a Disaster Recovery Service organizations can leverage the spectrum of offerings to gain business agility, optimize IT resources and add value. CtrlS Datacenters Ltd – A Gartner Magic Quadrant listed, Asia’s largest Tier 4 Datacenter has been enabling over 3,500 customers including Fortune 500 and ET 500 through various services by offering scalable and reliable solutions. The company offers its customers host of IT infrastructure services, besides being focused on creating high quality products that deliver exact services that end customers need. CtrlS has engaged in 200 innovations over the last eight years to introduce new product, service offerings including DR as a Service, Cloud (Private, Public and Hybrid) and CDN (Content Delivery Network).

## Rich Portfolio of Services

### Colocation Services

Being Asia’s Largest Tier-4 Datacenter, the collocation services offered by CtrlS comes with high standards of security, environmentally controlled facilities, redundant power systems and immense connectivity solutions. It provides OS and device control sans the expense, risks, and inconveniences associated with the maintenance of physical devices, networks and storage space. Custom Built Infra and Cage - The users get physical security that is unmatched, bandwidth that is unrivalled, and connectivity that is indispensable for large websites and users, and consistent power to keep it all running. It’s facility are earthquake proof, built with 8 zone security - these zones include crash-proof perimeter wall and gate, bullet proof doors, biometric secure entrance, among others. The facility has an enviable fire-proof infrastructure besides offerings industries lowest PUE (Power Usage Effectiveness). The company delivers industry’s best SLA of 99.995% uptime of its Datacenter.

### Managed Services

CtrlS offers Managed services to address an organization’s heterogeneous components such as server and storage, business applications, networks and security environment, operating systems and tools, and databases, managing these components of infrastructure becomes quite challenging. Should the organization face challenges in maintaining their own set of tools and skills to keep IT infrastructure up and running all the time, CtrlS helps them optimize and secure their IT infrastructure

usage by ensuring that IT infrastructure is available 24X7. Whether as an extension to organizations’ IT team or covering after-hours shifts of monitoring, CtrlS provides a wide spectrum of services and expert advice from its seasoned team who has expertise in server management, storage, databases, network and security. The company’s infrastructure services adhere to consistent delivery standards and give businesses the flexibility to scale as per the growing business demands. “We augment our clients’ resources with our technically skilled experts and resources”, our Managed Services offering takes away the burden from our customers and allows them to focus on the core business”, says Mr Reddy.

### Remote Infrastructure Management Services

Gartner estimates that “70% of IT

supports for infrastructure services can be performed from a remote location and remote infrastructure management services can reduce labor costs by 10% to 50% depending on the delivery location. Organizations looking to cut costs while improving the control of their IT infrastructure and streamlining operations are embarking on RIMS as a silver bullet. While elucidating the compelling benefits of RIM, CtrlS provides round the clock monitoring of servers for availability and utilization, incident and problem management, Operating System (OS) reinstallation and upgrades, user management services and much more. CtrlS. “The hardware within the business may not be able to fulfill the demands of the current business needs. And reinvestment on new a hardware would consume a lot of money”, adds Mr. Reddy. However, CtrlS annihilates the customer’s pain points by providing a customized solution which carries the mix of both CAPEX and OPEX model, thus making migration to a new technology or hardware easy and effective. If you have the hardware and software support agreements in place with IT vendors, we will coordinate with them to make sure all hardware and software issues are resolved promptly”, says Mr. Reddy.

### Other Services

Being a technology innovator providing turnkey services towards infrastructure management, CtrlS fulfills the need of the scalable IT infrastructure and keeps its customer satisfied. Disaster Recovery on Demand solution, Zero Down Time

### CtrlS Services Portfolio

- ◆ Co-location Services
- ◆ Cloud (Public, Private, Hybrid)
- ◆ Content Delivery Services (CDN)
- ◆ DR as a Service (DRaaS)
- ◆ Desktop as a Service (DAAS)
- ◆ Infrastructure as a Service (IaaS)
- ◆ Managed Services
- ◆ Remote Infrastructure Monitoring (RIM)
- ◆ Security Operations Center (SOC)
- ◆ Work Area Recovery Services (WAR)
- ◆ SAP HANA Cloud Management Services

hosting solution, Zero Data Loss Solution, Business Continuity Planning, Online Data Backup Solution, Security Operations Center (SOC) Content Delivery Networks, Remote Infrastructure Management services and Enterprise Email Solutions are some of the major comprehensive IMS offerings that helps in building and managing highly available, reliable IT infrastructure that can meet dynamic business needs. Additionally, its Centers of Excellence (CoEs) and various seasoned project and program management teams have strengthened its infrastructure management services suite. Internally it has 16 Centers of Excellence which works relentlessly towards eliminating all possible reasons of delay with regards to project delivery. "We execute projects in an agile manner, what usually takes 90 days is executed by us in 30 days. This is done by compressing the time and reducing the cycle time of deployment by sixty percent. We have been certified for our high speed of project delivery", says Mr. Reddy.

### Cloud Services

To address the limitation of scaling hardware and related infrastructure on demand CtrlS has introduced

a cloud solution with on-demand and pay-as-you-go framework helping organizations derive benefits of Cloud and help them scale/de-scale based on business needs and optimize their IT Infrastructure and related costs. CtrlS Cloud solution comes with 4 Copies and a built-in DR and a Tier-4 Platform. CtrlS Cloud branded as 4C – is World's 1st Tier-4 Cloud with four copies and Built-in DR. The cloud offered by the company is favorite among all – small, medium and large-scale enterprises.

### Delighted Customers

The company believes that customers are its major strength besides its people. A laser sharp focus on ensuring customer delight through their entire life cycle is the mandate for all its teams engaged with customers across various touch-points. Customer First is the CtrlS Philosophy. The company today serves an enviable list of organizations such as State Bank of India (SBI), Tata AIG, Puma, Jet Airways Group, Ranbaxy, SKS Microfinance, Dr. Reddy Laboratories etc.

Neeraj Vetkar, Head, IT at TATA AIG and one of CtrlS customers says, "We are extremely delighted with the high quality of services provided by CtrlS team. Their commitments levels are truly commendable, in fact, our datacenter migration activity was completed in a record time of just two days – the entire activity was a true reflection of 'Total Ownership' Philosophy practiced by them. In conclusion, CtrlS is an absolute customers delight, says, Mr. Neeraj.

"Customer is our First Priority, and myself and my team are heavily focused on the same", says Mr. Reddy. His thought process is echoed by the experience of many customers who run their mission critical applications at CtrlS.

"I have been using CtrlS servers since 2011 and have had 100% uptime. We have had a



**Sridhar Reddy**  
CMD, CtrlS Datacenters

smooth transaction and I have been thoroughly impressed with the service and support offered by CtrlS." Says, Mr. Kumar Swamy, Manager, IT at Puma – a major German multinational company that produces athletic and casual footwear, as well as sportswear.

### The Achievements

CtrlS endeavors to excel in every aspect of business has been recognized as the benchmark of excellence in Infrastructure Management. With deep rooted belief in the philosophy of "total ownership for consistent value addition to clients, CtrlS has bagged CIO choice award and Business Continuity and Resilience award for its innovative public cloud services for large enterprises. Some of the other major coveted recognitions received by the company include Aegis Graham Bell Award: For Innovation in Cloud Services in (2013), CII National award for Excellence in Energy Management-

Energy Efficient Unit in 2012, CII Energy Management award in 2014 and CII Energy Efficiency Unit award in 2015. Today, the company's leaders and team of experts take pride in its Infrastructure management portfolio for being able to empower the kind of IT infrastructure and operations available exclusively to large companies at a reasonable and affordable price. "Building World Class Solutions at Affordable Prices is one of our key focus areas, so that the technology can be adopted across Enterprises. Government, SMEs and Startup's alike, says Mr. Reddy. The companies is heavily focused on improving organizations' infrastructure management capabilities, aligning their infrastructure with business goals and bringing in efficiencies at lower IT costs.

### The Future Roadmap

With increased level of spending occurring on infrastructure related services like Infrastructure-as-a-Service(IaaS), organizations are prioritizing how to leverage cloud platforms and integrate it with legacy systems to make use of the years of data they have accumulated. While sensing the potential in this shift, CtrlS is committed to optimize organizations' IT infrastructure and related operations and deliver enhanced service levels while ensuring quality and security. The company wants to continue providing affordable infrastructure monitoring with its IMS offerings. Having served some of the biggest and most reputed companies in BFSI, ecommerce, manufacturing, IT services and logistics sector, CtrlS has become one of most preferred choices of CIOs for innovation, stable products and unmatched expertise in managed services."We are focused on customer delight and customer service delivery. We always believe in giving consultative approach to our customers", says Mr. Reddy. The company reinforces its commitment of meeting the IT needs of existing and potential customers and related demand for more and more capacity while reducing costs, complexities and increase efficiencies in deploying and maintaining IT infrastructure. Moving ahead, the company is investing Rs. 626 Cr as a part of its expansion plans in the next five years and strengthen its leadership position in cloud services through enhanced market share and customer delight. ■

### Awards & Accomplishments

- Aegis Graham Bell Award: For Innovation in Cloud Services (2013)
- CIO Choice Award: Public Cloud Services (2014)
- CII National award for Excellence in Energy Management- Energy Efficient Unit(2012)
- Business Continuity and Resilience Award: Recovery Company(2010)
- SME Channel : Best Data Centre (2013)
- CII National award for Excellence in Energy Management: Innovative Project (2012)
- CII Energy Management Award (2014)
- CII Energy Efficient Unit Award (2015)
- CIO Choice Award: Hybrid Cloud Services & DRaaS (2015)
- CII National award for Excellence in Energy Management- Energy Efficient Unit(2015)
- ICONGO - National Awards for social Justice and action
- Thought Leader - Innovative leader of the year
- Entrepreneur of the Year - Silicon India
- Business Leader - 2015 (IT & ITES) - TV5

# Channel Leadership Survey 2015

Every year VARINDIA conducts its annual “Channel Leadership Survey” and publishes the demand supply gap and market potential in India, with the overview of the industry across the segments in its Anniversary special issue. The Editorial team along with the research team studied the voting mechanism and re-aligned the segments by cross-validation with the key vendors and partners to understand the growth and opportunity in the respective segments. To summarize it, the industry is categorized into three segments and they are hardware, software and services. These three segments are further classified into several product segments. For each product segments, three to four main players have been identified.

The Technology sector in India has seen massive transformation happening in the last couple of years; the growth was driven by rapid technology adoption led by the increasing use of devices such as smartphones and tablets and access to the internet through broadband, 3G, 4G etc, which led to an increased online consumer base. There has also been an incremental support from the Government to bring digital transformation through various flagship programmes.

We cannot however deny the fact that the potential of the Indian IT Industry is remarkable. For instance, the monitor market, which is an essential part of all types of display products alone has a market size of Rs. 1800 cr per annum.

Topping it all, the Channel landscape has undergone a sea-change over a period of time. Today’s channel environment is characterized by specialization. These with various other market elements combined will bring about a sea-change in the technology landscape in the coming times, and the industry will go through a paradigm shift in terms of adoption of new technologies.

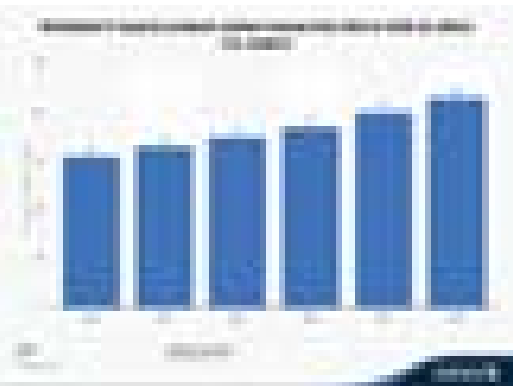


CHANNEL LEADERSHIP SURVEY 2015

# PARTNERS ARE AT THE CENTER OF EVERYTHING WE DO

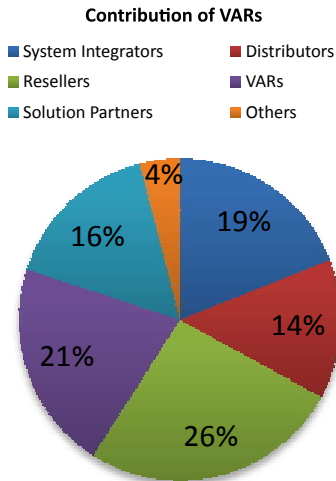
## ANTI-VIRUS

Analysts forecast that the Global Antivirus Software Package market is to grow at a CAGR of 10.88 percent over the period of 2013-2018. While the report considers revenue generated from sales of antivirus software packages for PCs and laptops, it does not consider the revenue generated from complete security solutions provided by vendor. The Enterprise security segment is preferably going to make significant contribution in the next couple of years in not just anti-virus solutions but complete security solutions also. India is the third largest country globally in terms of Internet users. However, statistics show that only 15 per cent are using valid license of antivirus software and 33 per cent tend to re-install trial versions of same or other antivirus software.



**Key Takeaways** - The Indian market is crowded with several vendors dealing in the anti-virus space. A recent survey says that 65% of online adults have been victims of cybercrime and this has amplified the need for India’s connected population to deploy effective antivirus solutions that make security simpler. With Internet users in India growing every month on month, quality antivirus products are also in demand.

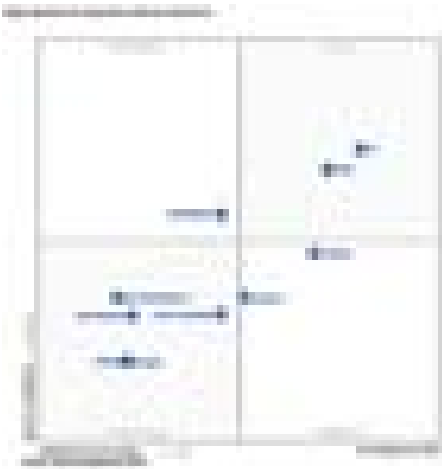
**Key Vendors** – Norton, Intel Security, Kaspersky, Quick Heal, Trend Micro, eScan, K7 Computing, ESET and Max Secure





## APPLICATION DELIVERY NETWORK

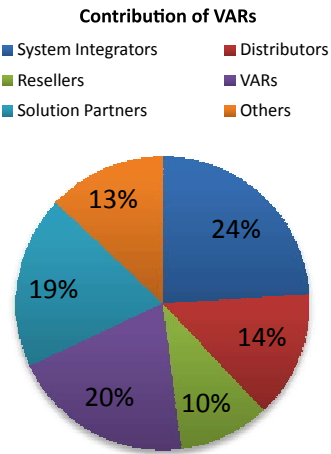
The Asia Pacific Application Delivery Network (ADN) market is mainly driven by the increasing business mobility, data center consolidation, and network virtualization. The APAC ADN market was valued at USD 849.4 million in 2014, and is projected to reach USD 1,950.2 million by 2019, at a CAGR of 18.1% from 2014 to 2019. The market is a combination of WAN optimization and Application Delivery Controllers (ADCs). The enterprises use the ADN to access the distributed applications over the web.



The ADNs are also required for the effective delivery of the important information and to provide security to this information and the network.

**Key takeaways** - Application delivery controllers (ADCs) are generally deployed in the data center and provide functions that optimize delivery of enterprise applications across the network. It is a suite of technologies that can also be deployed incorporate networks. The major drivers responsible for the growth of this market include increasing business mobility since the companies are providing its employees with freedom to work from anywhere and on any device and network virtualization as the increased adoption of virtualization will create a market for ADN for business applications.

**Key Vendors** -Akamai, Array Networks, F5, Cisco, Blue Coat, Radware and Symantec



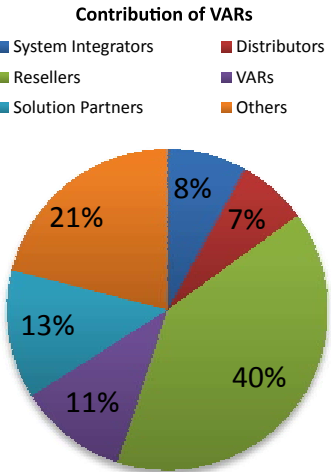
## DIGITAL CAMERA

The India Digital Camera Market which was previously dominated by Point & Shoot segment is now experiencing an inclination towards DSLR cameras. This shift is primarily as a result of reducing cost of DSLRs as well as rising income levels and technological advancements in Smartphone and Tablets. Another reason can be the continuous evolution in the technology of smartphones. On the other hand, DSLR segment is growing steadily because of their superior image quality. To attract the Indian customers, OEMs are constantly using new marketing strategies and starting to offer personal products to cater and adapt the ongoing changes accordingly.

**Key Takeaways** -Fortunately, for digital camera vendors, there is one thing that smartphones can't do (yet) that digital cameras can: interchange lens. This is why there is always a surge in demand for Digital cameras. Some of the features that is going to dominate buying of digital cameras include WI-FI, Android OS, Waterproof, HD Screen, Touch screen, 4K recording, higher optical zoom etc.

**Key Vendors** -Canon, Nikon, Sony and Samsung

Company	Revenue (USD Million)	Revenue (USD Million)	Revenue (USD Million)	Revenue (USD Million)
Canon	1,200	1,200	1,200	1,200
Nikon	1,000	1,000	1,000	1,000
Sony	1,000	1,000	1,000	1,000
Samsung	1,000	1,000	1,000	1,000



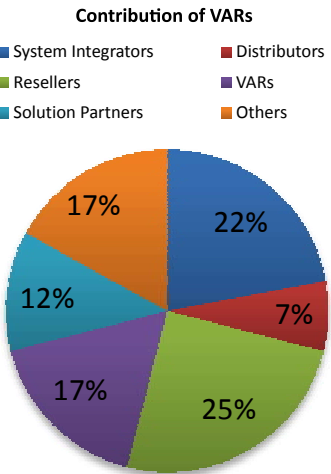
## DOT-MATRIX PRINTER

The DMP market has stagnated and absence of deals and decreased government buying has seen the segment decline over the years. There is a prediction in the market of the unlikeliness of the DMP market to see growth before 2015. There is high hope for this segment to see growth coming from the Indian BFSI and the retail segment in the country. After a recently announced directive from the government, any ministry or government department is required to purchase 50% of their DMP from local manufacturers, thus boosting further sales for this segment.

**Key Takeaways** -Printing vendors are looking forward to the opening up of the banking and finance sector to the Dot-Matrix segment. Expansion of organised retail and statutory requirements such as preserving document copies over a length of time can provide another window of opportunity for the DMP market to grow. While the segment is declining, the sub segments of Dot matrix technology - Point of sales (POS) is increasing with the retail segment adopting it for their billing and taxation purpose. However, macroeconomic conditions and the overall business environment are likely to influence investments in expansion of organised retail in the country.

Company	Revenue (USD Million)	Revenue (USD Million)	Revenue (USD Million)	Revenue (USD Million)
Epson	1,000	1,000	1,000	1,000
TVS-E	1,000	1,000	1,000	1,000
WeP	1,000	1,000	1,000	1,000

**Key Vendors** -Epson, TVS-E and WeP





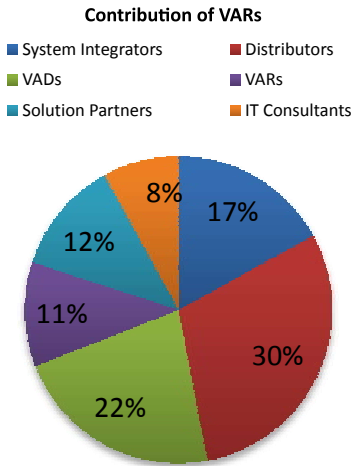
ELECTRONIC SURVEILLANCE

The Surveillance market is gaining a huge momentum in India due to security concerns, government initiatives and growing awareness. The India video surveillance camera (VSC) market shipments reached 1.04 million units for CY 3Q 2014, recording a substantial YOY growth of around 55 percent over CY 3Q 2013. The market, however, declined around 16 percent over CY 2Q 2014. With the vision of the Government for Speeding ahead on the telecom and digital economy highway, Digital Bharat is the only growth engine which will have the potential to transform India into a knowledge led economy and society. In this regard, video surveillance will play an important role for the takeoff.

**Key takeaways** - There is a steady shift happening from analog based surveillance to IP based surveillance. Surveillance has a wide application in all the verticals such as government, banking and finance, travel and transport, residential, commercial, healthcare, industrial and retail. Furthermore, the introduction of small network cameras (IOT based) with remote surveillance capabilities (IP cameras) will spur its uptake. However, government and private companies still prefer to install analogue CCTV solutions at their premises.



**Key Vendors** - Axis Communication, DSC, Hikvision, Samsung, Bosch, CP Plus, LG, Honeywell, Sparsh and Zicom



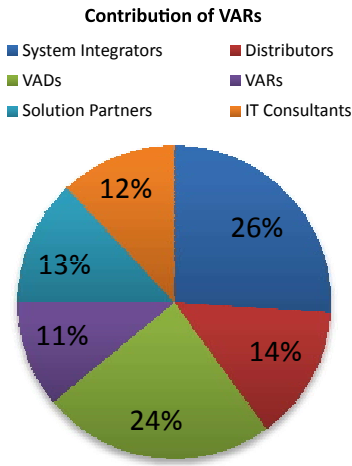
ENTERPRISE MOBILITY

The enterprise mobility market in India is expected to grow from US\$ 1.7 billion in 2015 to US\$ 2.3 billion in 2017. 37 per cent organizations rated enterprise mobility as high priority area. Also, with increasing cloud adoption, enterprise mobility is gaining momentum. It is an emerging discipline within the enterprise over the past few years as it helps to increase the top-line and improves your bottom-line by extending its reach, reduce information islands and improve Business performance.

**Key takeaways** - This radical growth is due to the explosion of smartphone users in India and the time they spend on the internet. Transport, communications, utility, media and BFSI would be the key driving verticals for enterprise mobility. However, Security will remain a major concern at enterprise mobility front in 2014. But despite such security-related apprehensions, government, BFSI and telecom sectors will continue to focus on public cloud. Going forward, Enterprise Mobility still being in its nascent stage, the potential addressable market for these solutions is a significant, untapped space that service providers as well as specialist providers can leverage for fueling growth in their revenue base.



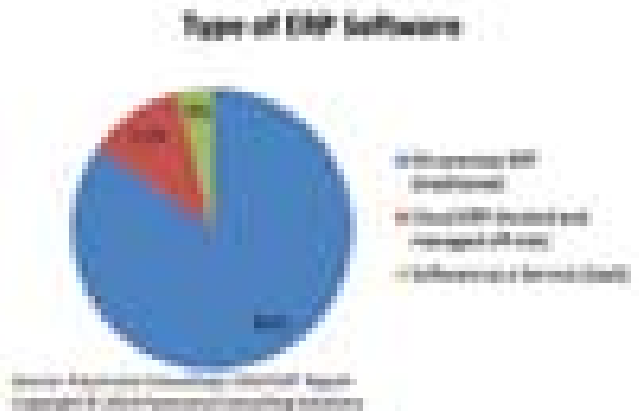
**Key Vendors** - HP, Dell, Microsoft (Azure), SAP, Blackberry, EMC, VMware and Huawei



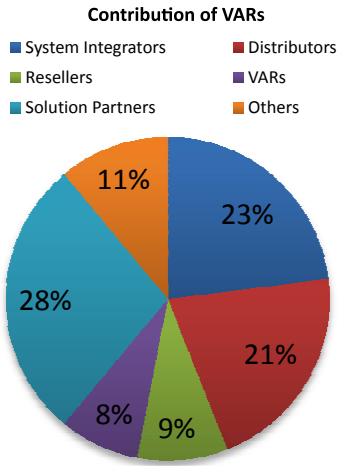
ERP

The ERP Software market in India was reported to be growing at a CAGR of 22.2 percent over the period of 2011-2015. One of the key factors contributing to this market growth is the growing demand of ERP in SMBs. The ERP Software market in India has also been witnessing the growing adoption of SaaS-based ERP. However, the high cost of ERP packages could pose a challenge to the growth of this market. Nonetheless, the ERP market in India is steadily growing for the last few years and the main reason for this enormous growth can be attributed to factors like best practices, easy and faster implementation.

**Key Takeaways** - With the increasing number of SMBs, they are now looking at adopting ERP solutions on the software as a services (SaaS) model for faster deployment, though it has not yet widely been adopted for mission-critical operations. It seems a promising opportunity in the Indian SMB sector. Customers are also actively looking for open source ERP solutions. The cloud ERP market in India is also expected to reach \$97.8 billion by 2015.



**Key Vendors** - SAP, Oracle, Microsoft, Infor, Tally and Ramco Systems



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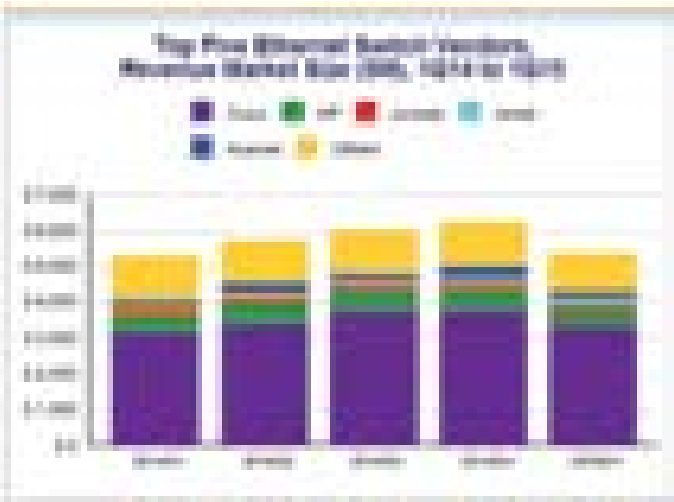
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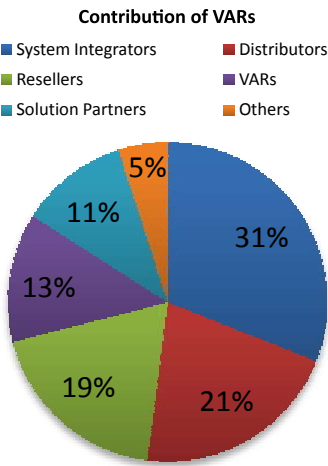
ETHERNET SWITCHES

The ethernet switch market clocked end-revenue of \$124 million (roughly Rs. 787 crores) during the first quarter of 2015, with a slight decrease quarter on quarter (-0.8 percent) but an impressive growth of 15.1 percent year on year. Buyers are shifting toward switches with advanced capabilities, such as enhanced management, PoE, and higher speeds, to accommodate increasing demands on networks. This is creating a shift from unmanaged to web-managed switches. Globally, the revenue growth in 10GE has essentially stalled as large data center operators migrate to 40GE and mainstream enterprises have yet to widely adopt 10GE. As a result, 40GE is the key growth segment right now.



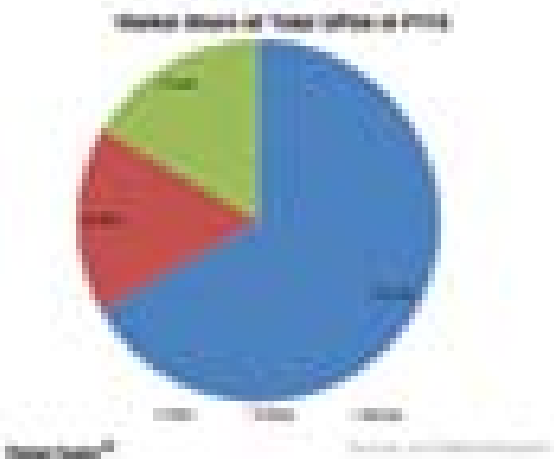
**Key Takeaways** - The SMBs are expected to continue investing in the networking market due to changes in technology coupled with their expansion goals, resulting in the growth of the Switches market. Demand from the public and financial services sectors will continue contributing to the growth of Ethernet switch revenue in the third quarter.

**Key Vendors** - Brocade, Cisco, D-Link, Dell, TP-Link, Netgear, HP, Huawei and Juniper



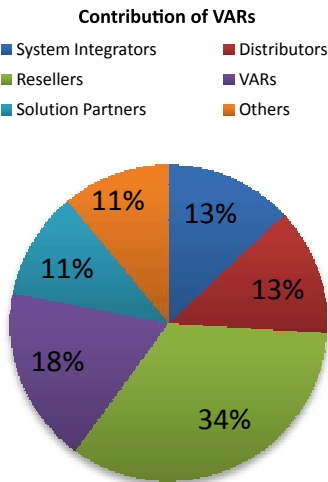
GRAPHIC CARDS

Over the past few years, India has not only seen an increase in the gaming population but also in the use of graphics card. Graphics cards continue to get faster and more powerful, and the options can seem overwhelming. With more and more common applications requiring GPU for better performance, the end user is expected to move towards adopting graphics cards. The total Desktop graphics card market in Q3 2014 globally was 12.4 million units. Ideally, the three major players in the graphics card world are AMD, NVIDIA and Gigabyte, but there are other players too in this space with equally convincing products. However, compared to the emerging markets such as Russia, China and Brazil, India is lagging behind when it comes to graphics penetration.



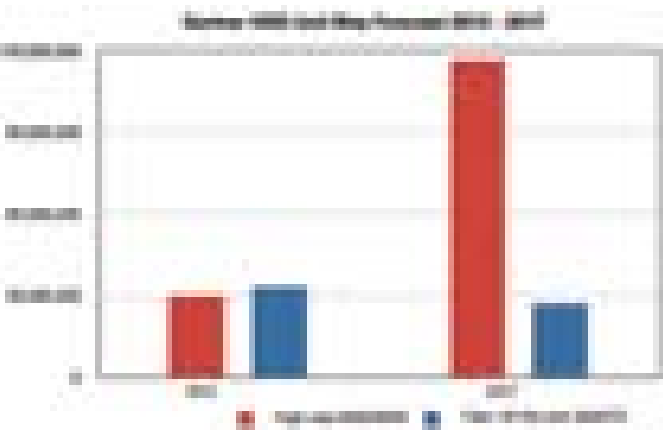
**Key Takeaways** - Indian GPU market will grow much faster than the PC market, so much so that it has propelled computer graphics from a feature into an ever-expanding industry — encompassing video games, movie production, product design, medical diagnosis and scientific research, among many other categories.

**Key Vendors** -NVIDIA and AMD



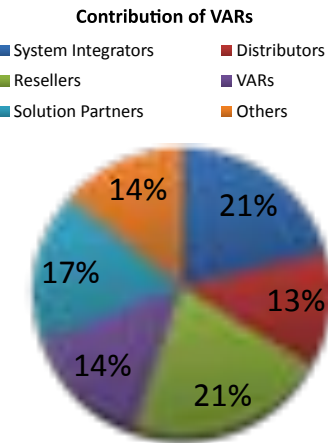
HDD

The hard disk drive (HDD) industry experienced a lower growth in the year 2014. Increasing usage of digital content has created an inevitable demand for cost-efficient and high capacity data storage devices. Technological development across various consumer electronics segments has increased the demand for Hard Disk Drives (HDD) in India. However, enterprise storage will definitely continue to accelerate HDD market. The Indian market has witnessed a continuous increase in demand for various enterprise computing systems such as servers, SAN, NAS and desktop workstations. Additionally, NAS devices have gained huge popularity in Tier 1 cities due to their cross platform data access which will further boost the demand for HDD in the Indian market over the coming quarters.



**Key Takeaways** - There is shift in the market from traditional HDD to portable wireless storage solution designed especially for consumers, owing to which there is a steady decline in its shipments for 2014-2019 period. A new generation of ultra-thin notebook PCs using hybrid HDDs is expected to help the recovery of PC HDDs in the upcoming days.

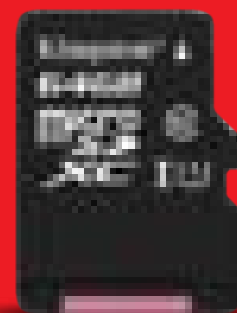
**Key Vendors** - Seagate, WD and Toshiba





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INKJET PRINTER

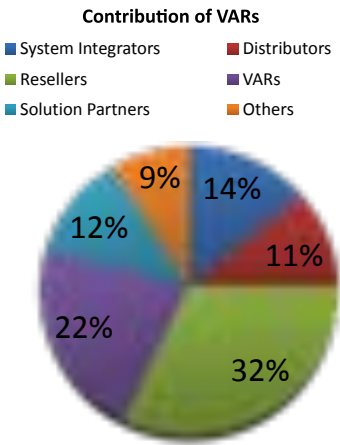
With a business of 3.2 million units in FY2014, which is quite an impressive figure, the Inkjet printers are making strong inroads into the laser market space, offering greater value to SOHO & SMBs. In spite of this, almost all the leading vendors in this segment recorded a decline last year. Emerging markets like India look into value for money in terms of calculating lower Cost per Page (CPP) as well as Total Cost of Ownership (TCO), which is a key requirement. In spite of vendors investing large budgets on running promotional campaigns, inkjet printers could not sustain interest levels amongst the end user community, reason being low consumer demand across all price bands, resulting in a marginal growth of 1.5%.

**Key takeaways** - Aggressive branding by the Multinational companies to address the consumer segments and needs of students, especially in the Multifunction Printer category and promotion of 'low cost per page' of printing drove the inkjet printer segment up by 8-9% year-on-year in terms of unit shipments. All the leading vendors had a bit of inventory issues earlier. But later in the second half of the quarter, a lot of new campaigns and marketing activities were seen in the Inkjet market.

Table 1: India Inkjet Printer Market - Quarterly & Annual Shipments of Inkjet Printers (Units and International Revenue)

	Quarterly Shipments (Units)	Quarterly Shipments (Units)	Quarterly Shipments (Units)	Quarterly Shipments (Units)	Quarterly Shipments (Units)	Quarterly Shipments (Units)
Q1 FY2015	Q2 FY2015	Q3 FY2015	Q4 FY2015	Q1 FY2015	Q2 FY2015	Q3 FY2015
HP	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Epson	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Canon	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Samsung	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Xerox	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Ricoh	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Kyocera	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Others	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000

**Key Vendors** - Epson, HP and Canon



LASERJET PRINTER

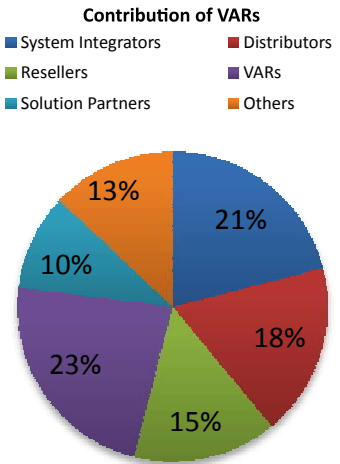
The Indian printing market had been dominated by the laser printers, but with the recent trend of rise in the sale of inkjet printers with the introduction of Ink-tank technology, the laser segment has seen a setback. As technology advances, laser-printer prices should continue to drop, while performance improves. Government buying in the laser segment recorded a significant sequential growth of 12.8%. Because of the prevalent uncertainty, global macro-economic scenario, coupled with a long general election distracted commercial buying, resulting in a drop in shipments of laser printers by 3% quarter-on-quarter and as much as 7% year-on-year. The entry level laser printers constituted over 75 % of the total market size. However, with inkjet printing cost per unit dropping to a level lower than laser printing, it would be interesting to see how long the SMB and large enterprise segments with mid- to high-volume printing needs, stick with entry level laser printers.

Table 2: India Laserjet Printer Market - Quarterly & Annual Shipments of Laserjet Printers (Units and International Revenue)

	Quarterly Shipments (Units)	Quarterly Shipments (Units)	Quarterly Shipments (Units)	Quarterly Shipments (Units)	Quarterly Shipments (Units)	Quarterly Shipments (Units)
Q1 FY2015	Q2 FY2015	Q3 FY2015	Q4 FY2015	Q1 FY2015	Q2 FY2015	Q3 FY2015
HP	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Epson	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Canon	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Samsung	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Xerox	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Ricoh	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Kyocera	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Others	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000

**Key takeaways** - There is a demand for the Laser printer and is growing phenomenally. There is a big opportunity for all vendors to expand. Laser printers have emerged as revenue generators for both vendors and partners as they can position them as a must-have product for corporate buyers.

**Key Vendors** - HP, Canon, Samsung, Ricoh, Konica Minolta, Kyocera and Xerox



MFPS/MFDS

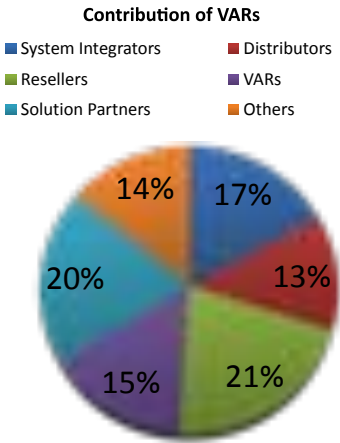
Despite the state and national elections creating a slow-down of the overall economy and ICT spending, the MFP/MFD market in India has shown resilience. It has been observed that there has been an increased adoption of MFPs by small, medium size businesses as well as large enterprises. There is a shift from single to multi-function printers (MFPs) in both inkjet and laser. However, laser MFPs are growing stronger.

**Key Takeaways** - With the increase in business demands and an ever growing market in India, the demand for MFPs is increasing as they deliver enhanced functionality and productivity for an organization,



thus redefining office life, helping organizations to consolidate their investment, maximizing the use of space and simplifying workflow processes. The MFP segment is clearly growing much faster and has been undergoing many changes in its functionalities. In the current quarter, Indian consumers have shifted their preference towards MFP printers over the normal document printers. This trend can be well observed in the rising market share of MFP printers.

**Key Vendors** - HP, Canon, Samsung, Epson, Xerox, Ricoh and Kyocera





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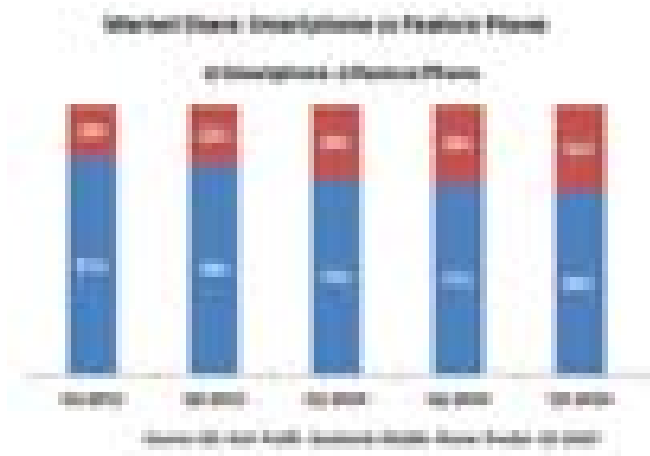


Power Banks



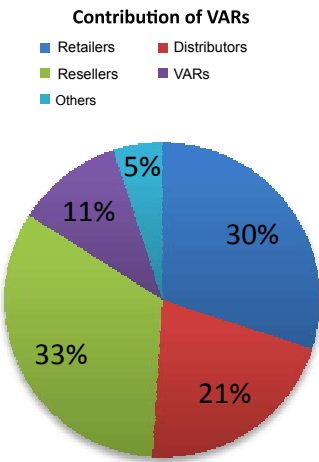
MOBILE (FEATURE) PHONES

Though India continues to be the fastest growing smartphone markets in Asia pacific, the feature phone market has however contracted over the past 1 year. This market plummeted by approximately -14% over Q3 2014. The overall mobile phone market stood at 64.3 million units in Q4 2014, which reflects a sequential drop of -11% over Q3 2014 and a year-over-year decline of -5%. However, Mobile phones (including feature phones) are projected to grow 5 percent in 2015. As more vendors continue to launch low priced smartphone models, the price gap between feature phones and smartphones will be narrowed, driving rampant user migration in the price sensitive Indian market.



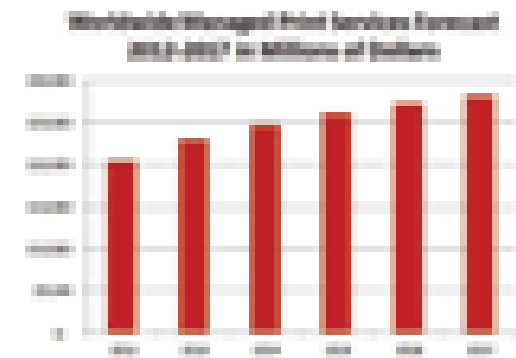
**Key Takeaways** - India is making a fast transition from feature phones to the smartphone market category. With increased penetration of smartphones and better features with declining prices, the feature phone category is poised to see more decline. Secondly, with the shifting of manufacturing hub to India and Global manufacturing names like Foxconn, Flextronics, Jabil, Sanmina focusing on India to be the next manufacturing hub, more growth can be expected from the smartphone segment.

**Key Vendors** - Samsung, Micromax, Lava, Karbonn, Spice, Intex and Champion



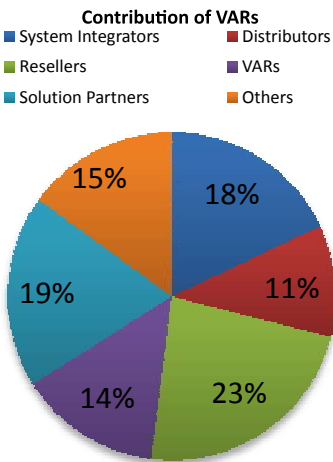
MPS

The managed print services business in India has certainly come a long way. The obvious attraction for MPS clients is the initial cost savings that come with switching to a usage-based model rather than investing upfront in hardware. The market size is expected to grow to about \$250 million by 2015. According to a global survey, the Asia Pacific region showed the strongest potential with an 18% CAGR. The MPS segment has gained momentum in the last few years as enterprises have started to transition from CAPEX to OPEX business mode of printing. Today, the growth rate of MPS is fast though the overall market penetration is low. MPS is the next frontier of business transformation that will help enterprises lower their costs, increase productivity, optimize workflows, and help them focus on what matters most to them - their real business.



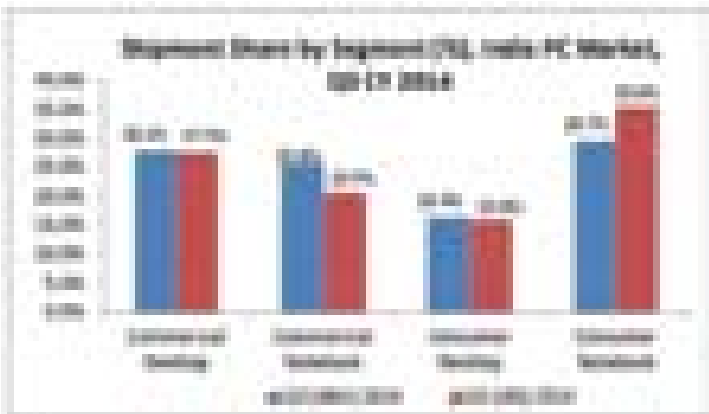
**Key Takeaways** - The MPS market in India is growing much faster and India is one of the fastest growing markets in the MPS segment globally. Since it is in the early stage of adoption, there is a vast untapped opportunity for the market to expand with many Indian enterprises yet to embrace these technologies. This in itself is a big Takeaway for adoption of MPS in the country.

**Key Vendors** - HP, Canon, Xerox, Ricoh and Kyocera



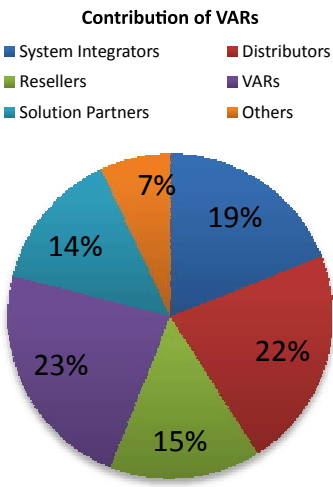
NOTEBOOK

Driven by large commercial orders and higher sales, the laptop market in India grew quite substantially in terms of units in 2014. The decline in sales is owing to the delay in public & govt. spending. The combined shipments of devices (PCs, tablets and mobile phones) in India are forecast to total 300 million units in 2015, an increase of 4.5 percent over 2014. The traditional PC market will grow by 2 percent, with a 9 percent increase in the notebook market in 2015. The notebook market has contracted over the past two years, making it harder for smaller players to make a profit. However, there is hope of certain Indian business houses coming back with lucrative offers to meet the demand and get branded as Make in India product and benefiting from the PMA compliance.



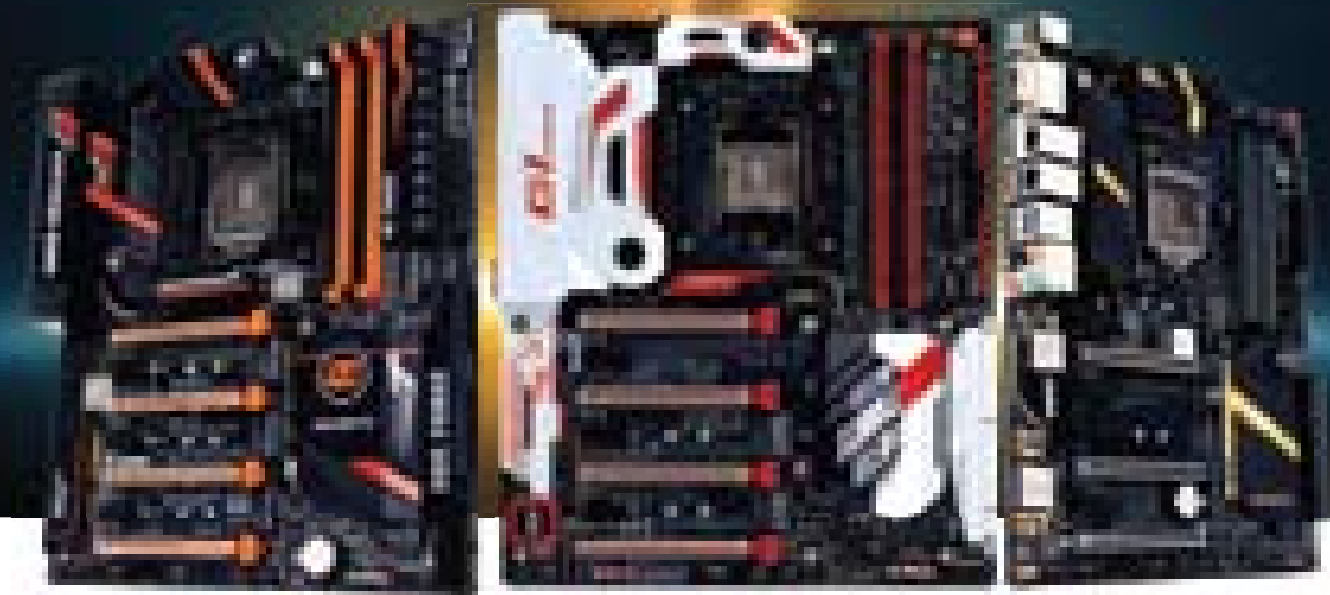
**Key takeaways** - The computing devices market is forecast to decline 3 percent this year, affected by weak demand for tablets. We will see slight growth in the overall PC market in India- as shipments in the premium ultramobile category should compensate for a decline in sales of traditional desk-based devices.

**Key Vendors** -Dell, HP, Apple, Asus, Lenovo, Acer and Toshiba



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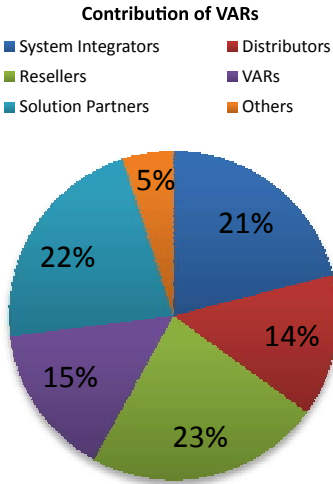
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PBX SYSTEMS

Unified Communications and collaboration market in India grew marginally. The modest growth was partially due to the shift from hardware-based to software-based unified communication solutions to help organizations get out of vendor lock-ins for hardware infrastructure. The Enterprise Telephony and Enterprise Telephony market in India recovered slightly by a single digit number. The market marginally recovered due to the uptake of Pure IP Telephony (Pure IP PBX, IP Phones and Voice Gateways). However, shortfall continued in traditional systems such as PBX/Key systems and AD phones as enterprises prefer IP-based products rather than traditional PBX systems.

**Key Takeaways** - The revenue generating industry segments for this market, including finance, telecom and manufacturing, restricted growth as they curtailed spend due to their own lackluster performance. Increased adoption of bring your own device (BYOD) policies resulted in the growth of mobility and conferencing specifically to improve productivity and break down communication barriers. Globally, hosted PBX and UC services are a growth market that has moved well beyond early stages and expected to take off in India too.

**Key Vendors** -Polycom, Cisco, Avaya, Panasonic, Alcatel Lucent, Matrix and Siemens

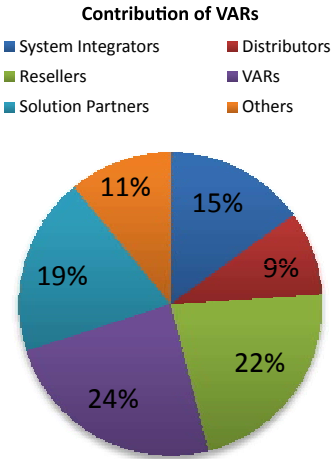


PC MARKET

The PC market has seen a staggered growth in 2014. As per IDC's research, 9.6 million personal computers were sold in India during 2014. Commercial PC sales (B2B) was the worst performer with only 4.7 million PCs being purchased by business establishments in 2014, signaling a negative growth of -29.6% compared to 2013. Biggest buyer of computers - BFSI and IT sector didn't show encouraging signs and there were no big orders from state governments or education sector. With regards to Consumer PC sales, 4.9 million were seen in 2014, which is positive increase of 1.7% compared to 2013. Although the first half of 2014 witnessed slow PC sales, it picked up post elections when the political scene became clear and prices stabilized.

**Key Takeaways** - It is being predicted that PC sales would increase in 2015 and emerging markets like India will be responsible for shipping 156 million units. The biggest growth for India will come from Tier 2 and Tier 3 cities, an encouraging sign for the entire industry.

**Key Vendors** -Dell, HP, Acer and Lenovo

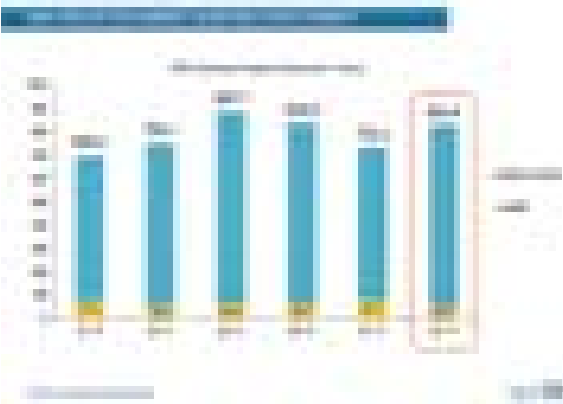
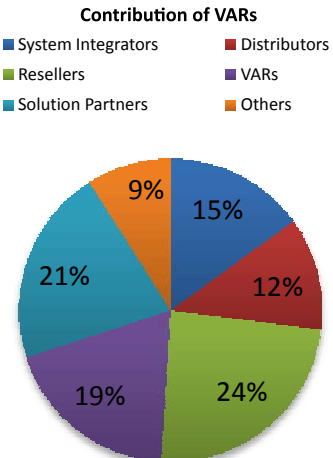


PROJECTORS

The Indian Projector market is highly fragmented with more than 20 MNC brands currently operating. In 2014, the projector market in India has grown at 8 per cent in volume year-on-year with a total unit sale of 232K projectors. If we take the APAC region, projector shipments grew 10% YoY in volume, to 827,000 units and increased in value by 5%, to \$933 million. The market growth is the result of several factors - increase in SVGA products, burgeoning demand for 1080p and the issue of numerous tenders. 1080p now comprises 5% of the overall APAC market, up 1.5% points from Q2 2013 (an increase in volume of 58% YoY). The life span of LED projector is higher, however when compared to DLP projectors, both LED and LCD projectors are cheaper. The advantage with DLP technology, the patent of which is with Texas Instruments, has been on power consumption.

**Key Takeaways** - Education is the largest segment for the projector business, which is presently worth around Rs 5.9 trillion (\$92.98 billion). It is poised for some major growth by 2020. In India the digital projector market traditionally dominated by large businesses, but now the SOHO segment has shown tremendous potential.

**Key Vendors** - BenQ, Epson, Dell, LG, Panasonic, NEC, Canon, Casio, Ricoh and Vivitek





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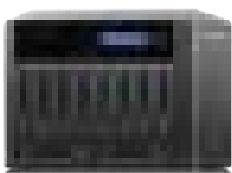
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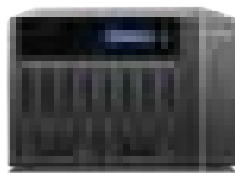
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SOFTWARE

When we talk about the proprietary software market, several leading trends are common across the India software market that include adoption and development of Software as a service (SaaS), Open-source software (OSS) adoption and its broader market implications, Platform as a Service (PAAS), Infrastructure as a Service (IAAS), Data recovery as a service(DRAAS) and many more segments like Software defined networks, cloud based services in Virtualized environment etc. These trends help the Key Software vendors to engage to meet the business objectives. Among the BRICS (Brazil, Russia, India, China and South Africa), the India software market experienced the highest growth rate.

**Key Takeaways** - Today, there are over 1000 multinational companies (MNCs) undertaking product R&D in their subsidiaries in India. Several Indian third-party service providers have also adapted the offshore model to offer outsourced product development services to assist clients in developing their IP.

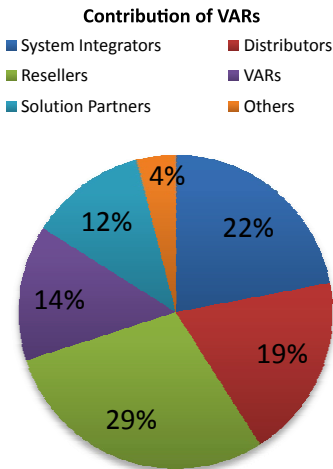
Top 10 Software Vendors in India, by Revenue, 2013-2014 (Millions of Dollars)

Vendor	2013 Revenue	2013 Market Share (%)	2014 Revenue	2014 Market Share (%)	Growth (%)
Microsoft	954.3	26	1017.9	25	7
Oracle	484.0	13	516.7	13	7
IBM	444.0	12	475.3	12	7
SAP	286.1	8	317.4	8	11
VMware	91.5	2	105.3	3	15
CA Technologies	54.7	1	50.9	1	-7
Adobe	42.5	1	27.5	1	-35
SAS	32.7	1	33.1	1	1
HP	38.4	1	33.0	1	-14
Others	1,271.3	34	1,429.4	36	12
Total	3,699.5	100	4,006.4	100	8

Source: Gartner (April 2015)

This is all going to drive the Indian software market growth. Government plans for Digital India, smart cities and increased focus on broadband internet infrastructure are also expected to drive local consumption of IT software and associated services.

**Key Vendors** - Microsoft, Oracle, IBM, CA Technologies, Adobe, Red Hat, SAP, VMware and Tally



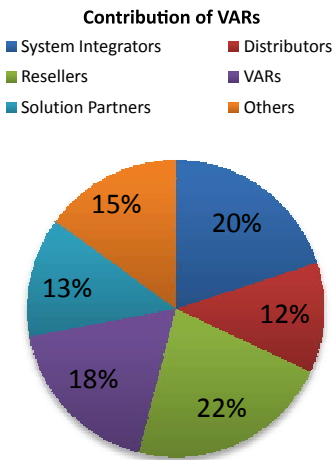
SOLID STATE DRIVES

The SSD market in India is still finding its way and is piloted mostly by the corporate segment and professionals. Though price of SSDs has dipped in the last few years, HDDs are still cheaper per unit of storage. With the consumer storage market growing and with improved broadband internet connectivity and growth in digital content, there has been a consistent increase in the demand for external storage devices. While disk drives are increasing their storage capacity, speed manufacturers and users are shifting to Solid State Drives.



**Key Takeaways** -The shortfall in key disk technology performance presents a huge opportunity for solid state storage to fill the void in terms of both input / output operations per second (IOPS) and latency. In the near future, Single-level cell (SLC) and multi-level cell (MLC) Flash memory are going to dominate the SSD architecture space. Though they have similar design, MLC Flash devices are cost efficient and allow higher storage capacity, while SLC Flash devices give faster write performance and better reliability. By 2017, SSDs are set to take over one-third of the total shipment of computer storage.

**Key Vendors** -Seagate, Samsung, WD, SanDisk and Kingston



STORAGE

The external storage market of India witnessed a double-digit quarter-on-quarter growth (in vendor Revenue) and stood at USD 61.97 million. Q3 2014 witnessed a recovery majorly due to some large multi-million dollar deals that were absent in the previous few quarters. At the same time, increased acceptability of cloud and need for infrastructure optimization across organisations is posing hiccups to the traditional storage market growth. Communications & Media, Banking and Professional Services continued to be the dominant verticals while Government and Manufacturing verticals saw a decline as compared to Q2 2014. Retail (mostly e-commerce) and Healthcare came out as the fastest growing verticals in Q3 2014 and the trend is likely to continue.

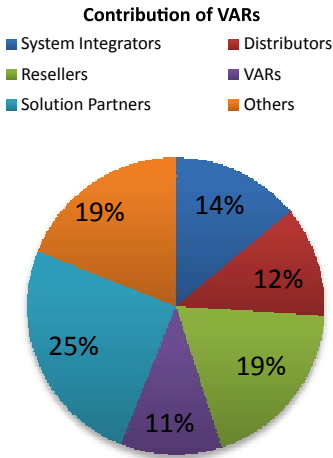
**Key Takeaways** - Though Y-o-Y growth has been minimal, the market is expected to revive in the coming quarters due to business favoring policies from government and large pending technology deals. Flash storage will continue to gain foothold in Indian organizations, especially in verticals like Communication & Media, Manufacturing, IT/ITeS and Banking. Software defined storage is also slowly

Table 1: External Storage Market Revenue by Vertical, Q3 2014 (Millions of Dollars)

Vertical	Revenue (Millions of Dollars)
Communications & Media	15.2
Banking	12.8
Professional Services	10.5
Government	8.7
Manufacturing	7.4
Retail (e-commerce)	6.9
Healthcare	5.3

gaining traction with majority of the OEMs gearing up with solution based approach to cater to this demand.

**Key Vendors** - HP, Dell, EMC, NetApp, Huawei, Hitachi Data Systems, Netgear, Oracle, AMI and Cisco



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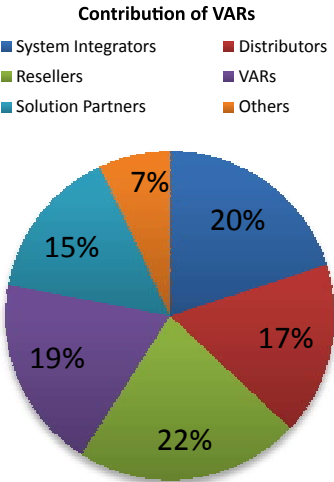
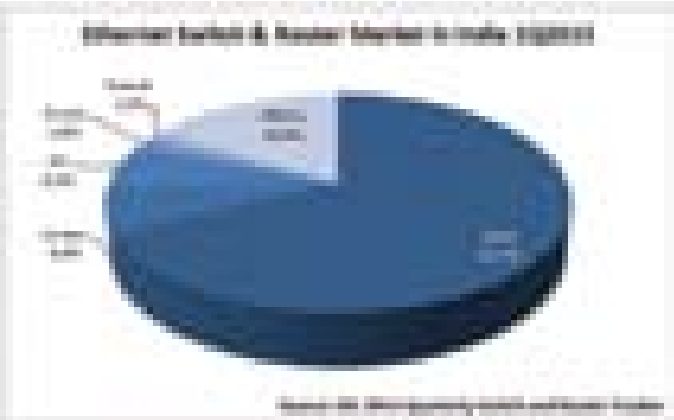


ROUTERS

2014 was one of the best years for the Networking market (LAN and WLAN included) in India with over 20 percent growth year on year, a similar pattern is expected in CY 2015 as well on the back of government initiatives and organizations willing to invest in future technologies. The Router market stood at a total of USD 69.4 million, a -13.6% growth year on year and 3.0% quarter on quarter.

**Key takeaways** - Organizations are increasingly taking interest in the third platform technologies (SMAC) to leverage its benefits in workforce optimization, supply chain, customer experience and efficient resource utilization. On the same lines, higher enterprise spending coupled with 3G/4G upgrades/new rollouts and increasing broadband penetration is set to push the growth of the networking market further in CY 2015. The IP-based security-surveillance market is also likely to take a faster route giving vendors, small or big, an opportunity to grow. Further, the SMBs are likely to offer similar growth to the market and the verticals, like any other traditional segment to benefit from mobility and network optimization solutions.

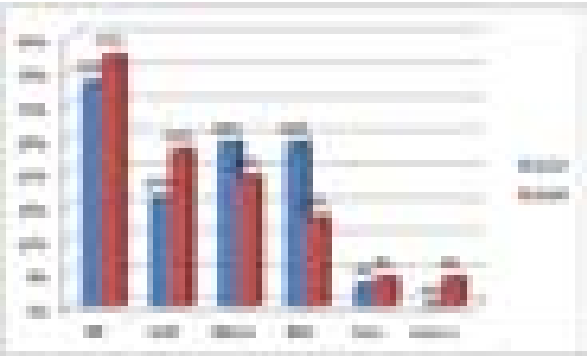
**Key Vendors** - Cisco, D-Link, Netgear, TP-Link, HP, Dell, Digisol, Huawei and ZyXEL



SERVER

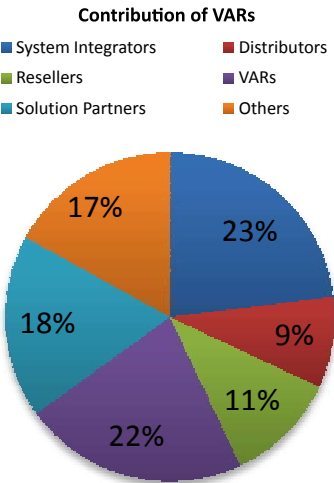
The non x 86 server market continued to decline year on year in terms of revenue. The decline was to the tune of 35% in CY 2014 as compared to CY 2013. The reasons most apparently were - decline as organizations held back their investments, evaluation of technology and roadmaps and cost control. However, in comparison, much of the x86 market growth has contributed to the incremental growth and is further expected to grow in 2015.

CY 2014 saw huge investments in verticals like Retail, Communications and Media which were dormant in CY 2013. Expansion plans from new age e-commerce and start-ups in different verticals also played their part in 2014. Government vertical investments were half in CY 2014 as compared to CY 2013 because of elections and large projects not getting executed.



**Key Takeaways** - CY 2015 is sure to bring back growth prospects owing to positive business sentiments. Unlike in 2014, the government vertical is expected to revive this year. 2015 will also be significant due to reasons like execution of large government projects, Lenovo's foray into the Indian server market making it all the more competitive and 4G rollouts. SMBs are also expected to further contribute to this positive revival of the market in CY 2015.

**Key Vendors** -Dell, HP, Lenovo, Oracle and Huawei



SMARTPHONES

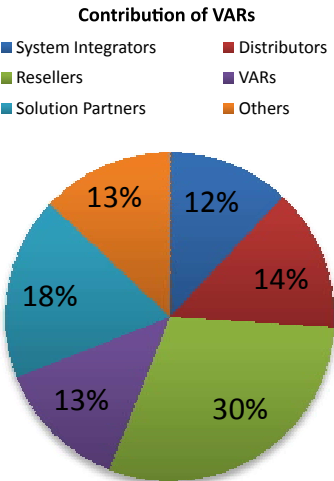
India has emerged as the fastest growing smartphone market in Q3 2014 (July - September) in Asia Pacific with a quarter-on-quarter growth of 27 percent. The market observed exceptional growth owing to festive demand and recorded a new high in smartphone shipments. According to Asia Pacific Quarterly Mobile Phone Tracker (excluding Japan), vendors shipped a total of 23.3 million smartphones in Q3 2014 compared to 12.8 million units in the same period of CY 2013. Smartphones with screen size between 4.5 inches and 5.5 inches were seen as the sweet spot for consumer preference.

**Key Takeaways** -Consumers need higher screen size phone to enjoy media content and with the 4G rollout expected in CY2015, the 'Phablet' segment is expected to pick up again. IDC anticipates moderate sequential growth quarter-on-quarter in CY 2015. This is owing to factors like positive consumer sentiments and low levels of inflation, for which consumers will have more money to spend. To add to this, new initiatives on the 4G front are expected to be rolled out by the vendors which would spark up demand in the smartphone market in CY 2015.

India Devices Shipments by Device Type, 2014-2017 (Thousands of Units)

Device Type	2014	2015	2016	2017
Traditional PC (Desk based and Notebook)	9,024	9,206	9,493	9,587
Ultramobile (Premium)	631	829	1,102	1,428
PC Market	9,655	10,035	10,595	11,015
Other Ultramobile (Tablets and Clamshells)	6,683	5,773	5,854	5,945
Computing Devices Market	16,338	15,807	16,449	16,960
Mobile Phones	275,482	289,146	309,537	324,251
Total Devices Market	291,820	304,954	325,986	341,210

Source: Gartner (April 2015)



sequential growth quarter-on-quarter in CY 2015. This is owing to factors like positive consumer sentiments and low levels of inflation, for which consumers will have more money to spend. To add to this, new initiatives on the 4G front are expected to be rolled out by the vendors which would spark up demand in the smartphone market in CY 2015.

**Key Vendors** - Samsung, Micromax, Microsoft (Lumia), Blackberry, HTC, Intex, Karbonn, Motorola, Lava and Spice

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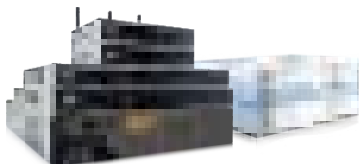


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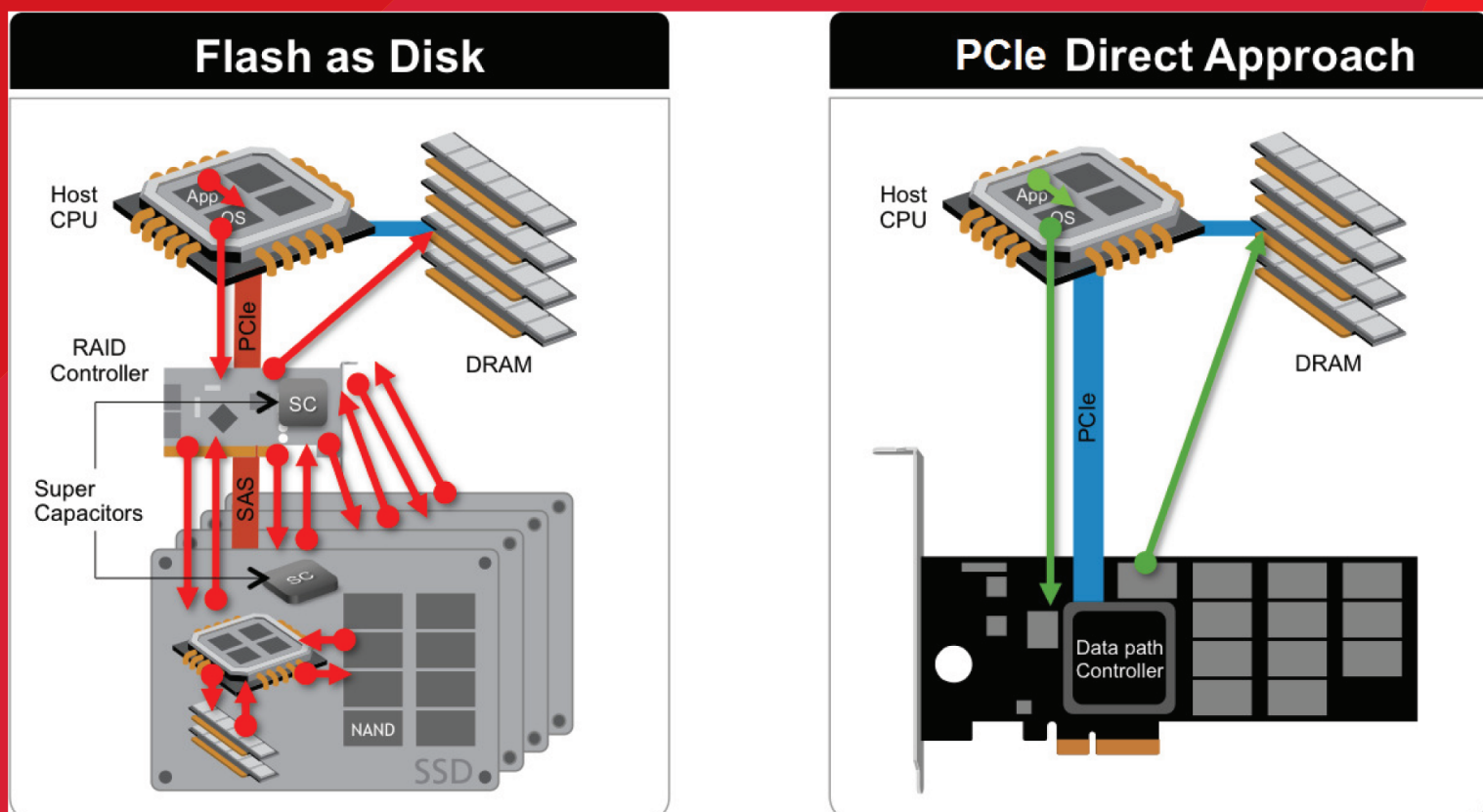




**Solid state drives**, or SSDs, have caused an identity crisis. They are clearly not drives in the conventional sense of slow, spinning hard disk drives. Yet SSDs look like drives to system designers because they retain legacy disk interfaces and rely on disk protection schemes designed in the 1980s specifically for high-capacity, slow I/O mechanical disks.

**Disk drive emulation** appeals to solid state silicon providers because it offers the shortest route to market and requires the least innovation. Disks are simply replaced with solid state devices in the drive bays. By emulating disks, SSDs can be wedged into existing software stacks so that they work with existing disk controllers and RAID systems.

**The Problem** is that the native features of solid state are hidden by emulation. Performance gains are blunted, protection at the silicon level is ignored, and software interfaces at the cell level are simply not considered. SSDs with legacy drive interfaces depend on RAID controllers that create a performance bottleneck. Heavy loads result in deep queuing and high latencies, while server CPU cycles are wasted managing thousands of threads. RAID controller technology tends to be reactive rather than proactive and only kicks into high gear when there is a deep queue built up – meaning storage performance is best when queuing and latency are poor.

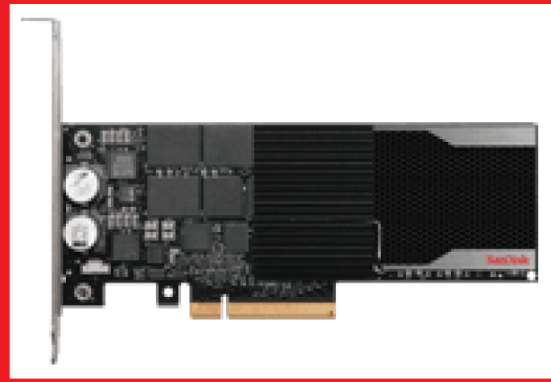


A fresh approach designed with direct access to solid state devices unlocks the true potential of the technology and offers better performance, more consistent performance, improved reliability, and better capacity utilization for end user applications.

PCIe (Peripheral Component Interface Express) is a connector port in servers and workstations that gives devices high speed integration with the system motherboard. PCIe is currently the fastest way to integrate flash memory into enterprise servers.

PCIe offers the lowest latency, direct connection to the server CPU. With PCIe, it is possible to accelerate applications in the server, rather than traveling across the network to deliver data to and from storage systems. Until PCIe, storage media like disk drives were connected by disk drive protocols like SATA and SAS that introduce latency (or delays) as data travels across the network. These protocols were developed for spinning disk drives, and the architectures are not optimized for maximum efficiency with NAND flash memory.

# Accelerators

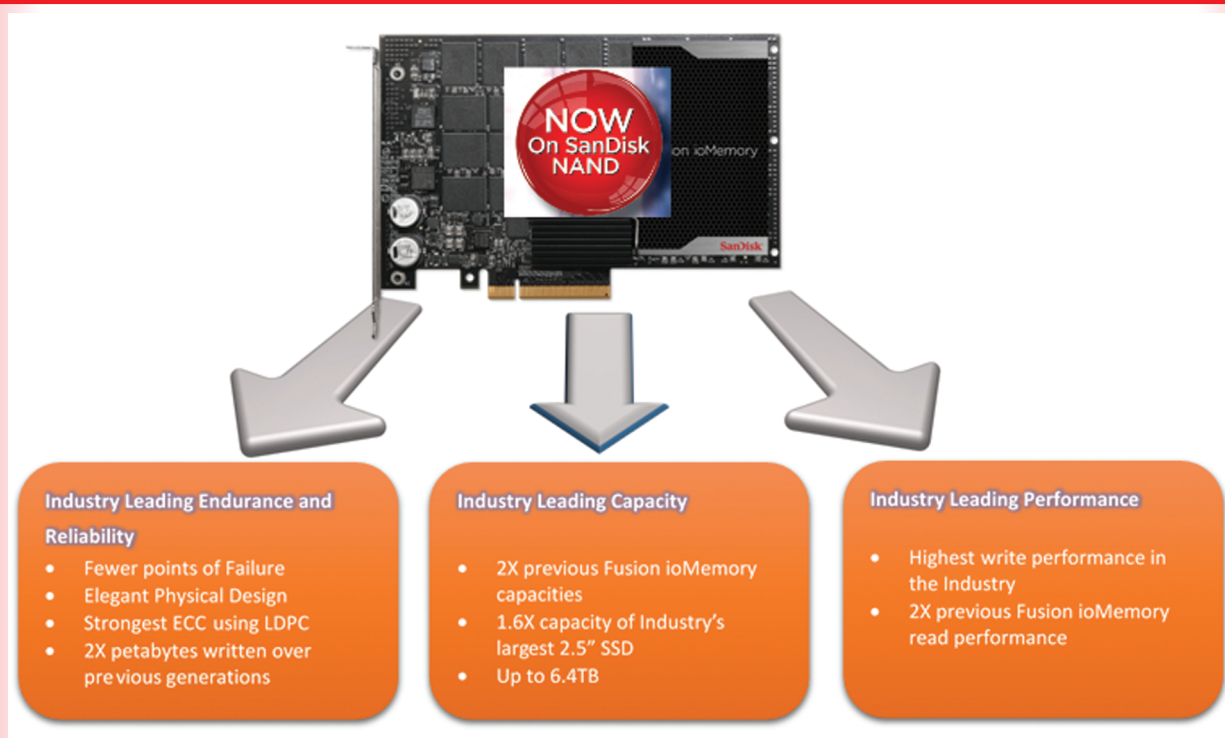


PCIe NAND Flash gets the RAID controller bottleneck out of the way, giving applications direct and simultaneous access to flash by performing management via software running on the host (the Virtual Storage Layer). This means shorter queues and more efficient use of server CPU cycles spent processing requests instead of managing waiting threads. With PCIe Flash, transaction response times are fast under all workloads with exceptionally low write latencies, which result in predictable and consistently high performance.

Fusion-I/O (now a SanDisk company) is a leading developer of flash-based PCIe hardware and software solutions that enhance application performance in enterprise and hyperscale datacenters. Over 75% of the Fortune 100 use solutions from Fusion-io along with internet's hottest companies. Their PCIe solutions are available from major server providers worldwide. SanDisk acquired Fusion-io in July 2014.

## Fusion ioMemory™ SX350 PCIe3.0 x8 Application Accelerators with captive NAND solution

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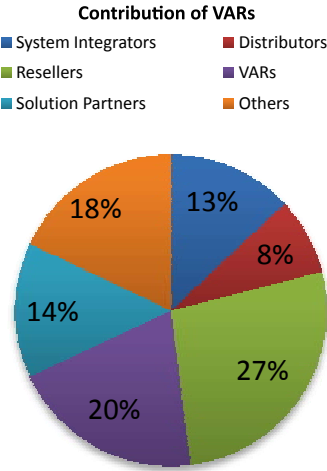
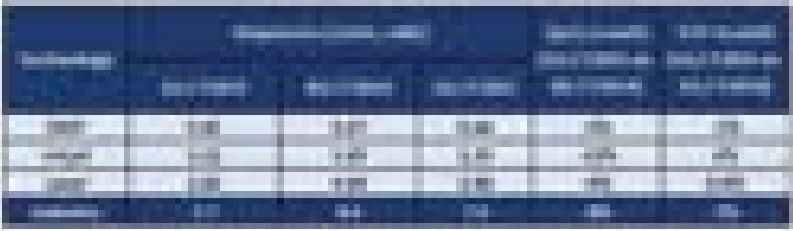
TABLETS

The tablet market in India has reported quarter-on-quarter growth of 3.6%. Since the share of PC OEMs in the market has grown by more than double year-on-year, 2014 has posted tablet shipments of 3.5 million, down 15% compared to 2013, according to IDC. 7-inch tablets under \$150 (Rs. 9000 approx.) increased in the quarter and will continue to foreseeable future. 3G tablets posted a double digit growth in Q4 and accounted for about 60% of the total shipments. Since the market is moving towards 3G, Wi-Fi enabled tablets have faced a steep decline over the quarters. The introduction of BIS regulation in July 2013 has further enabled unbranded tablets to be wiped off from the market, thereby contracting the bubble of growth witnessed in 1H 2013.

**Key Takeaways** -4G tablets are further expected to pick up as service providers like Airtel and Vodafone roll out their 4G LTE services by the later half of 2015. Consumers will continue to drive the wave of adoption of low-cost tablets as a preferred mobility solution. A higher inclination of consumers towards online

buying platforms will further keep up the sale of tablets on e-commerce.

**Key Vendors** -Samsung, Apple, iBall, Lenovo, Micromax, Asus, HP and Dell



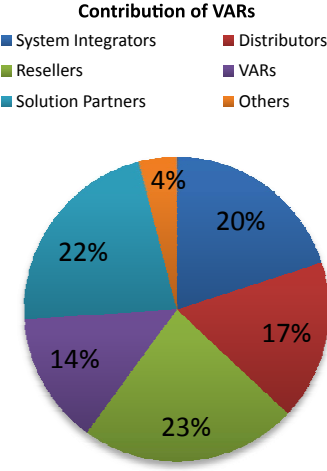
THIN CLIENT

Even though the shipment of Commercial desktop PC is shrinking, the growth of the Thin Client market remains quite stable. The worldwide thin client shipments totalled 1.4 million units in the second quarter of 2014, an increase of 10.8 percent from the same quarter a year ago. By 2018, these devices are expected to reach 7.6 million units shipped worldwide. Dell remained as a major player with 14.3 percent growth. In the years to come, as the lifecycle of the current PC installed base is coming to an end, more organizations will consider thin clients as a viable alternative.

**Key Takeaways** - Thin Clients are attractive options for businesses across diverse verticals, such as healthcare, banking, education and retail. What's driving the adoption of thin clients now is the

increased demand of desktop virtualization, a move to centralization, and delivering IT-as-a-service so as to bring the desktop PC into the data centre. Improvements to thin-client virtualization and remote display protocol technology have also enabled a new generation of virtual applications to run efficiently on devices other than desktop PCs for the first time. Today's CIOs are increasingly embracing thin clients and mobility.

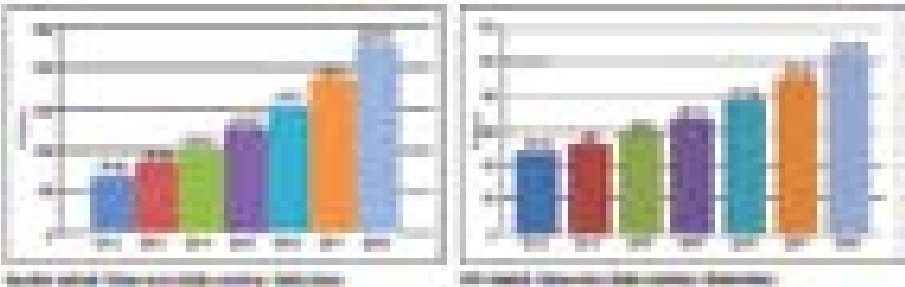
**Key Vendors**- Dell Wyse, HP, Citrix and NComputing



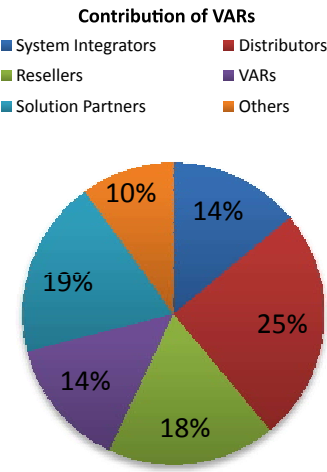
UPS

The Indian UPS market revenue is forecasted to grow two-fold by the end of 2018. Growing datacenter is propelling the UPS market and expected to increase at the CAGR of around 15per cent during 2015-18, where both multinational and Indian suppliers are jockeying for space. Metro cities in India have always been the largest markets for these power backup products but this trend is shifting because of the placing of the data centers in Tier II and Tier III cities in India. The market has been predominantly dependent on low-range UPS systems/single-phase UPS (up to 25 KVA) constituting over half of the total UPS market. However, with the growing utilization of UPS systems in larger industries, the trend is more likely to change and contribute to its growth.

**Key takeaways** - The demand for uninterrupted services and power backup in data centers as also the trend towards cloud computing, virtualization and the need for easy data availability are resulting in the growth of the UPS market.



**Key Vendors** -APC by Schneider, Emerson, Numeric, Socomec, Delta and BPE



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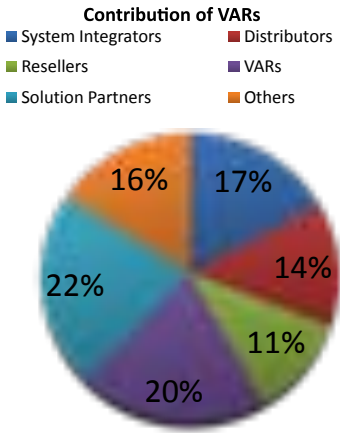


UTM

Research shows that the UTM market is still evolving, despite its maturity in certain countries. With most of the vendors wanting to emerge as end-to-end solution providers and sensing huge opportunities, the UTM landscape has witnessed a slew of M&As since 2011 - Sophos buying Astaro and Cyberoam, Dell acquiring SonicWALL and so on. The biggest growth takeaways for UTM have been the rapid internet adaption and increase in security awareness among SMBs.

**Key Takeaways** -The security appliance market in Asia/Pacific is set to grow at a compounded annual growth rate of 12% and will reach US\$2.6 billion by 2016 in customer revenue. The growing interest in mobility, cloud and big data has increased the complexity of the threats and hence leading to a higher demand on security appliances. The strong growth will be largely driven by Unified Threat Management (UTM), Firewall/VPN, and Intrusion Prevention System (IPS) appliances. The UTM function will lead the demand curve, taking a share of 37% of the total security appliance market by 2016 as against 29% in 2011.

**Key Vendors** - Cisco, Check Point, F5, Fortinet, Dell SonicWall, Palo Alto and Cyberoam (Sophos)

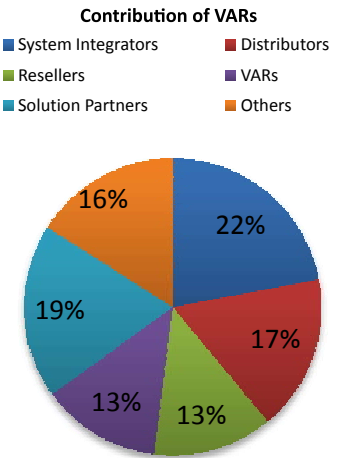


VIDEO CONFERENCING

Video Conferencing (VC) is now widely accepted by Indian organizations as it is helping business organizations to have a better communication with their connected business groups and business experts from different locations. The Frost & Sullivan report also estimates that the value of the video conferencing market in India was at INR 474.86 cr. accounting for a growth rate of 19.3 percent YoY in CY 2014. The industry is likely to sustain a compound annual growth rate (CAGR) of 12.3 percent by CY 2021, attributed to industry trends due to the growth in India in the enterprise, government, education, and healthcare sectors where video and collaboration tools are helping these sectors to redefine their business models.

**Key Takeaways**-Most of the video equipment vendors are now offering cloud-based video alternatives to customers too - in addition to their own lower cost, premises-based systems. Demand for cloud-based video conferencing and collaboration solutions is going to further fuel the growth of VC solutions in India.

**Key Vendors** -Polycom, Cisco, Avaya, Lifesize, Huawei, Panasonic and Vidyo

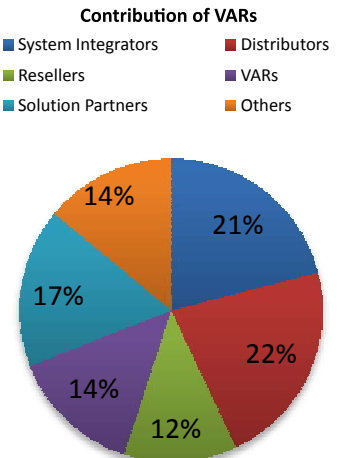


WLAN

2014 was one of the best years for the Indian networking market (LAN and WLAN included) with over 20 percent growth year on year, according to IDC. Since Q1 2014, the WLAN market is increasing both quarter on quarter and year on year with the highest revenue coming in CY 2014. The WLAN market in India clocked an 8.9 percent growth quarter on quarter and 37.1 percent year on year during Q1 2015 and registered \$45.1 million as end-user revenue. A similar pattern is expected in the latter half of 2015 as well on the back of government initiatives and organisations willing to invest in future technologies. As broadband wireless access continues to grow further, the overall Indian Wi-Fi market (including WLAN hardware, systems integration and software services, not including embedded devices, laptops) is predicted to grow.

**Key Takeaways** -WLAN market seems to be growing exponentially with the proliferation of smart devices coupled with the need to be connected has pushed the demand for a wireless last mile connection. Further, the SMBs are likely to offer similar growth to the market like any other traditional segment to benefit from mobility and network optimization solutions.

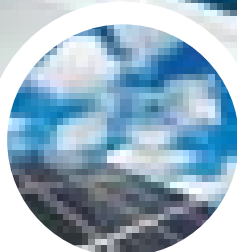
**Key Vendors** -Cisco, HP, Dell, Netgear, D-Link, TP-Link, Digisol and Huawei



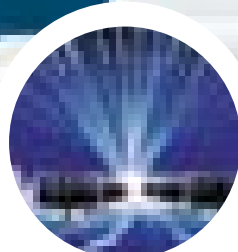
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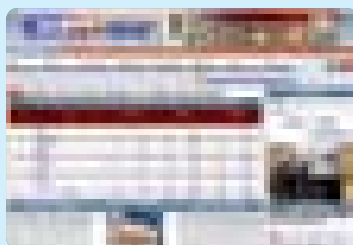
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# Vriddhi – A Game Changer for Tally

Tejas Goenka, Executive Director, Tally Solutions, takes time out to interact with VARINDIA, to explain why introduction of the Vriddhi Partner Program was important for both its partners and the company and the response it has been eliciting from all quarters of its partner network

At Tally, the continuous focus has been to reach out to more partners through sustained and structured initiatives. It operates with a 100% partner-led sales strategy. Its 28,000-strong partner network reaches customers in multiple countries and ensures that businesses use only the best in technology – via the most talented resources.

The large channel network is characterized by dedicated members who have complete faith in the vision of the organization. They are all driven entrepreneurs who are looking at continuous growth as their primary objective. “Our partners are the medium which we use to take our message to the customers. In that respect, our partners are our brand ambassadors,” asserts Tejas Goenka, Executive Director, Tally Solutions.

This is also very apparent from the large number of partner facing initiatives that it drives. Many of them focus on enablement on product, sales, pre-sales and solution building capabilities. “We spend substantial time and effort in involving partners at every step – sales as well as product strategy,” cites Tejas.

Appreciation from customers as well as repeated acknowledgements from the industry in the form of awards and recognition, vouch for the Tally Partner Network being one of the best and most efficient programs in the country.

## Vriddhi – A unique Tally approach

Tally boasts of its unique approach towards the channel partners. In fact, 2015 is going to be a year of major milestones, in a way that it is in this year that the company is improving the structure and the business approach in its partner ecosystem. “We have always been recognized for our excellent partner programs and policies. Our partners have contributed significantly to our growth, along with their own. ‘Vriddhi’ will be one such partner program that will enable partners to deliver higher quality experience to customers while maximizing profitability in business; all this through specialization in their respective lines of business,” explains Tejas.

The Vriddhi program will institutionalize Tally Solutions’ partner-enablement process through certification, ensuring partners are in specialized roles to deliver better and more streamlined services to Tally customers. Accordingly, all partners vying for certification will enter a preparatory phase, to showcase their appreciation of and adherence to aforesaid processes. The certification framework will further classify partners into Certified Partners, Associate Partners, Partner Developers and Distributors, based on their organizational strengths and their aspirations



## Benefits of Vriddhi Program

- *The focus on implementing strong support and development program that allows our partners to see exponential growth as an achievable possibility – This program does not just consider helping partners become more knowledgeable on the products and domains, but also equips them with the requisite softer skills or exposure that will help them achieve their growth desires.*

- *Certification of partners with a goal to provide excellent customer experience consistently, across a diverse range of segments – This will provide partners with a more relatable identity as well as a platform to showcase their skills to customers – again assisting them in their growth desires.*

- *Along with focussing on its existing partners to expand and grow them, Tally will also engage with its Associate Partner community on a regular basis, as the Tally business becomes a significant part of their existing offerings to customers.*

with Tally business.

- **The Certified Partners (CPs)** specialize in sales, implementation and solutions of Tally products. They are process-driven organizations and based on the kind of customers they reach out to, they will be classified as 3-star partners and 5-star partners. While the former group will meet regular and generic business solution needs, the latter will cater to more complex business requirements.

- The next category is the **Associate Partners (APs)** who will play a pivotal role in Tally solutions’ expansion plans. These partners will essentially be IT hardware vendors who are looking to add Tally to their portfolio and thereby address more customers, along with serving their existing customers better.

- **Partner Developers (PDs)** will be the niche set of partners who will appoint, train and mentor the Certified Partner category and assist them with certification. Tally desires to do both, grow its existing partners, as well as expand its network to get more and more partners certified. Partner developers will play a key role with this objective and drive their business growth with this model of growing partners.

- **Distributors** will be the bridge for the product between Tally Solutions and all customer-facing partners. They will ensure maximum coverage and access for these partners which will lead to the ease of commerce overall.

This phase will conclude with the first set of certifications being rolled out, while the Partner Developers and Distributors would have already assumed their roles to support the certification process. Hence, this is going to be an ongoing process.

Tally also has a clear path to ready its aspiring partners for certification. These partners would use the expertise that they have developed in Tally products to advise businesses on their Tally-related requirements. As they grow in this capacity, they will graduate to becoming Certified Partners.

“All Tally programs have delivered great experiences to our customers and matchless growth opportunities to our partners. The entire Tally product portfolio that includes Tally.ERP 9 has great impact on the partners business. The programs have been beneficial to both new and existing partners to develop greater specialization in their respective domains and lines of business,” assures Tejas.

Additionally, Tally Solutions provides continuous training to partners for them to stay up-to-date with all the latest enhancements in the Tally product line. “Our partners also have the capacity to create

more specialized and unique solutions for customers' specific business requirements. They also continuously work on 'add-ons' for the product which address specific needs which are common to industries, segments or event scale of businesses," says Tejas.

#### Therefore...

The Vriddhi program is, undoubtedly, helping partners become more

knowledgeable on the products and domains, and equip them with the requisite softer skills or exposure that will help them achieve their growth expectations. Through certification, partners can provide excellent customer experience consistently, across a diverse range of segments. The Vriddhi program will provide partners with a more relatable identity as well as a platform to showcase

their skills to customers – again assisting them in their growth desires.

With such a background, Tally is now looking to move its business model to a hybrid one. "With our core strength of talented partners, they are delivering on ground customer experiences, supplemented by simple and easy ways to transact with us online," sums up Tejas. ■

#### Shanthi Venkateshan, Proprietor, SV Software Solutions

"We have been working with Tally Solutions for the last 8 years and it has been a memorable and delightful journey. Our partnership with Tally started in the year 2008 and it still continues. Tally is not just a solutions firm that has helped our business grow, rather we are more like a family. Our journey with Tally has been amazing and excellent. Going back, our partnership with Tally started from our home with my late husband, along with six employees who worked with us.

Tally has not just been our partner but has also been a strong support to our business. We have implemented Tally solutions for Payrolls, Excise for Manufacturing and Trading, Inventory Modules, E-Vat uploading, and Service Tax TDS Modules. In addition to these, we have also done some small TDLs along with Default Implementations as per the requirements of the companies like Trolex India Pvt. Ltd, Komarla Group of Companies, Planet Honda, Podolite Foot Ware and KGS Cargo Services. Tally's "Vriddhi" program has been one of "THE" programs which have radically improved our businesses.



Take any business, customer's satisfaction is something that plays a key role. This is not just in terms of growing the business but also in terms of building a great bond. Keeping this in mind, we have always been a great support and great advisors to our customers in implementing Tally in their business."

## Partners Speak

#### Subrata Chatterjee Proprietor, SASCO

"Our relationship with Tally Solutions is 10 years old. It all started during the introduction of VAT in India, when we did a fabulous job and worked like a VAT Consultant with Tally. The last ten years have been a great experience working with Tally and we hope to continue it in the coming years as well.



For keeping track of the gratuity funds, stocks (shares and securities) and PF, we have customized Tally Software for SBI in the Kolkata region. The last 10 years of our journey with Tally Solutions have been successful, and this was possible because of the great support Tally extended to us. As a SASCO, we have been associated only with Tally.

Our excellence is in the sales and support of the Tally software. On the Tally.ERP 9 platform, we have customized solutions for our customers like opening cost centre, auto calculation of long-term / short-term capital gain, etc and thus we have been implementing Tally in every step of our business. Adding to this, we have also been successful in selling Tally to customers through our customer references."



#### Arun K. Varshney Owner, Tnine Technology

"Our association with Tally Solutions started in November 2011 and it has been a wonderful journey over the last four years, and it still continues. Back then, I started off my business alone at my home by attending several training sessions organized by Tally. The training sessions enhanced my confidence and strength in sales, service and setting up good customer relationship. As my aim has always been to build a good customer satisfaction, today with the help of Tally I have been able to achieve that.

Some of the major implementations that we have done for Tally so far include Rajiv Gandhi Charitable Trust, Indian Grapes Processing Board, CSC E-Governance Services India Ltd, National Waqf Development Board Ltd, Dr ING N. K. Gupta, Technical Consultants (P) Ltd, Gandhi Smriti and Darshan Samiti, NV Distilleries Limited, Bagga Link Motors Pvt. Ltd and Fairdeal Electronics Pvt. Ltd.

We have a strong belief in customer's satisfaction and we have always helped our customers grow in all stages of their business. Through our constant guidance and education on Tally products, we have been successful in making our customers understand the importance and the impact of Tally Solutions in their business and hence ensure that they use Tally.ERP9 to its full potential within their organization."



# Top 10 Telecom Service Providers

Mobile data provides a substantial revenue opportunity to telecom service providers. Mobile services market is expected to reach \$21.4 billion in 2015. With the convergence of Internet and wireless communications, mobile data services are undergoing tremendous growth. As users are increasingly entering the network and creating an enormous surge in mobile traffic, mobile operators need to focus on the quality of experience they provide to their users. As per Gartner, mobile connections in India will touch 880 million in 2015 and the spending on mobile services will grow four per cent to reach \$21.4 billion (roughly Rs.1,39,656 crore) in 2015 and the spending on mobile services will be driven by data services, which is expected to grow 15 per cent to reach \$6.5 million in 2015.

Significant investments in mobile infrastructure and sound spectrum policies can create significant economic growth. Through affordable devices, reasonable telecommunications fees and low mobile taxes, the digital sector can prosper and propel the overall economy. The objective of government policy in this sector is two-fold: to allocate spectrum efficiently to the best use and maximize revenues to the state. These two objectives can be achieved harmoniously if the government shifts the focus away from short-term revenue maximization. As per the trends, the data services are essentially driven by fixed broadband connectivity and data-centric devices and, secondly, spending on data services by various mobile apps, particularly mobile video apps and OTT players new methods of collaboration and communications, engage people increasingly for chat to friends and family, watch videos on the move, and listen to streamed music, etc.

The demand for data is always on the rise, the increase of bandwidth-intensive applications, long duration services, and signalling overheads are demanding a transition to 4G. The mobile operators are preparing their networks to support 4G broadband services which will improve the user experience and yield new revenue opportunities. With wireless broadband, users can more readily access their Internet services such as online television, blogging, social networking, and interactive gaming on the go. Secondly, 4G LTE service will change the market dynamics, with improvement in the quality of VoIP and Video on Mobile. However, most of the operator environment is also clouded by spectrum issues and launching 4G needs the resolution on the same. The current spectrum allocations in 2.3 GHz band is being debated as it has indoor penetration issues.

## Bharti Airtel

Company's turnover (2014-15): Rs.64,529 crore

Company's turnover (2013-14): Rs.57,556 crore

Company's turnover (2012-13): Rs.52,386 crore

**Head of Organization:** Sunil Bharti Mittal, Chairman

Address: Bharti Crescent, 1, Nelson Mandela Road, New Delhi, India

Telephone/Fax:

Website: [www.airtel.in](http://www.airtel.in)

Company Profile: Bharti Airtel ranks among the top telecom service providers of India. The company offers 2G, 3G and 4G wireless services, mobile commerce, fixed-line services, high-speed DSL broadband, IPTV, DTH, enterprise services including national and international long-distance services to carriers.



## Vodafone India Ltd.

Company's turnover (2014-15): Rs.42,526 crore

Company's turnover (2013-14): Rs.37,606 crore

Company's turnover (2012-13): Rs.33,282

**Head of Organization:** Sunil Sood, CEO

Address: Peninsula Corporate Park, Ganpatrao Kadam Marg, Lower Parel, Mumbai - 400 013

Telephone/Fax: +91 22 71715000 / +91 22 24963645

Website: [www.vodafone.in](http://www.vodafone.in)

Company Profile: Vodafone India has always prioritized its customers and that is the only reason behind its customer base of over 180 million people. It is because of the company's global best practices along with deep exposure to local markets has made Vodafone a top telecom service provider. Whether an individual or enterprise, the customers always receive world-class services that cater to their needs.



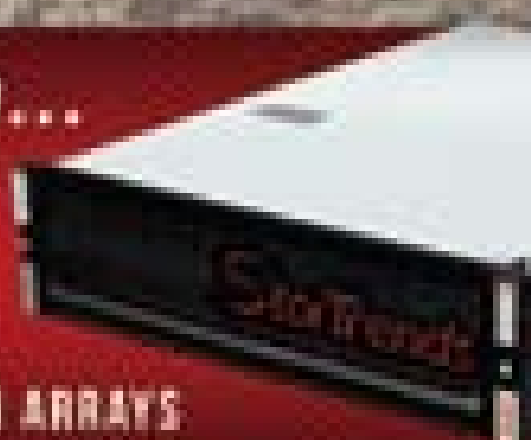


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**Idea Cellular Ltd.**

Company's turnover (2014-15): Rs.31,554 crore  
 Company's turnover (2013-14): Rs.26,504 crore  
 Company's turnover (2012-13): Rs.22,595 crore

**Head of Organization: Himanshu Kapania, Managing Director**

Address: "Windsor", 5th Floor, Off CST Road, Near Vidya Nagari, Kalina, Santa Cruz (E), Mumbai – 400 098

Telephone/Fax: +91 95940 04000 / +91 95940 03181

Website: [www.ideacellular.com](http://www.ideacellular.com)

Company Profile: With a lineage of Aditya Birla Group, Idea Cellular is a pan-India integrated GSM operator offering 2G and 3G services, and has its own NLD and ILD operations, and ISP licence.

With revenue in excess of \$5 billion, revenue market share of nearly 18.2% (as on Q4FY15) and subscriber base of over 165 million, Idea is one of the top mobile operators. Idea provides world-class service delivery through the most extensive network of customer touch points, comprising of nearly 6,752 Idea touch points.



**Bharat Sanchar Nigam Ltd.**

Company's turnover (2014-15): Rs.26,033 crore  
 Company's turnover (2013-14): Rs.25,498 crore  
 Company's turnover (2012-13): Rs.26,396 crore

**Head of Organization: Anupam Shrivastava, Chairman & Managing Director**

Address: Bharat Sanchar Bhavan, Harish Chandra Mathur Lane, Janpath, ND – 110 001

Telephone/Fax:

Website: [www.bsnl.in](http://www.bsnl.in)

Company Profile: Incorporated in the year 2000, Bharat Sanchar Nigam Ltd took over the business of providing of telecom services and network management from the erstwhile Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO). It is one of the largest and leading public sector units providing a comprehensive range of telecom services in India. BSNL is the only service provider, making focussed efforts and planned initiatives to bridge the rural-urban digital divide in the ICT sector. BSNL serves its customers with a wide bouquet of telecom services, namely Wireline, CDMA mobile, GSM mobile, Internet, Broadband, Carrier service, MPLS-VPN, VSAT, VoIP, IN Services, FTTH, etc.



**Reliance Communications Ltd.**

Company's turnover (2014-15): Rs.22,098 crore  
 Company's turnover (2013-14): Rs.22,321 crore  
 Company's turnover (2012-13): Rs.21,778 crore

**Head of Organization: Anil Dhirubhai Ambani, Chairman**

Address: 3rd Floor, BHQ, DAKC Koparkhairane, Navi Mumbai, Mumbai – 400 709

Telephone/Fax: +91 22 30370001

Website: [www.rcom.co.in](http://www.rcom.co.in)

Company Profile: Headed by Anil Ambani, Reliance Communications is one of the leading telecom players in India. It has a customer base of above 118 million, including over 2.6 million individual overseas retail customers. Reliance Communications has established a pan-India, next-generation, integrated (wireless and wireline), convergent (voice, data and video) digital network that is capable of supporting best-of-class services spanning the entire communications value chain, covering over 21,000 cities and towns and over 400,000 villages. Reliance Communications owns and operates the world's largest next-generation IP-enabled connectivity infrastructure, comprising over 280,000 kilometres of fibre-optic cable systems.



**Tata Communications Ltd.**

Company's turnover (2014-15): Rs.17,785 crore  
 Company's turnover (2013-14): Rs.17,450 crore  
 Company's turnover (2012-13): Rs.15,310 crore

**Head of Organization: Vinod Kumar, Managing Director & CEO**

Address: C-21 & C-36, "G" Block, Bandra-Kurla Complex, Mumbai – 400 098

Telephone/Fax:

Website: [www.tatacommunications.com/](http://www.tatacommunications.com/)

Company Profile: Owned by Tata Group, Tata Communications serves the market with A New World of Communications. Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multinational enterprises, service providers and Indian consumers. The Tata Communications global network includes submarine cable networks and a Tier-1 IP network with connectivity to more than 240 countries and territories across 400 PoPs, as well as nearly 1 million square feet of data center and collocation space worldwide.



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**Aircel Ltd.**

Company's turnover (2014-15): Rs.13,030 crore  
 Company's turnover (2013-14): Rs.11,294 crore  
 Company's turnover (2012-13): Rs.9,817 crore

**Head of Organization: Kaizad Heerjee, CEO**

Address: 4th Floor, Spencer Plaza, No. 769, Anna Salai, Chennai – 600 002  
 Telephone/Fax: +91-44-42280000 / +91-44-42280123  
 Website: [www.aircel.com](http://www.aircel.com)

Company Profile: With a subscriber base of 65.1 million, Aircel is a pan-India telecom operator with presence in 23 circles. The company offers voice and data services ranging from postpaid and prepaid plans, 2G and 3G services, Broadband Wireless Access (BWA), Long Term Evolution (LTE) to Value-Added-Services (VAS).

Aircel has positioned itself as a data-led telecom player with a focus on young Indians and has also addressed the consumers with Aircel Pocket Internet.



**Tata Teleservices Ltd.**

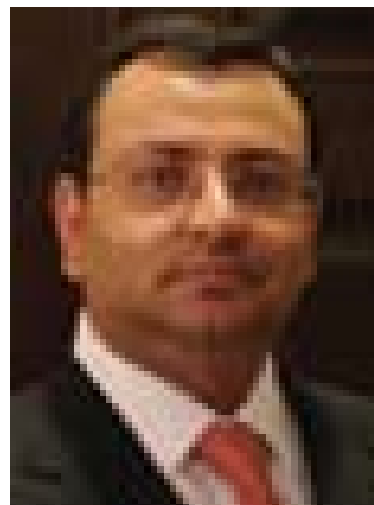
Company's turnover (2014-15): Rs.10,944 crore  
 Company's turnover (2013-14): Rs.10,452 crore  
 Company's turnover (2012-13): Rs.10,770 crore

**Head of Organization: Cyrus P. Mistry, Chairman**

Address: A, E & F Blocks, Voltas Premises, T. B. Kadam Marg, Chinchpokli, Mumbai – 400 033  
 Telephone/Fax: +91 22 66671414 / +91 22 66605335  
 Website: [www.tatateleservices.com](http://www.tatateleservices.com)

Company Profile: Tata Teleservices is spread across India with its operation in 19 telecom circles. Over the last few years, the company has launched significant services CDMA mobile operations under the brand name Tata Indicom, wireless mobile broadband services under the brand name Tata Photon in and 2G GSM services under the brand name Tata DoCoMo.

Having a pan-India presence across India's 19 telecom circles, Tata Teleservices Limited, along with Tata Teleservices (Maharashtra) Limited, operates in more than 450,000 towns and villages across the country.



**Uninor**

Company's turnover (2014-15): Rs.4,070 crore  
 Company's turnover (2013-14): Rs.2,945 crore  
 Company's turnover (2012-13): Rs.2,095 crore

**Head of Organization: Vivek Sood, CEO**

Address: The Masterpiece, Plot No. 10, Golf Course Road, Sector 54, DLF Phase 5, Gurgaon – 122002  
 Telephone/Fax: +91-0124-3329000  
 Website: [www.telenor.com](http://www.telenor.com)

Company Profile: A subsidiary of Norway-based Telenor Group, Uninor offers mobile voice and data services based on the GSM technology, on 5 MHz spectrum. Uninor services are commercially available in 6 circles, covering a population footprint of 600 million people.



**MTNL**

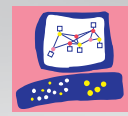
Company's turnover (2014-15): Rs.3,387 crore  
 Company's turnover (2013-14): Rs.3,392 crore  
 Company's turnover (2012-13): Rs.3,429 crore

**Head of Organization: N. K. Yadav, Chairman & Managing Director**

Address: MTNL Corporate Office, 5th Floor, Mahanagar Doorsanchar Sadan, 9, CGO Complex, Lodhi Road, New Delhi – 110 003  
 Telephone/Fax: +91 11 24310212/ +91 11 24320051  
 Website: [www.mtnl.in](http://www.mtnl.in)

Company Profile: Set up by the Government of India in the year 1986 to upgrade the quality of telecom services, expand the telecom network, to introduce new services and to raise revenue for telecom development needs in Delhi and Mumbai. MTNL is the principal provider of fixed-line telecommunication service. Presently, MTNL is providing a host of telecom services that include fixed telephone service, GSM (including 3G services) and CDMA-based Mobile service, Internet, Broadband, ISDN and Leased Line services.





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# What Matters.....Is The



# Brain Behind Marketing



Chief Marketing Officers (CMOs) are playing an increasingly larger role in making companies transform not just the marketing function but also everything from corporate affairs, technology decisions and product development to distribution. It is becoming imperative that they need to work closely with CIOs to ensure the best balance between brand vision and operational goals. It is an absolute fact that winning in the market is a matter of skill and discipline and surely not mere luck.

CMOs are the critical contributors to the broadening mission of marketers, including the Internet and evolving distribution models, which are profoundly changing the way consumers research and buy products. CMOs are the enablers (also called as the marketers of the organizations) and are of much importance as even the top heads of organizations take feedback from them about the industry. The role of their marketing programmes and also their innovative approach in the organization with the changing times bring about resounding success. Priorities may vary from company to company and industry to industry, but CMOs work on some of the common areas like leading company-wide change in the response to evolving buying patterns, stepping up efforts to shape a company's public profile, managing complexity and building new marketing capabilities throughout the company as a whole.

The biggest shift in today's marketing is highly dependent on the changes in how consumers research and buy products. The Internet is a major contributor to this shift. So whether it is on achieving tangible results, meaningful goals and winning in the market and delivering thought leadership on subjects related to Ethical Branding, Mobile Relationship Marketing and State of Marketing, the CMO is considered as the role model.



In the years ahead, an accelerating pace of change will continue to transform the role of CMOs and their relationship with corporates as a whole. In summary, CMOs anticipate tomorrow.





**Dina El Banna****Marketing Director, Global Growth Markets, Avaya**

"Today's CMOs have transformed themselves into brand and trade evangelists as traditional brand marketing efforts alone will no longer help in sustaining the growth of an organization. The way Indian consumers and enterprises are increasing their consumption chain, it is becoming more and more important for the CMOs to use different marketing tactics for the same product line.

At Avaya, measuring the impact is the key to our style of marketing and not only do we drive ourselves on the impact created but also capture business through our marketing efforts. We already have in place a robust CRM with clear metrics-oriented marketing for measuring the impact created for and in business. Digital transformation is also at the core of Avaya's business, as we enable enterprises of all sizes to have a better engagement with their customers on different channels (digital or physical). Social media is the key component of our marketing and communications strategy as majority of our customers want to use their preferred media at any time, from anywhere and on any device. Hence, social media is the most preferred choice.

While we do believe that marketing as a function cannot be driven independent of our outsourced partners, we also realize that our partners play an important role in controlling the delivery of outputs and our processes. If we are able to create an extended arm and that too a literal one, out of the agency till then getting into any strategic outsourcing agreements will never yield results for the marketing team.

The market has evolved in recent years so much so that customer experience is becoming a strategic endeavour for businesses across the globe. Businesses are looking to create a seamless Omni-channel experience, based on the preferences of their consumers and are working towards enhancing their satisfaction levels. We, at Avaya, have gone beyond the expectations of our customers and led the convergence of team and customer engagement. This convergence translates into bringing the assets of organizations at the fingertips of the customer service agents to instantly solve customer issues. This convergence is, therefore, enabling businesses to better engage with their customers and exceed their expectations. With our strong product portfolio, we aim at providing strong networks supports team and customer engagement by reducing network outages. Further to this, we have the ability to provide quicker access to information and easily integrate new communication channels and applications."

**Rajesh Kumar****CMO, SAP Indian Subcontinent**

"The marketing landscape today has changed dramatically bringing to the fore new responsibilities for the CMO. If I could sum these up in order of importance, they are –

- The new CMO needs to have and create an outside-in mindset culture.
- The new CMO needs to move from an activity-focussed to an outcome-focussed approach.
- The new CMO needs to be data driven.
- Digital experience is the driver of customer experience today.
- The new CMO needs to be able to hire the right talent.

One very important change in the buying habits of customer is that today customers can seamlessly move between the online and offline worlds demanding consistent information and uniform customer experience across platforms. SAP went about transforming the partner go-to-market (GTM) model. We helped them set up a Digital platform by enabling them with interactive and informative Websites, PR kits, Social channels for Brand & Social selling, optimizing their ranking on search results and seeding a "Digital first" approach in their campaigns. Pivotal to this approach is our virtual experience platform, SAP Discover that helps partners reach out to their potential customers much early in their decision-making cycle, resulting in a much better market coverage and business outcome.

At SAP, we strongly believe that exchange of ideas, insights and case-studies is imperative for the growth of a company and indeed the industry. We have been quick to realize that with fast-paced changes in technology, our customers and sometimes even our partners may find it difficult to keep abreast of them. That is why we launched Discover, a virtual experience platform that provides in-depth demos and discussions with our in-house experts via webinars. Apart from technology sessions, we have invited our customers to share their success stories thereby helping their peers in the industry to understand how they fuelled their business ambitions via smart adoption of technology.

The thumb rule for outsourcing has always been to outsource that which is out of your core competencies. Marketing should ideally be an in-house function because of the high-end strategic importance that it carries. Functional tasks such as hosting events, websites and social media management may be outsourced depending upon the availability of talent or lack of it within the existing marketing organization."

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**Vishal Parekh****Marketing Director, Kingston Technology India**

“With quality products and a strong channel connect, Kingston has been successful in maintaining leadership in the Indian mindshare. The traditional marketing strategies do bring us positive and important first-hand insights to analyze. With shifting specific campaigns on digital and social platforms, we enable a higher level of measurable accuracy in the boardroom. Based on the results of these efforts and future plans, we try to analyze a more holistic market scenario to create a better impact on our bottom lines.

The market dynamics have been favourable for Kingston in both Memory and Flash businesses. We are proud to be a pro-channel brand and believe in growing with our network. Our sales and marketing strategies, directly or indirectly, cater to major market segments, including B2B, B2C, B2G, niche gaming cafes and others. We also work towards empowering our partners with the best products, with valuable market information and best-in-class service. With a strong backing, we encourage them to improve their reach and cater to a wider market.

Being a channel-friendly brand, we believe in introducing our products to the markets through our network. Just to give an example of our new HyperX Cloud Core headset, it has helped our partners to reach out and interact better in the music, media production and gaming communities. We now offer three HyperX headset variants (HyperX Cloud, HyperX Cloud II and HyperX Cloud Core) at different price points and this becomes a way for healthy outreach and negotiations.

The decision of outsourcing marketing functions wavers from brand to brand and industry to industry and also depends on the kind of business models that prevail. We have a strong presence in the Indian market and our sales and marketing teams work seamlessly to maintain leadership.

It is a known fact that Kingston is the #1 memory brand globally. We believe thought leadership is very important to develop and refine the more unique and feasible ideas. Our expertise in our product and business does give us an edge and it translates into our marketing and sales strategies.”

**Ankesh Kumar****Director, Product Management (Channel, IT Solution) & Marketing, Emerson Network Power India**

“In this era of a well-networked economy, customers today are well informed and educated. This makes the role of marketing extremely crucial, as Chief Marketing Officers will have to constantly look beyond traditional marketing platforms and look at newer platforms via which they can reach out to customers. This has been aided by the use of Internet and evolving distribution models which are now increasingly changing the way customers research and buy products, prior to the actual purchase.

I believe that companies will have to gradually become innovative in their approach at developing products basis customer needs and this will help them create appropriate brand awareness for their solutions. This goes hand in hand with its impact that can be measurable in terms of profit, i.e. financial impact. This strategy is, in fact, very integral to our marketing strategy here at Emerson Network Power.

With technology progressing and evolving at a faster rate, the marketing landscape too is witnessing a complete evolution. It is easy to lose sight of the individual consumer in an effort to reach out to masses. Over time, a marketing campaign can very easily veer off track, which means by the time it is seen by the audiences, it focusses more on the product, solution or service than the end-user.

The advent of social media and Internet has brought about a disruptive change in the way companies approach their go-to-market strategy. As a marketer, the main focus while attending to customers is always to be available 24x7 to them by different means and diverse sources, including online. This might also differ on basis the products and services on offer. In my opinion, companies which make a sustained effort to ease the transaction process at all stages of the product life cycle, are set to benefit hugely.

As a marketer, I believe that companies should outsource certain marketing and sales functions only –

- When it is cost-friendly, as it eliminates the need to hire a full-time executive and instead outsources a team which can help with the marketing and sales efforts on a project basis.
- When they need real-time and transparent insights into their market – many a time, companies are biased towards their organization and thus view the market scenario with a tainted vision.
- When they are not equipped enough to carry out the marketing plan.”

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**Bill Ye**

**Director & Country Manager, TP-LINK India**

“Traditional marketing is necessary and needs to be there, but we should also not forget social media and online platform which is growing at a rapid pace in today’s world. We need to go hand in hand with new innovations as they persist, looking at broad prospect implementation of New Innovative media is necessary as well.

We believe changes do take place. But few aspect changes but prime factors remain the same. We believe to be up-to-date with what market needs and their requirements. Be it today’s buying habits or consumer’s behaviour and thinking towards product, we have seen an era where people were brand conscious but now we have customers who rely on product with respect to its offering. Market trends keep on changing and accordingly marketing strategy changes. We can’t deny it that a few years back Print was a primary media and the first choice, which is now shifting to online media and so on.

We make sure that TP-LINK’s partners get to sell easily whenever they are pitching our products to consumer. We make sure to be closer to consumers with continuous investments in branding which results in customer knowing Wi-Fi, use of Wi-Fi and how our products can help them in their day-to-day life. This invariably leads to demand. We also make sure that our partners are promoted prominently across channel magazines and our official Facebook page, which gives customer trust on our partner and bonds our partners’ relationship with us.

Outsourcing is something many firms look forward to. But we can’t control outsourcing output as we can control it internally. We make sure to present our customers with the best quality, be it product or news which reaches them. Thus, we try to keep most of processes internally for maintaining and improving this quality as we progress. But we can’t deny that everything cannot be done internally and at TP-LINK as well we tend to outsource some resource – be it commercial video, corporate video or so on.

Marketing mantras should always consist of new innovations, new ideas and new implementation. If you can give customer something new to thrive on, he will be more interested in it then offering him something which he has seen throughout his lifespan. Special ideas always thrive best, considering it matches brands identity and brands vision.”



**Matt Fairbanks**

**Chief Marketing Officer, Sophos**



“When I started out in this industry 20 years ago, our ability to measure marketing impact was crude and rudimentary at best. With the right processes, organizational alignment and technology, we can measure impact to a surprising degree. In my team, we strive to apply a profound understanding of our customer with the best delivery vehicles and analytics to do what I call ‘put points on the scoreboard’. We start with what the business needs to achieve, then we align all our tactics and metrics to those business goals. It is an extremely powerful business concept when it all works in harmony.

I like to think of a good marketer as simply a good educator. The world is changing rapidly. And more and more, IT professionals are looking to vendors like Sophos to help explain the trends and to prescribe ways to help them stay ahead. In our industry, cybersecurity, it is literally a race against a growing army of bad actors. IT professionals have so many priorities to juggle, and there is no way that most can become experts on all aspects of cybersecurity defence.

Simply put, marketing delivers three things: (1) drive awareness, (2) generate leads, and (3) enable our partners and sales teams.

Marketing can, indeed, be a powerful thought leadership weapon in helping to shape an organization’s strategic vision. Let me give you an example. When I arrived at Sophos, we had a tagline (or mantra) which stated, ‘You’re safer in our world.’ That is a really nice phrase, yet a few customer conversations quickly revealed that our customers didn’t want (indeed couldn’t) to leave their world. They instead wanted us to make their world a safer place, and to do it simply and effectively. So we changed our tagline to ‘Security made simple’ and, in turn, adapted all our business processes to become as simple and as effective as humanly possible. Simplicity is a concept that helped Steve Jobs and Apple to become the most valuable company on the planet. And it has proven quite useful at Sophos to channel and focus our innovation. As our marketing team works hard month after month, year after year, we are beginning to earn a reputation as a company that lives our brand and delivers on our promise to provide leading edge IT security solutions that organizations can deploy and manage simply and effectively. And that’s helping us grow at 2X or 3X the market rate as we take share from our competitors.”

“The role of CMO is now evolving as the CMT – Chief Marketing Technologist. Today, technology plays a crucial role in influencing consumer choices and user pattern. Hence, integrating technology into marketing activities is imperative. Marketers need to have a technology vision to be able to reach out to their target audience. Also with time, digital marketing and e-commerce space has increasingly augmented or replaced traditional touch points, and it is essential to master and incorporate them in marketing budgets and rollouts. At D-Link, we are constantly utilizing the digital marketing platforms and make the most of it to reach out to our customers and partners.

The current marketing landscape offers the best opportunity to create a meaningful conversation directly with our customers. Courtesy the social media platform, we are now able to hear from customers their feedback, expectations and experience almost on a real-time basis. So today we are devising marketing campaigns with technology as enablers for our go-to-market strategies. This way, we continue to reach out to a wider and desired audience.

Partner engagement and enablement is a crucial aspect of our marketing strategy. We, at D-Link, are focussed and committed towards empowering our partner/ channel community with new-age business tool. We are constantly exploring various viable avenues that allow us to strengthen the D-Link partner/ reseller force. The recently-launched D-LINK CONNECT Mobile App is a one-stop platform that offers all crucial information like latest product alerts, scheme updates, service-related information and more. Our partners can now enjoy first-hand information on all the latest developments at D-Link through this mobile app right at the convenience of their palm.

The go-to-market strategy of each business varies depending on the target audience, geography and available resource. There are pros and cons for both in-house and outsourced models. As a result, each organization has to evaluate its current state and act accordingly.

While there are numerous definitions across the net on thought leadership marketing, simply put it is content-driven marketing. An effective and striking content is the key to a successful marketing strategy. In today’s evolved markets, there are multiple modes to reach out to the Target Group. However, it is the content that determines the final outcome. Thought leadership in marketing enables one to position the brand values and its USPs to the right audience in a crisp and effective manner.”

**Jim Simon****Senior Director of Marketing, Asia-Pacific - Quantum**

“At Quantum we like to say that ‘Storing data is easy. Turning it into a meaningful business value requires innovation.’ The value of data is increasing beyond traditional analytics. We are seeing marketing organizations recognize the value of their “data workflow.” For example, corporate video is a hot part of the market. Marketing organizations are nimbly producing video in-house for use on their website, social media channels, sales videos, and even supermarket aisles.

Advances in analytics that are based on video surveillance allow marketing organizations to optimize their marketing in ways that were nearly impossible before. For example, video analytics can track customers throughout a store to see which displays are grabbing customers’ attention. This video comes back to “data workflow” again. Substantial amounts of storage are required in order for the marketing department to successfully complete its mission.

Quantum is a B2B company. Nevertheless, our customers are evolving too. Marketing organizations have “missions” to help them maximize revenue such as the aforementioned goal of improving traffic flow in a store in order to maximize revenue. Customers often still rely on their IT department but increasingly the marketing department is looking to workflow storage as a component of a mission-critical marketing solution so they are more involved in the evaluation of their needed workflow storage than ever before.

Quantum believes that high performance and lowest TCO aren’t mutually exclusive goals. Our innovations combine these values to maximize the value of data over its life. In essence, we allow marketing organizations to retain more data, longer, and to access it at the needed level of performance for a specific mission. Marketing organizations often times do not know what they will need their data for in the future. With Quantum they can retain it at the lowest TCO yet be assured that when they want to access it the data will not present a bottleneck to the mission.

Thought leadership is translating more frequently into being ubiquitous wherever prospects are. Quantum enables marketing organizations to quickly transcode assets such as video and then distribute them simultaneously across different platforms such as TV, PC, mobile, in-store, etc.”



**Meera Raman**

**Head of Marketing – Quick Heal**

“Traditional scope of software vendors like us was restricted to profit maximization and was sales oriented. The focus on transition was limited to products. The current marketplace has however highly evolved. The interface has grown from the restricted confines of the counter to every aspect of the consumer’s life. Technology has made every movement of the consumer into a potential interaction moment for a marketer. Keeping up with the trends in technology and in consumer behavior is top on the list. Every new learning is run through the rigors of metrics and impact – creating permutations and combinations have never been more interesting than now.

The current market scenario shows a steady growth in the smartphone and tablet shipments; even PC sales have increased. Simultaneously, people are becoming more connected and are spending on IT infrastructure as the use of technology becomes pervasive in all sectors, be it Government, Banking, Healthcare and other industries. This is supported by the improved connectivity. Now, more and more rural users are adapting to the Internet. However, all this increases the risk landscape as more people access more and more data and store critical information on easily accessible platforms. People are also investing on security systems to protect this data.

All these are but avenues of growth for us. We are currently expanding our product portfolio to include security for future challenges such as Internet of Things (IoT), MDM and Cloud. Our products are comparatively simple to use and maintain and we also support older systems. We support multiple platforms such as Windows, Linux, Mac OS X, and Android. We are building our international presence with offices in Japan, Kenya, USA and Dubai. We are currently expanding our reach to more cities and equipping our branches with sales, logistics, support and marketing teams. We are also increasing our digital footprint. Our products are also available ex-stock at all locations. We are creating awareness campaigns and cyber safety workshops spreading awareness through education as thought leaders.

With more and more professionals wanting to create a niche for themselves, and taking up entrepreneurship to hone their skills further, outsourcing – specifically for creative elements – is key to take advantage of the diversity of talent that is today available in the market.”



**Shivani Kapoor**

**Global Head – Marketing, Communication & Inside Sales, ITC Infotech**



“The traditional role of a CMO is transforming and evolving at a drastic pace. Today, the CMO is not only responsible for brand management and driving the marketing strategy, but is also responsible for facilitating in the overall strategy and growth of the organization.

The role of a CMO is morphing to a CCO or Chief Collaboration officer –working and connecting the dots between the departments through various marketing initiatives to ensure one voice to the customer. In addition, Marketing is partnering with the CTOs and the CIOs departments to tap the power of big data and analytics to enhance customer experience and drive revenue.

Top of my priority list is understanding what my customers and employees are conversing through social and listening marketing tools and gauge if we can add meaningful value to these conversations. To be where the customer is, talk the language of the customer and get them to listen is critical. The next priority area is through analytics, to understand the ROI of all marketing and lead generation initiatives in real time and deploy effective data driven marketing strategies and tactics.

Marketing needs to make faster and more informed business decisions. Once you have developed an understanding of the customer, along with the market dynamics and the industry factors, it becomes much easier to target campaigns and create communication messages which will resonate. Targeted content is really the key. It is also important to know your sweet spots and prioritize your marketing investments on channelized marketing activities.

There is no one magical product or solution. CMOs need to develop a robust ecosystem of niche local partners to strengthen customer connect. However, CMOs should be very selective while creating the ecosystem and deciding who to associate with. Alignment of core values and the drive to work towards a shared strategic vision are critical components towards developing a synergistic partner ecosystem.

As industries mature, processes also stabilize and over time become robust. Business functions with well-defined processes and matrices for evaluation, can then be outsourced and even automated. This has been prevalent in the HR and lead generation function. Marketing is also leveraging outsourcing of certain programs, however, the key is to understand which program or process can be outsourced, and which needs to be run from within the organization.”

**AT Rajan**

**Sr. Vice President & Chief Strategy Officer - Ricoh**

"I do not think the basic role of the CMO is any different from what it was before. It still involves market segmentation & analysis, communicating with your target customer, understanding their needs and positioning your products and solution to address their needs.

What has changed is the environment. Technology is changing rapidly and product lifecycles are getting shorter. Consumer behavior and expectations are changing. Communication channels are undergoing major transformation and the sheer number of options available to a marketer is overwhelming. All these have made the process of developing effective marketing and communication strategies more complex and challenging.

However, technological developments have also provided Ricoh with solutions and tools to overcome these challenges. Our Go to Market strategies are centered around one core theme - Focus on the Customer. Based on an analysis of the customer workflows and their pain areas, we develop unique solutions using our technology and expertise in Imaging, Communications and IT Services. This has helped us develop various vertical solutions for Manufacturing, Education, Healthcare, BFSI and various other strategic verticals.

Once the customer is clearly identified, it is relatively easy to connect, communicate and engage with them. While we continue our focus on face to face interaction with our customers, we also use multitude of communication channels in print, digital or social media. In fact, we believe that this single minded focus on the Customer is the key to our growth story.

Make or Buy is one of the most fundamental decisions every organization makes while developing a manufacturing process. Similarly, whether to outsource a business process or do it in-house is a strategic decision that every Functional Head in organization has to make for improving the efficiency and profitability.

A CMO is never short of ideas. Every day, they are flooded with advices like "Let us go digital", "We should strengthen our social media", or "Why don't we sponsor IPL"! In order to develop an idea into a strategy, an organization has to develop an integrated set of action plans that will clarify how it will reach the final goal from the current state. The strategic vision should be communicated to all stakeholders so as to ensure organizational alignment towards the same. This where expertise is required, and the significance of thought leadership comes in."



**Vivek Chandel**

**Executive Director Marketing - Xerox India**



"Marketing is not about playing differently - it is about a different game. Marketers playing by the old rules will find themselves on the losing end of a game with stagnant growth and a diminishing consumer base. Things have been changing rapidly as compared to earlier. In today's scenario, digital marketing has found a permanent home within the business, and its focus shifts to improving marketing efficiency to transforming marketing. Having grown from a support arm for traditional marketing, it has now developed its own structure, typically separating technology-led activities from marketing led customer facing activities.

However at the end of it these are tools that help us deliver the ultimate objective of growth and business impact. So that is what you would always look at to determine the success of your efforts.

The world around us is changing every minute. It is becoming hard to predict which new or disruptive innovations will emerge tomorrow. Until a few years ago, we had never heard of Cloud Computing, and today, it seems like no enterprise architecture is complete without a Cloud strategy. It is foolhardy therefore to attempt a set of predictions, without adding a caveat about something totally unforeseen dominating the technology headlines of 2015 and beyond. As companies derive value from analytics on existing data, they will move to capture additional relevant data that will further their insights.

Just as the Internet transformed businesses and lifestyles in the last twenty years, the evolving app environment and cloud support will transform how organizations do business. While it is complex, and poses some risks, it can help innovate new processes and initiatives to increase an organization's business performance, and create customer delight with new products and services.

The go to market strategy of Xerox for 2015 will continue to cover the market through two pronged approach - the top enterprises through our Direct GDO offerings and the rest through our channel partners. We will support this with our enhanced offerings that deliver better quality, higher reliability & more savings.

Companies have long outsourced creative, right-brain marketing activities, such as advertising and promotion campaigns. But a fundamental change is under way with firms increasingly outsourcing marketing operations and analytics as well. While this can be beneficial, it is critical for businesses to create the value from outsourcing."



**Parag Amalnerkar****Director- Marketing, India & SAARC - NetApp**

"In today's dynamic market, a marketer must evaluate all the possible branches of marketing to reach out to his target audience. Marketers today are constantly stepping up to break away from a straight jacketed approach to a rather multi-faceted social approach. Digital marketing has added another channel of reaching out to prospective customers. It is imperative for marketers to engage with customers both online and offline and neither of the channels can be ignored. With the agile business environment, marketers need to have a fair understanding of technology and how it impacts outreach. Utilizing analytics and the insights drawn out prove to be extremely beneficial for a marketer. In case of banner advertising, the measurement is through number of impressions or in other words views and clicks through. In this era of digital marketing, measurement is perhaps the most distinctive feature. Having said that digital marketing has become part of the core strategy, with intense competition and shrinking marketing budget, driving year on year growth within limited resources has become paramount.

Targeting is the most essential component when businesses are going through a sea of change and marketing becoming more complex in functionality. Social Media is also an exemplar for the focused targeting strategy, through this platform we can avail rich possibilities to "Engage" the audience that can be undertaken in planned manner. Targeting often becomes the determinant of marketing returns.

Given that marketing has been the center piece of strategy and fountain of ideas, it is difficult to fathom that the entire marketing can be outsourced. Marketing function by its very nature cannot be outsourced. However, traditionally, some pieces of marketing can be outsourced to specialized domain experts. For example, developing marketing objective and positioning strategy may be more dominant to the company than focusing on a simple press release or creating a video in which case PR may be outsourced. In my view outsourcing provides a company wide range of expertise.

Expectation of marketing has been to demonstrate thought leadership. Thought leadership is nothing but unique ideas that are actionable and showcase results. The role that marketing plays in any organization is integral to an organization's long term success. Ownership of long term success will always be with marketing. We believe any organization that has sustained over multiple decades is a result of the thought leadership that marketing provides."

*(Parag Amalnerkar has been featured in the 100 MOST INFLUENTIAL GLOBAL MARKETING LEADERS by the World Marketing Congress.)*

**Kinny Nayyar****Marketing Head, India and South Asia at WD - A Western Digital company**

"Whether traditional or contemporary that's aided by digital, the purpose of marketing would more or less be the same. However, unlike in the past, marketing is moving towards becoming more measurable in terms of its impact on consumer awareness, consumer engagement, and creating demand for the products and services to drive sales. Therefore, if I were to prioritize the factors, the first and foremost objective would still be the growth. Marketing is not a standalone function anymore. Gone are the days when the purpose of marketing was to advertise on television and radio shows and work with advertising agencies to deliver the most suitable taglines. Current marketing is much more inclusive than that. Sales is increasingly expecting marketing to provide them the much-needed air cover so they could sell more. Marketing's performance is tightly linked to the accomplishment of the business goals. Since growth is one of the primary business objectives, therefore it's foremost priority in our marketing agenda as well.

Next would be analytics. Once the business along with marketing decides consensually the kind of growth we are looking at— both long term and short term, the strategy and tactics are devised. Here analytics play an important role in understanding the areas we need to focus on. Earlier, there used to be (strengths, weaknesses, opportunities, and threats) SWOT analysis, based on internal and external surveys and feedback to understand what we are doing right, what can improve and what are the challenges and opportunities. Now in addition to surveys and perception audits, the buying behaviours and market trends play a very important role. And these are not merely based on passive reports and instincts; these are active user behaviours that are gleaned through data mining and data analytics. These analytics help in understanding the areas where technology could be deployed to achieve the desired results.

Then comes technology. I am fascinated by marketers focusing on technology as their biggest priority. For us, technology is an enabler to accomplish a larger goal or a more important goal, which is to help sales and strengthen the brand. Once we have analyzed the areas we need to focus on, we can deploy suitable technology to enhance select focal areas. Technology could be targeted marketing, upselling or cross-selling on digital platforms, predictive outreach, or experiential marketing for a certain set of potential customers and much more. Technology is also being leveraged to enhance the partner experience and improve our online interface."

“There is only one task to be done by CMO – “Make Sales Redundant”. Every other thing he/she does, should contribute to just one goal – “Make Sales Redundant”.

The goal of Marketing has to be in line with changing times. The traditional buying patterns are fast changing to new patterns. Let me refer an example of typical office automation equipment. As per a research I read, 54% of sales get closed even before the client meets a System Integrator for the first time. As an organization we want to shift our complete focus on “Pre Sales”. Helping the customer understand their own needs better and then providing a right solution is the way forward.

We have introduced a new product in Access Control and Time Attendance – Matrix COSEC. Both the products, independently, have been in the market since long but when we introduced, we clubbed them as one making it “User Delight” for customer. With this product, partners were able to cater to unmet need of “Integration of Access Control & Time Attendance” from customer’s point of view.

Honestly, I have not seen many examples of outsourcing “Core Marketing”. One can definitely outsource certain marketing activities. In our organization, we follow a simple rule. Outsource everything that is “Sales Fulfillment”. Do it yourself if it is “Sales Enablement”. However the “Channel Model” of operation is the biggest example of outsourcing “Sales” completely. We as Matrix still maintain that “Sales Enablement” required for Channel Partners is “Owned” by us and not out sourced.

We follow a very simple rule – Marketing’s key job is to “Make Sales Redundant”. There should be so much done by marketing on “Sales Enablement” that “Sales” is not required. Another key point is that Marketing’s task is that of a MULTIPLIER. Whatever marketing does it multiplies – Good as well as Bad. The only way in my opinion to create a critical mass is ‘Get Marketing Right’.



**KP Unnikrishnan**  
**Regional Marketing Director, Asia Pacific and Japan - Palo Alto Networks**



“While traditional marketing channels such as advertising and participation in relevant industry events are still effective, we are also seeing success with our digital campaigns. Marketing has indeed become more technology dependent - these days key decision makers of our prospective enterprise clients are likewise on digital platforms, be it mobile or social media.

In the past, when we wanted to present a value proposition to current and prospective customers, it seemed like our only option was to do a region-wide roadshow, which can be very costly and time-consuming to organise. Today, we have the option to facilitate this via interactive webinars. In a webinar, we are able to obtain all of the participants’ particulars via the online registration process. This makes it easier for us consolidate their information into our database. We then analyse customer information to determine how our various solutions would match our current and prospective customers’ specific requirements.

In the past, a corporate marketing department’s goal was to “hand off” to Sales once an account was qualified. That line has become blurred, if not entirely eliminated. We as a team are a successful evangelist of the use of data science in marketing. It would be a crime for marketers not to use marketing analytics on the rich “data lake” available to them. Today marketing analytics often produce surprising insights that dramatically increase revenue.

Most branding or marketing stories especially in the security space are based on fear. It’s like “the world is going to hell, and you’re going first”. The marketing team of Palo Alto Networks never told our story that way. Successful marketing is all about being believable, consistent, interesting and unique. It’s all about what we do, how it matters and how what we do is different. It’s also about the art of making things simple. Define your value proposition based on the positive and not on the negative and enabling the aspects of what you do.

Marketing is a very critical function for our business; hence we have a dedicated pool of highly-qualified marketing experts, who facilitate most of our (marketing) activities. We work with partners and third-party vendors on a few occasions, but overall our in-house marketing team handles our marketing function. Not only are they super effective – we are proud of owning this in-house.”

**Shibu Paul**

**Regional Sales Director - India, ME & SEA - Array Networks**

“Technology has stepped into every function and it is inseparable from marketing as well. A CMO must be able to connect consumer insights with strategy to create plans that can ultimately translate to business growth. Today, CMOs are the strategic drivers of growth and take critical business decisions with CFOs and CEOs. The former silo approach of 'This is a security/ marketing problem' doesn't hold a place in technology-led enterprises. A CMO's role is changing and getting much bigger, while data, analytics and security are increasing in priority to them. This means CMOs are getting much closer to a technical role than ever and collaborating with CTOs, CISOs and CIOs.

Outsourcing marketing activities is a big decision for any company. No doubt, there are benefits associated with outsourcing; your organization can focus on its core activities, a team of experts often costs lesser than hiring a full-time employee, you save time, and you may get access to a wider target, channels and opportunities. It lets you explore different layers of marketing.

On the other hand, outsourcing has its disadvantages. No one knows an organization better than its own internal employees. They know who your customer base is, how to market to them, and have the ability to make changes at short notice, and there will be a personal connection with you since they work in your office. A large well-financed enterprise can benefit from having internal marketing personnel as well. To make the right choice, one must truly understand the organization's needs before outsourcing its marketing function. You need to consider what makes most sense to your organization.

Thought leadership is important for any B2B activity as it can translate into brand affinity. It helps organizations positively position and differentiate themselves from competitors. The key here is answering questions your potential customers have and providing actionable and useful information to them.

By communicating through thought leadership, a potential customer allows you to become an early part of a conversation. It helps you get recognized as an authority in your organization's area of expertise. Answering their questions at an early stage can help drive engagement with a number of potential customers.”



**Alexander Erofeev**

**Chief Marketing Officer - Kaspersky**



“The role of the Chief Marketing Officer has changed significantly over the last five years especially. The role has become a strategic C-suite position responsible for the strategic performance of the organisation and business development. CMOs today are being asked to be one of catalysts of changes and business innovations and a person always looking for new business opportunities. Plus there is a big call now for higher efficiency of marketing and stronger ROI from marketing activities.

As part of the remit, the modern day CMO has no choice but to have an intimate appreciation and understanding of marketing and communication technologies and more importantly embrace them, to be able to deliver meaningful and measurable impact.

Technology is an enabler and a critical tool for the CMO. Analytics, media optimization instruments, social media tools among others enable the marketing organisation to turn valuable data into information and insights about customer behaviour, buying patterns and behaviour and support in the development of plans to engage customers. Understanding the power of these and other evolving tools will differentiate the modern day CMO. The CMO would do well to embrace technology to assist in the development of a strategic roadmap for his/her organisations.

There isn't a one size fits all approach to marketing. Different geographical markets and indeed different audiences require a varied tactics and approach. Generally, however, it is imperative to listen to the customers, respond and adapt to them accordingly. Any organisation not nimble enough and responsive to customer feedback, will in the long run realize an erosion of market share.

Customer feedback and comments on new products and solutions are vital in the product development as well as the product marketing process. Recognizing that the experts are out there, we at Kaspersky Lab actively engage our customers in product testing and development.

Thought leadership or leading edge thinking is often a game changer. It is the ability to employ creativity & knowledge to innovate, influence trends to drive an industry to new levels, but this only comes if you have first evaluated your own values, researched the deeper needs of your stakeholders/customers and then identified, sometimes in conjunction with those stakeholders, what will be important for them. It shifts the thinking paradigm.”

“Keeping a track of changing customer needs and behavior is very critical for brands to succeed and stand out in a crowded marketplace. The role of a CMO is constantly evolving; from keeping the basic marketing functions on track, it now also entails being on top of technological trends so as to tap the right one for the right target audience, being able to analyze and evaluate customer and market trends to ensure that brand stays relevant and also measuring the impact of the campaigns to determine future growth areas.

Consumers are moving online in great numbers now because of convenience, value and variety. They want more options to be made available on the go. This is the evolution of a new channel of distribution and one that has the potential to grow with the penetration of smartphones and the increased usage of Internet on mobile phones. This opens up myriad possibilities for marketers. At Intel, customer demand and satisfaction are a prime priority. Intel has always empowered its buyers by offering them a choice of form factor, features, price points, etc. Keeping this in mind, Intel partnered with Snapdeal.com and Flipkart.com and started exclusive online brand stores, where we feature our exclusive products. Customers can access these stores easily, compare and buy products of their choice. Besides this we have a fairly robust online and digital marketing hub which helps us track conversations, themes, moods of consumers when it comes to technology and helps us create dynamic and impactful marketing strategies to address those insights.

Though Leadership is about having the ability to gain cooperation, persuade others to your point of view and rally multiple stakeholders toward a common goal. A thought leadership platform that is well thought through and well executed certainly has the potential to scale and create real impact. As an example in 2012, Intel launched the National Digital Literacy Mission with the aim of increasing digital literacy in the country.

Intel has also been working with the Government and eco system to scale digital literacy throughout the nation under our Digital Skills for India initiative and now we're pleased to take the same Public Private Partnership approach to foster innovation in India to drive development of solutions that will help to increase technology adoption in India by addressing real issues/challenges faced by the society through the 'Intel & DST Innovate for Digital India Challenge' ("Challenge").

**Rupa Roy****Head Marketing – India & SAARC, Intel Security**

“The CMO's role has undergone a renaissance of sorts. This has more to do with the disruptive nature of marketing today. Today alignment with technology is becoming critical to being relevant to customers when they are well informed and educated. The modern CMO thus needs to wield a multidimensional approach to reaching out to customer spread across varied platforms. Most importantly the impact of marketing has to be felt across parameters like customer retention and enhanced reach for the brand online. Brands have had to come up to speed and begin to harness the potential of this new digital era where the voice of the customer is closer home than ever before.

IT security is dynamic by nature, almost all pervasive and on a fast-track. Numerous new age technologies are making headway into our daily lives and security goes hand in hand with all of them. This spells out immense opportunities for our partners as well. Intel Security is relentlessly focused on keeping enterprises, SMBs and consumers safe. Customer satisfaction sits at the heart of the Intel Security's objectives. The threat landscape being more sophisticated and mature now, we are enabling awareness through our PR/branding initiatives, roadshows and enabling our channel fraternity.

From an enterprise perspective, the buyer is much more sophisticated than about 10 years ago. Knowledge has deepened and asks are more evolved. As a result, our efforts to empower the partner ecosystem have grown exponentially and we work much more closely with them in taking the Intel Security proposition to the customer.

From a consumer standpoint, while awareness is increasing, I believe the industry has a long way to go before IT security becomes a household term. However, given the proliferation of devices, we believe that consumers will become security-aware sooner rather than later. Intel Security is deeply engaged in ensuring a safe digital experience for everyone with a key focus on cross device protection.

Marketing helps reflect the intellectual capital of the company. While grassroots marketing activities will continue in the digital age, thought leadership driven by great published content is as essential.

While being seen is important, being seen for the right things is even more critical and that is what will often differentiate the leaders from the followers. This mantra is of utmost importance to me as a marketing professional in a competitive industry.”

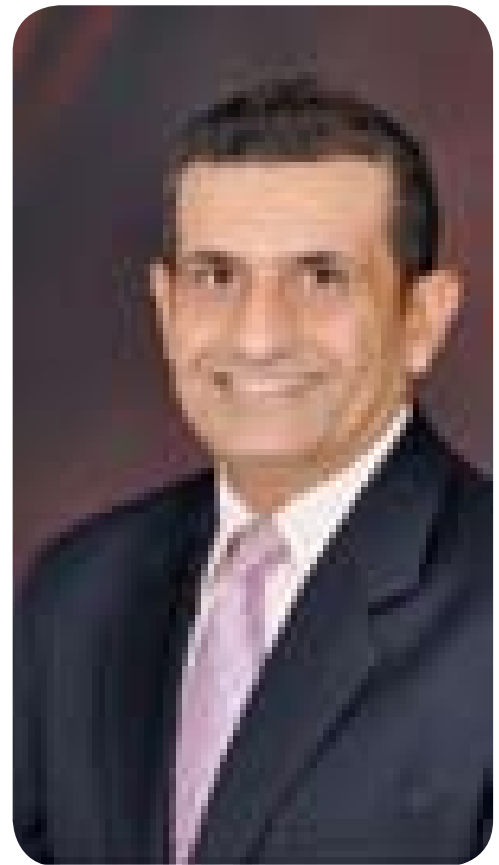


**Vishal Dhupar****Managing Director, NVIDIA Graphics South Asia**

“In my opinion, CMOs today deal with three key challenges - customer mindset, evolving medium & the shift from communicating to conversing. Customer mindset reflects the journey we all make as consumers from facing a need, looking for solutions, becoming aware of products & services, attaining conviction about the same and finally purchase and enjoyment of a particular offering. An understanding of this journey is vital for CMOs to gain insight into how and when to position their messaging. Technology and media are evolving, with the rapid rise of broadcast (TV & radio) as well as social media & networks (In India notably Facebook, LinkedIn, WhatsApp, Instagram, Twitter) in recent years. New media has brought brands closer to consumers, but has also made CMO's more accountable for their brand promise in a transparent, viral, community based environment. Finally, we are in the age of community conversations rather than one to many communications. CMOs need to deliver credible messaging with a strong unique fitment proposition, build communities and thus trust and look at Marketing as a mid to long term strategy not a quarterly sales promotion tactic.

While CMOs employ many state of the art technology facilitated CRM systems, many a time the best feedback comes from a steady two way conversation with partners, resellers, field teams and of course end customers. A good CMO is equally a strategist and feet on street field executive. Many marketing roles such as lead generation operations, event management, market research, etc can and are being outsourced. More critical roles such as strategy, CRM, social/community management, content & creative development etc is better kept in-house in my experience.

I believe in the GLOCAL concept, i.e. developing a master global strategy which can be localized for individual regions and vertical markets. This is where regional leadership plays a strategic role, helping take a master vision and strategy and fine tune the messaging to suit local needs and context. An example from NVIDIA India has been our focus on evangelizing the opportunity India has to emerge as a large developer base for GPU programming for example, taking a thought leadership role by helping academia enhance capability and capacity in this field. These ties into our larger vision for India to become a global source of top quality parallel computing programmers.”

**Rajiv Sethi****CMO - Spice Mobility Ltd.**

“Marketing plays a very critical role in the organization, first by understanding customers’ needs and translating them into products and second by promoting these products to customers. Thus the marketing department has an in-depth understanding of two important pillars for any organization – target customers and products. Keeping these factors in mind, it is important that marketing is designed as an in-house function rather than outsourced to vendors, in order to retain a strong inherent knowledge base within the organization. However in order to derive consumer insights for products and then marketing them to consumers effectively, marketing requires the support of marketing agencies which may be outsourced across marketing functions such as Advertising, Branding, Media Buying, Public Relations, Events and Social Media in order to amplify the marketing messages and their efficacy.

In recent years, thought leadership has become a powerful tool in helping businesses to grow. It plays a vital role in creating a long term vision and action plan for brands thus lending both credibility and visibility to companies and brands alike. We believe that a well conceptualized and executed thought leadership campaign proves to be an almost essential component of business development and marketing activities. In the current age wherein consumers are bombarded with marketing messages, it is critical to develop a strong pioneering and advisory role for your brand which moves beyond just talking about current trends.

It is helping a critical mass of learners develop new insights, bringing sustainable and actionable changes in behavior. The best thing about the thought leadership is that it allows influencing an audience of potential customers in a much deeper way than advertising can.

Having established Spice Mobiles as a competitive brand amongst global leaders, we have persistently aimed to achieve ambitious milestones by introducing cutting edge technology. Spice Mobiles now has established itself as a key technology provider in the affordable mobile internet space, distinguishing itself from other companies. Keeping an eye on new technology trends has always been important for Spice, first of all understanding consumer behavior and requirements and then translating them into product features. Spice Mobile strongly believes in offering the latest technology at affordable prices. To keep pace with this fast changing industry, we consistently invest in market research to understand the current trends in the sector, both at an industry and consumer level.”

“Marketing is at a very interesting intersection point, making the role of a CMO broader than ever before. As customers lean in to the idea of “convenience of consumption”, marketers need to be ready to deliver their needs and wants. Leveraging technology hence becomes critical in ensuring your brand is present where customers are looking for insights and information to make decisions.

Measuring the right KPI's is equally critical as the dynamics around ROI is rapidly changing. At Dell we call this the 3R's (Reach, Relevance and Returns) and we have a weekly dashboard of measuring progress along each of the “R's”.

In our assessment there are two diverse GTMs that companies need to be aware of. First is GTM from a perspective of where customers choose to buy and the second one is from the perspective of where customers choose to consume information/data, make decisions on where and what they ultimately choose to buy. We call this Omni-channel because customers interact with more than one GTM at a time and there is a constant back and forth.

Outsourcing vs Insourcing is a debate we constantly see and hear in the market. Ultimately it depends on the skill sets you want to build in-house within the marketing organisation in the longer term. At Dell we have a balanced model with strong governance in-house.

Major technology trends—big data, mobile, security, cloud, and Internet of Things—are evolving all of the roles across the C-suite. These trends are changing the way customers consume IT in a personal as well as business environment. Customers are looking for solutions to solve their business problems and in the process also create a business model that can give them a competitive edge. IT companies should provide customers with a roadmap and help them deploy end-to-end IT solutions that will enable them to be Future Ready. This is where thought leadership can help organizations. It needs to be relevant to customers targeting their specific business and IT problems. They are looking for PoVs around areas that matter and impact their business. At Dell, we are aiming at thought leadership and being relevant in the market in the midst of a changing IT environment and I can definitely say that we are heading towards leadership position across all categories.”



**B.S. Rao**  
**VP - Marketing - CtrlS Datacenters Ltd**



“It’s a world of Off-line (Medium) + SEO + SEM + SMM (Social Media) + Mobile (Apps). Social media helps us understand and listen to the customers first, and then engage them in a meaningful dialogue to help address their issues/concerns. At the same time, it is a platform where the “likes”, “following” and “unfollow” co-exist – hence a delicate one at that. The data sources include Social Network, Smart Meters, RFID, PoS, CRM etc

For us, technology has played a pivotal role in cobbling together platforms such as Online (Facebook, LinkedIn, Twitter etc) with traditional marketing information, CRM tools and helped translate data into actionable information. Business Intelligence (BI) tools are keys to the success of all our marketing strategies/tactics.

Mobile Apps are increasing being adopted by consumers. Cloud can be deployed at the click of button, through a mobile application from anywhere, anytime round the clock – providing convenience and agility to business users. Mobile Apps are the emerging tools for marketing. We leverage all above platforms.

An integrated marketing strategy (Multi Touch-point strategy) is the key to winning the hearts and minds of customers. We actively listen and take rapid actions to achieve Top of the Mind Awareness (TOMA).

Our customers are highly discerning. Besides, they want opinions that they perceive to be unbiased and hence they seek information from either trusted industry websites (sites perceived to be providing information that is trustworthy) or from people with independent and expert knowledge (Industry analysts, consultants, academic experts, independent analysts etc). Hence appraising the opinion leaders of our technology advantages from a customer standpoint is paramount to ensure credibility is established through above independent and unbiased channels. Hence analyst reports, expert reviews and referrals become an integral part of marketing arsenal.

Secondly, creating content that is most relevant to the target customers is key to gain their trust and orientation. Tools such as case studies, whitepapers, testimonials, blogs, explainer videos, webinars, tip-sheets play a key role in infusing the much desired confidence and increase the intention to purchase (ITP).

It is our firm belief that thought leadership programs help deliver new ideas, relevant advice and compelling solutions to our prospective customers. Sustained efforts by Subject Matter Experts (SMEs), Advisory services help us differentiate ourselves in the marketplace and render trusted advice to the target buyers.”

Jayanthi Sethuraman  
Global Head – Marketing, Tally Solutions

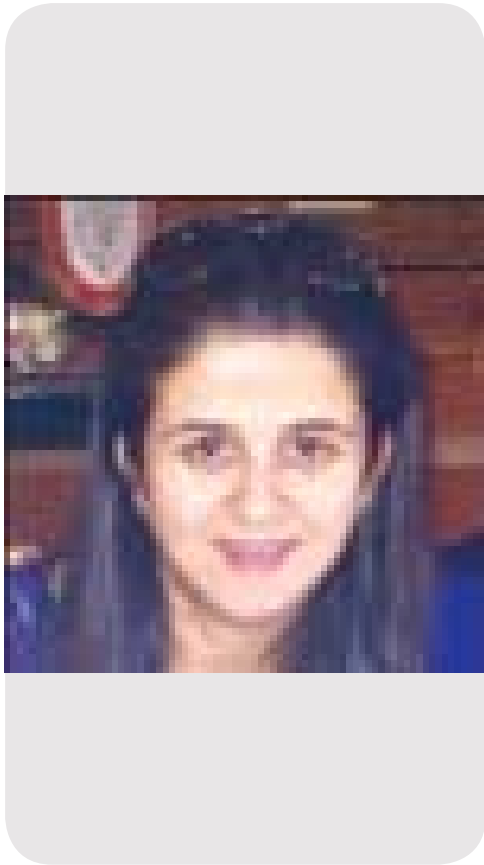
“It goes without saying that all marketing efforts need to translate into measurable impact and it stands at the top of the list. This of course makes uses of technology and analytics to profile the target audience and derive messages accordingly. However it is also critical to acknowledge that the measurement of impact cannot be time bound in today’s dynamic business environment. Ultimately, it is important to ensure that all marketing efforts lead to great customer experience because the customer is the most indispensable part of any business. Going forward, data and the insights you derive from it and turning the challenge of scale into an advantageous opportunity will assume utmost significance.

The prerequisite for an effective GTM is synergy and alignment with the sales strategy. This ensures that the sales-force concentrates their efforts in line with the GTM objectives and there are no grey areas when your product / service hits the market. It is equally important to undergo multiple listening exercises from a wide sample of your partners, customers, influencers and other stakeholders to ensure that you build up and product adoption is strong and robust. On the GTM, it is important to understand how your product / service will impact different stakeholders in the ecosystem and if need be one will have to design different messages for them. This needs to be backed up with events / forums where you introduce your product proposition to your TGs/TA. In parallel, one needs to draw up a mix of ATL and BTL activities which can create the required push/pull by reiterating the relevant messages. Among these one needs to ensure that digital means of marketing take priority as this upcoming avenue has brought down a lot of barriers between companies and end users and enables you to carve out niche messages. Feedback from your customers and adapting the feedback into your campaign should be implicit and on the go.

Every organization has its purpose, values and goals. It is crucial for every person in the organization to internalize these in principle and for each one to experience them in their interactions. This is where the spirit of thought leadership finds its core. At the end of the day we are emotional beings looking for relevance, context and connection. True thought leadership provides your ecosystem with that. In essence, thought leadership should do more than tell.”



Anantika Channa  
Marketing Director - Citrix Systems



“An organization is a close knit thread of various departments woven together. The CMO is like an information reservoir as he liaises with the sales force, customer service, product research and development and the distribution. With markets evolving, this role has outstretched itself and has diverse undertakings like technology, analytics as you rightly mentioned.

ROI is another facet of paramount importance in determining marketing success; it is an effective measure to gauge the success of a marketing strategy. Hence, looking at qualified mediums like eMarketing, social media and direct marketing can prove effective only if the source of the database you refer to or contacts you target is a good one. Apart from this, analysis, finding key contacts with accurate details, market segmentation is all important tools.

The market is a composite mix of consumers like the end users and the channel partners who in turn influence the decision making process of CIO’s. For a technology company connecting with the CIO is foremost and key to success. Finding new and innovative ways of networking with the CIO remain a priority. Focused round tables, participation in key industry forums are some of the ways that have proved effective.

At the core of any marketing activity, the goal is to put across the product or offering and make the sale. Having said that, outsourcing the entire department should be limited to just a few activities as marketing is an integral engine of the sales process. Besides, only a company aptly understands its product portfolio, thus it’s a logical step for the organization itself to keep the marketing arm under its ambit. Nevertheless, marketing services can be outsourced like PR and development of customer case studies.

Today, the entire focus is on putting the user first. Customer needs are imperative in putting any idea into action. At Citrix, our methodology is adopting a user-first approach in every stage of our solutions. This basically means placing the user requirements at the core of our decision making thus resulting in highly efficient and tailored solutions for the customer.

Thought leadership is another preferable means of engaging the mass audience while simultaneously demystifying complex technologies like virtualization. But it can only work if the idea is realistic and gets executed properly. Ideas bear fruition when they hold relevance with the customer and establish connect with his requirements.”



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**Gurinder Singh Sandhu****Head Marketing – Mobility, Tata Teleservices Ltd.**

“In my view, the core role of the CMO is essentially the same as it always was which is driving market demand on one side and while being the ‘voice of the customer’ within the organisation. It’s just that today one has many more tools, techniques and engagement mediums available to become more effective. These tools have made marketing a richer function in being able to drive growth in businesses more directly and measurably.

Today marketing departments need to lead the change in building new marketing capabilities throughout the company, in developing swift responses to evolving buying patterns, stepping up efforts to shape a company’s public profile, managing data complexity, etc. The relative importance of these new priorities will of course vary by company and industry, but the broad importance of reinventing the CMO’s role as a strategic activist is similar across them.

As the consumer becomes more demanding it is critical for brands to focus not just on selling a product, but managing the entire unified experience for the consumer at every touch-point in the value chain. In this worldview, marketing departments need to drive everything and anything that impacts customer experience.

As a relevant example, while customers may be willing to accept different service levels from different channels, they expect your brand value proposition to remain consistent. But channel proliferation makes it difficult to ensure such consistency across all channels. One of our core GTM strategies is the integrating channel and brand experience through our owned channel and the online platform where we blend product, service and brand experience seamlessly.

Thankfully in telecom there’s a wealth of information on the consumer available in real time. This not only helps us drive higher share of wallet in but a satisfied brand customer having received a strong “not-in-market” offer.

Superior consumer understanding and a relevant offer built on those insights is critical to any business success. If the core function of the marketing department is to manage this critical connection between the larger organization and the target consumer, I think it makes it an indispensable strategy function. Yes, you can have your agency partners, media partners but to lose core marketing expertise would compromise any organizations ability to compete over the longer term.”

**A L Jagannath****Director Marketing - VMware India**

“In today’s fast paced business environment where people consider launching a brand in a matter of days, the role of technology is integrated with the responsibilities of a CMO; the need of technology to aid marketing is undeniable. A CMO (especially for a B2B company) needs to determine the reach of the campaign each time and aim for expanding the partner and customer base.

The CMO function is morphing from managing communications to managing customer and channel partner experience for the company. This requires mastery over several channels of interaction, which are almost entirely tech-enabled.

For B2B marketing people, reach and conversion are most important. Everything I do should either increase the reach of VMware, or convert visitors, followers or prospects into qualified leads. Every campaign we run must directly impact the pipeline of sales. The number of qualified sales leads generated is how we can measure the impact of a marketing campaign, be it communications or partner engagement.

Understanding customer behaviour like their demographics, preferences, and buying habits is the core marketing function of any company. However, some product-driven or B2B companies do not have enough people with the requisite skill sets. Hence outsourcing to local partners with deeper knowledge and the experience gained supporting many companies is key to employing best practices to the marketing function.

Marketing teams within companies should focus on insights and planning rather than execution. The former is the essence of your marketing exercise; the latter is not. The ideation is the irreplaceable element, while all the other functions can easily be outsourced.

The Software Defined Data Center, Hybrid Cloud and End User Computing are the three key priorities for VMware to focus on globally — and these continue to be VMware’s priorities in India. In addition to its global priorities, there are a few key areas where VMware is prioritizing its efforts locally. These include growing its business in the government and defense segment, end-user computing, business from SMBs outside the metros and to deepen its engagements with its existing customers. We also see a big opportunity for VDI in 2015 as the technology gains acceptance.”

# "Our endeavour has always been to bring out innovative products"

**Vivian Singh, CEO, Strontium Technology India Private Ltd, tells VARINDIA** as to what its current focus is and what it is doing to position itself among the top memory brands in the country

The Indian memory industry is a highly fragmented market where a lot of local manufacturers sell unbranded cards in every region of India. However in the organized retail flash market, Strontium has established itself over the last few years as one of the top-selling brands with a wide range of product offerings.

"Our product offering has been enriched with a range of high-speed flash products that has established the brand as a leading brand in the memory market. We have proactively launched many products which address the requirements of enterprises as well as individuals like idrive 3.0, Nitro UHS-1 Cards with C-Type adapters, OTG3.0 and many more. Strontium has always focussed towards providing its

customers with valuable products at best pricing," observes Vivian Singh, CEO, Strontium Technology India Private Ltd.

Going forward, Strontium will continue to bring in newer products with the latest technologies.

The endeavour of Strontium has always been on bringing out innovative products with the best features and price to its customers. It also ensures a unique positioning across India which is backed by hassle free service to its customers. Strontium ensures a close relationship with its customers and has a strong presence across all the market segments. It is present across almost all large retails in India - Traditional Brick-&-Mortar Retail Stores, Modern Trade Outlets and e-commerce.

Strontium is working closely with all the major players in both online (having a strong presence across top 8 portals) and modern trade segment (with over 12 major LFR Chains). In the traditional channel, it has a strong base of around 8 regional distributors and over 40 master resellers who further service tier-II and tier-III cities.

The company is also working towards further enriching its non-memory products. At the same time, it has been expanding its distribution channel across the country and is focussing on improving availability of the traditional channel. While Strontium has been highly successful in the urban retail channel as well as new-age channel like modern trade and e-commerce, Vivian believes that



there is scope to improve the company's presence in the Tier-II and Tier-III cities. Having said that, Strontium has witnessed an extremely healthy growth in the channel and is positive to further strengthen the same this year. ■



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# Strategic Alliances steering neoteric into the Big League

The last and the current fiscal have been quite encouraging for neoteric; the number of alliances it has forged in these 2 years is a sheer testimony to this. **Subroto Das, Chief Sales and Marketing Officer (CSMO) - neoteric infomatique** informs VARINDIA of how this has been possible and the plans it has for the coming quarters

Over the last two years, in keeping with the transformative changes stirring the technology marketplace, neoteric infomatique has been consolidating its distribution business to focus on bringing new style of IT products and solutions, both for consumers and businesses. In the process, it acquired several new competencies through strategic investments and partnerships in infrastructure solutions, physical surveillance, enterprise communications, business process automation, professional and corporate training, software services and managed services.

New competencies by means of these alliances is helping neoteric boost its enterprise and SMB products business by offering a wide array of solutions and services to partners. "Further, this enabled us to help partners win several large and multi-locational deals, which the partners would have lost because of lack of multi-locational integration and post-sales support capabilities," says Subroto Das, Chief Sales and Marketing Officer (CSMO) - neoteric infomatique.

"Also the standalone products that we used to sell earlier like physical surveillance, digital signage, audio video integration, enterprise communications and storage solutions are now sold as packaged solutions," cites Subroto.

Through these alliances, neoteric aims to help the partner build industry vertical solutions and co-sell with them in order to help them bid for large end-to-end solutions. "We will provide partners with pre-sales, implementation & integration services and national post-sales services," he says.

The companies with whom neoteric has partnered include Ninth Dimension IT Solutions, MindSquare Technologies, TraviziaInfosec, OneLeap, XcelFrameworks

and Fracktal Works. The partnership with Fracktal Works is for its 3D printers and supplies. neoteric's objective is to take this exciting category of products pan India through channel.

Neoteric has also emerged as the top distributor for Lenovo's consumer PC business with the largest share in the direct-to-retailer business. "Our components distribution business also showed traction because of strong business in motherboard and HDD product lines," Subroto explains.

Over the years, neoteric business philosophy has been to be the most-valued distributor and not the largest distributor. It always takes pride in introducing new and niche technologies and brands and develop channels and markets to adopt new technologies through its value-addition.

## The current fiscal for neoteric...

If in the last fiscal, neoteric consolidated its business and focused on strengthening relationships with existing vendors, neoteric's thrust in the current fiscal will be to boost its commercial distribution portfolio. It is focused on helping partners develop and implement solutions around infrastructure solutions, enterprise communications, surveillance and video management, AV integration and digital signage. On the consumer and component business side, its focus is on launching and driving consumption of new category products like smart wearables, SSDs, 3D printing and smart home products.

neoteric has also become D-Link's exclusive national distributor for its futuristic smart home and wireless products for consumers and SoHo. It also strengthened its partnership with Dell by being the distributor for its back-to-back business.

The third significant partnership this fiscal has been with Honeywell Scanning



and Mobility division for their barcode scanning and printing products. "With this partnership, we entered the automatic identification and data capture (AIDC) space, which offers a big opportunity with the central government's ambitious initiatives like Make in India and Digital India," says Subroto.

Neoteric is also planning to introduce innovative IoT and smart wearable technologies for consumer and commercial segments in the near future.

## Going ahead...

In this highly technology-driven market, it is imperative to act as a solutions vendor rather than a standalone product seller. neoteric as a VAD is not only selling these products, but also providing consultation for network planning and design, building and implementing the solutions, and finally providing prompt service to keep such a sensitive network up and running. ■



*Feel Safe*

## Zicom enters IoT Business


In yet another trendsetting initiative that will benefit legions of customers across India, Zicom Electronic Security Systems Limited has announced its foray into the business of Internet of Things (IoT) business by offering security services under SaaS (Security-as-a-Service).

Speaking at the launch of Zicom Care, Manohar Bidaye, Chairman, Zicom Electronic Security Systems Limited, told the packed gathering at the MIG Cricket Club in Bandra, Mumbai, "Zicom is moving up the value chain. It successfully completed a long journey of 20 years in which many things changed save the company's unflinching commitment to its customers. Caring is in the DNA of Zicom. With Zicom Care, we hope to build a strong relationship with our customers and offer them real value."

# D-Link DAP-3662, Wireless AC1200 Concurrent Dual Band Outdoor PoE Access Point


The DAP-3662 delivers reliable, high-speed wireless performance using the latest 802.11ac standards with maximum wireless signal rates of up to 300 Mbps over the 2.4 GHz band, and 900 Mbps over the 5 GHz band1. The DAP-3662 Wireless AC1200 Concurrent Dual Band Outdoor PoE Access Point is a versatile, high power outdoor access point designed with weather-resistant features, making it an ideal solution for creating outdoor wireless hot spot networks. In addition to outdoor applications, it can be installed in environments where harsh conditions exist, including manufacturing plants, industrial automation facilities, convention halls, stadium facilities, airports, school campuses, golf courses, marinas or virtually any venue requiring a robust wireless solution. DAP-3662, coupled with support for the Wi-Fi Multimedia (WMM) Quality of Service (QoS) feature, makes it an ideal access point for audio, video and voice applications. When enabled, QoS allows the DAP-3662 to automatically prioritize network traffic according to the level of interactive streaming, such as HD movies or VoIP. The QoS feature can be adjusted through the access point's web GUI using a drop-down menu option to select customized priority rules. Additionally, the DAP-3662 supports load balancing to ensure maximum performance by limiting the maximum number of users per access point. Specifically built for outdoor use, the DAP-3662 has an IP67 weatherproof housing that protects it from dirt and rain. Wireless AC connectivity, high powered antennas, and 802.3af PoE powering allow you the freedom to install it right where you need wireless coverage.





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# SAP considers SMEs as a huge potential market

For SAP, the partner program model has changed from what it had been 5-6 years ago. Initially partners were selling just the ERP software, an integrated business process to the Enterprises besides doing the implementation or service. Moving forward with the growing demand from customers, the market expectation has also shifted to Digitization, Analytics, Mobile and Cloud. To cope with the demand SAP had to create a new partner program. Anthony Mc Mahon, SVP, Global Partner Organisation (GPO), SAP Asia- Pac -Japan and Avinash Purwar, Vice President, GPO -SAP India discuss the channel strategy, SME market as an opportunity and SAP's channel initiatives



**Avinash Purwar**  
Vice President  
GPO -SAP India

When SAP tries to engage with a partner in the market, the company goes through the process of recruitment. The whole range of product portfolio is available to partners and they have the liberty to choose in which segment they would want to build the partnership with the company. "There are partners who have chosen to work with us in All in One, which is SAP's mainstream A1 portfolio. There are also certain partners who based on their access to the market as an organisation choose to work with SAP in B1 solutions. The B1 solution goes into the lower end of the SME which is 100% partner led. For first 6 months of the year all the new customers added in B1 solutions are from SME segment. Customers always decide about the products and solutions they want to buy but in case of partners, they decide which partnership they would like to do with the company. Then SAP discusses with them which partnership will be suitable for them. Most of our partners in India are associated with us for long period of time whether it is A1, B1 or All in One partners. All the business models are very much successful," says Anthony Mc Mahon, SVP, Global Partner Organisation (GPO), SAP Asia-Pac-Japan.

## SME Market as an opportunity

It is a known fact that SME segment is very huge. Based on the strategies that EMC has deployed over the last 12 months, the company has chosen to invest in its partners in terms of their people development, knowledge enhancement because SAP solutions are available to almost 25 industries and all the industries are well represented in large, small and medium enterprises. The company also works along with the partners to device marketing options so that the market reach expands. One such execution of the initiative to work together was Innovation Express, which was later changed to Ambition Express.

"We are now moving back to smaller customers and telling them that you have ambition to become large customers of future. SAP and our partners can actually help you and handhold and go through that journey. That is why we branded our campaign as Ambition campaign. In that process we have covered a large cross-section of the country, almost 50+ cities in India over last 12 months. Ambition Express was actually a bus which had all the technologies of SAP and we took the bus to various cities and end customers. We also took it to different Associations of those cities where the members can experience it and these associations are industry specific. Small businesses also have complexities and we design the solutions absolutely for the size of the entry. So B1 for example is designed from scratch for SMEs," added Avinash Purwar, Vice President, GPO -SAP India.

## Idea behind Ambition Express

The major theme behind the Ambition Express initiative was that SAP wanted to be relevant to small and medium enterprise customers who have an ambition to become big customers and SAP helps them to become a big business. It was also an overall strategy to drive incremental business growth in the SME market. Over the last few years SAP is investing in this.

"In case of India, we are under the



**Anthony Mc Mahon**  
SVP, Global Partner Organisation (GPO), SAP Asia- Pac -Japan

process of hiring the partners who can help us provide the reach in the market. It was not the first initiative to reach out to the customers in various geographies. This has been a journey that we are doing as we understand that SAP on our own cannot capture the market alone," states Avinash.

Secondly, once SAP hires the partners based on the areas of interest, customer base, relationship that he has SAP enables him to do sales, pre-sales and also help him build a SAP practice so that he can successfully go and implement the solutions to the customers. In SAP's case the implementation is an exercise which has to be done based on the customer specific requirements. "The Ambition Express was a thought process to accelerate and help our partners to create demand in the market. Hiring the partners, making investment in training their people and skilling their people so that they can go independently and sale the solutions or in partnership with help and support from us has been also an important journey that we have been doing in the market," continues Avinash.

Cloud is another eco-system that SAP has built and the company feels that it will make Cloud offerings more robust over the period of time as its need in the market is going to grow multifold. Partner eco-system also needs to be growing to address the cloud requirements. Also a lot of partners which exists today, from large to small in size have started addressing the cloud requirements. ■

aparna@varindia.com

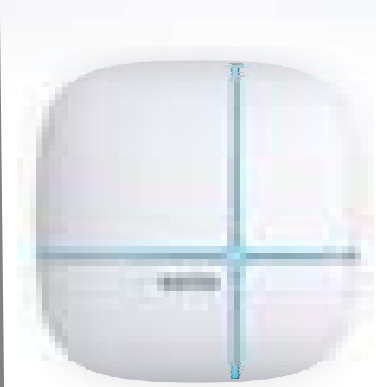


APPOINTS

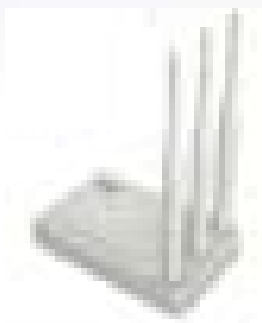
# As Authorised Distributor In India



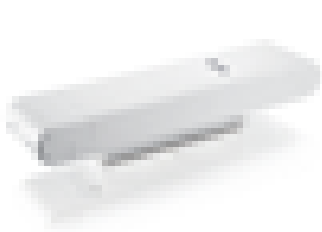
**WF2533**  
300 Mbps Wireless N High Power Router



**WF 2520 / WF 2520P**  
300 Mbps Wireless N High Power Ceiling - Mounted Router



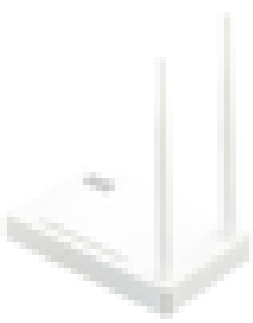
**WF2710**  
AC750 Wireless Dual Band Adapter



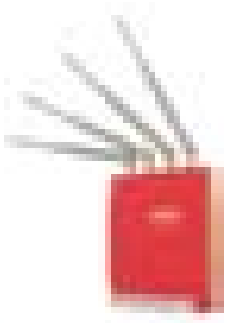
**WF2322**  
300Mbps Wireless N High Power Outdoor AP Router



**E1+**  
300Mbps Wireless N Range Extender



**WF2419E**  
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# TOP DISTRIBUTORS IN ICT

*With the changing landscape, technology distribution houses are creating new market opportunities with new and emerging technologies and value-added services. Companies located throughout the IT supply chain are required to re-evaluate their business models to deliver maximum value to businesses and consumers by adding value with innovative services and offerings that drive costs out.*

*ICT distribution in India has undergone tremendous transformation over the last few years. Distributors that remain successful in this industry have large-scale, global coverage, unparalleled standards and accuracy for logistics services, as well as financial strength to support growth and remain competitive. These new opportunities have changed the way that solution providers offer value to their end-user customers, making them more competitive in the marketplace. Even the challenges that the IT distribution segment is facing are also going through drastic changes. The grey market and government policies were a big mayhem earlier, but are now fairly manageable. With newer technologies like SMAC, distributors today have bigger opportunity in digitization and smart city projects. As a result, IT distributors are still trying to maintain a stronghold with the expansion of business and strengthening of existing structures. This year among the biggies of ICT distribution like Ingram, Redington and HCL Infosystems, Savex, Rashi Peripherals, Iris, neoteric, Compugae, Supertron, Global Infonet and Beetel are those which have fared well.*

## Ingram Micro India

**Company's turnover (2014-15): Rs.15,823 crore**

**Company's turnover (2013-14): Rs.14,128 crore**

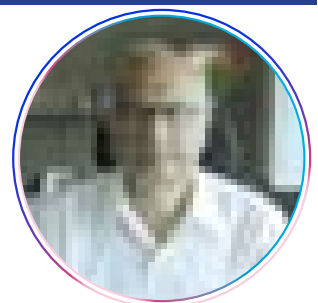
**Company's turnover (2012-13): Rs.12,024 crore**

**Head of Organization: Jaishankar Krishnan, Managing Director**

Address: Godrej IT Park, "B" Block, 5th Floor, Pirojsha Nagar, LBS Marg, Vikhroli (W), Mumbai – 400 079

Telephone/Fax: 91-22-39894645 / 91-22-30561000

Website: [www.imonline.co.in](http://www.imonline.co.in)



**Brands associated with:** Ingram Micro has 75+ brands with them. To name a few, Microsoft, Apple, IBM, HP, Intel, Acer, Cisco, Autodesk, Emerson, Samsung, Lenovo, Fortinet, Logitech, Riverbed, etc.

**Company Profile:** A subsidiary of Ingram Micro Inc., USA and established in 1996, Ingram Micro India Pvt. Limited has successfully positioned in India with a nationwide presence at nearly 42 locations. IMIL partners with more than 90 vendors to serve customer base of + 10,000 partners. Ingram Micro has extensive market expertise in providing a comprehensive product line from a single source. It enjoys an excellent reputation and market credibility as a leading wholesale provider of Mobility, Computer Systems & Components, Peripherals and Printers, Networking Solutions, Computer Storage Systems, Supplies and Accessories, Application software and Support Services.

## Redington India Limited

**Company's turnover (2014-15): Rs.14,610 crore**

**Company's turnover (2013-14): Rs.13,657 crore**

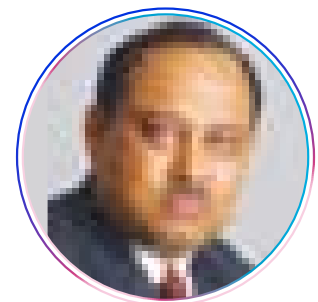
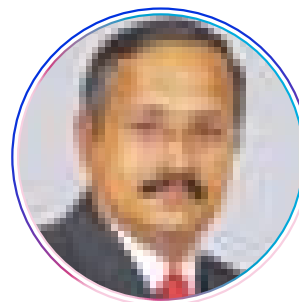
**Company's turnover (2012-13): Rs.11,746 crore**

**Head of Organization: E. H. KasturiRangan, Jt. Chief Operating Officer (non-IT Div.) and P. S. Neogi, Jt. Chief Operating Officer (IT Div.)**

Address: "Centre Point", Plot Nos. 8 & 11 (SP) Thiru-Vi-Ka Industrial Estate, Ekkaduthangal Guindy, Chennai – 600 032

Telephone/Fax: 044-2243353 / 044-22253799

Website: [www.redingtonindia.com](http://www.redingtonindia.com)



**Brands associated with:** IBM, HP, Sun Micro Systems, Fujitsu, Dell, NetApp, Qnap, Samsung, EMC, Quantum, HCL, Hitachi, Oracle, Wipro, Lenovo, Toshiba, Acer, Apple, Cisco, D-Link, Brocade, TE Connectivity, SYSTIMAX SOLUTIONS, molex, Avaya, LG-Nortel, Linksys, Polycom, Power Dsine, Array Networks, UBIQUITI Networks, CA Technologies, Micro Focus, Parallels, Microsoft, Quest Software, Adobe, Citrix, McAfee, Novell, Symantec, Trend Micro, Vmware, Autodesk, Epson, Xerox, Kodak, Ricoh .

**Company Profile:** Commencing the Indian operations in 1993, Redington (India) Ltd. is India's top distributor today. The company along with its subsidiaries is in the business of end-to-end supply chain management of IT and Non-IT products in various potential geographies of South Asia, Middle East and Africa. It has a market penetration of more than 22 countries. Redington is amongst the largest, supply chain solution providers to over 85 leading manufacturers of Information Technology, Telecom, Lifestyle and Consumer Electronics Products, worldwide.

# ZyXEL

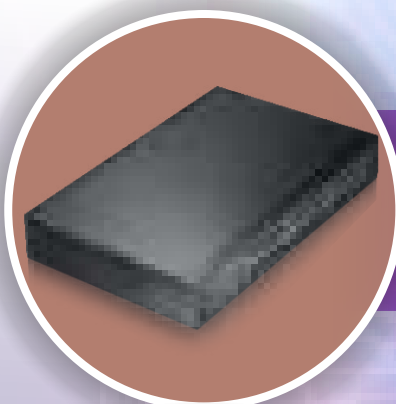
## MAKING

## THE WORLD

## CONNECT

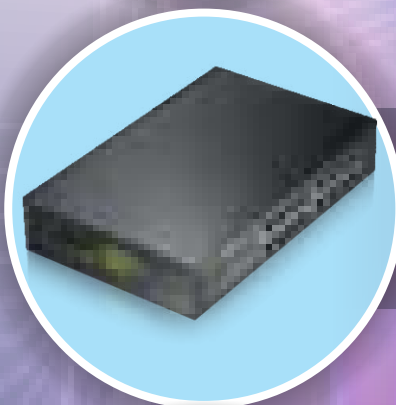


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+ 2 Combo Giga Ports



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24 Ports x 10/100/1000Mbps

**GS1900-24**  
L2 Web Smart,  
24 Ports x 10/100/1000Mbps  
+ 2 Giga SFP Slots



**GS1900-16**  
L2 Web Smart,  
16 Ports x 10/100/1000Mbps

**GS1900-8**  
2 Web Smart,  
8 Ports x 10/100/1000Mbps



**GS1100-16**  
2 Unmanaged,  
16 Ports x 10/100/1000Mbps

**GS1100-24G**  
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jetage17@hotmail.com

#### COCHIN

**E-Caps Computers**  
Ph: 0484-4032383/4032386  
santhosh@caps.in

#### PUDUCHERRY

**Gallant Infosys**  
Ph: +91-730540779 / 7299090354  
info@gallantit.com

#### JAMMU

**Source Peripherals**  
Ph: 0191-2570055  
sourcejammu@yahoo.com

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**Sudharma Infotech**  
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mail@sudharmainfotech.co.in

#### RAIPUR

**Balaji Computers**  
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balaji.raipur@gmail.com

#### JAMSHEDPUR

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goldline\_india@rediffmail.com

#### LUCKNOW

**Goyal Computers**  
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goyalcomp@goyalcomputers.in

#### JAIPUR

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sunrisejpr@rediffmail.com

#### PATNA

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#### KOLKATA

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Ph: +91-33 22314053 / 4054  
avijit@balishthaetech.com

#### AHMEDABAD

**Megastar**  
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mehul@megastar.in

#### INDORE

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netcomind@gmail.com

#### GUWAHATI

**Simony Systems**  
Ph: +91-0361-2606614  
zyxel@simonysystems.com

#### GUWAHATI

**J.B. Enterprises**  
Ph: +91-0361-2519574, 09435190866  
jbente2014@gmail.com

#### JALANDHAR

**Unified Solution**  
Ph: +91-9815157631  
munish@unified.in

#### CHENNAI

**E-Caps Computers**  
Ph: +91-44-45512331/13 / 04/ 40  
info@gallantit.com

#### BHUBANESWAR

**Aegis Dynamics**  
Ph: +91 9438174316/9937039627  
bikram.mohanty@aegisdynamics.co.in

#### RANCHI

**Savera Marketing**  
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sureshg@caps.in

#### PUNE

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salescablr@caps.in

#### HYDERABAD

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balaji@caps.in

#### MUMBAI

**Hallmark Systems**  
Ph: +91-9821042409  
info@hallmarksystems.in



## HCL Infosystems Limited

**Company's turnover (2014-15): Rs.6,270 crore**

**Company's turnover (2013-14): Rs.7,852 crore**

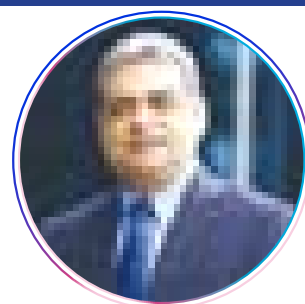
**Company's turnover (2012-13): Rs.9,295 crore**

**Head of Organization: Premkumar Seshadri, Executive Vice-Chairman and Managing Director**

Address: E-4, 5 & 6, Sector 11, NOIDA – 201 301 (U.P.)

Telephone/Fax: +91 120 2526518/19, 2520977 / 2550923

Website: [www.hclinfosystems.in](http://www.hclinfosystems.in)



**Brands associated with:** Acer, ADC Krone, ClearOne, Dell, Delta, Eaton, EMC, Entrust Datacard, Hitachi, InFocus, Konica Minolta, Lexmark, Lenovo, Microsoft, Molex, Philips, Posiflex, Samsung, Symantec, Toshiba, United Technologies, Veritas.

**Company Profile:** Founded in 1976, HCL Infosystems Ltd has established itself as India's premier hardware, services and ICT systems integration company, offering a wide spectrum of products which include Computing, Storage, Networking, Security, Telecom, Imaging and Retail. Over the years, we have developed specialized expertise across verticals, including Telecom, BFSI, e-Governance and Power. The distribution business has an unparalleled network that reaches more than 100,000 retail outlets, over 800 Direct and Micro Distributors and over 12400 Channel Partners across India.

## Savex Technologies Pvt. Ltd.

**Company's turnover (2014-15): Rs.5,905 crore**

**Company's turnover (2013-14): Rs.5,435 crore**

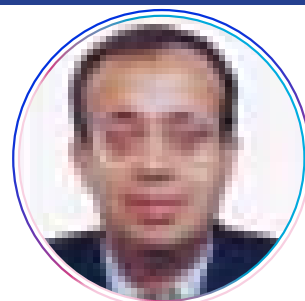
**Company's turnover (2012-13): Rs.4,681 crore**

**Head of Organization: Anil Jagasia, Chairman & Managing Director**

Address: 124, Maker Chambers – III, 12th Floor, Nariman Point, Mumbai – 400 021

Telephone/Fax: 022-2279 9999 / 022-2204 1656

Website: [www.savex.org](http://www.savex.org)



**Brands associated with:** HP Consumer DT and Laptops, HP Consumer & Commercial Printers, HP Supplies, Samsung mobiles, Logitech...

**Company Profile:** Headquartered in Mumbai, with 72 offices and 42 warehouses spread across India, Savex is well-positioned to service the distribution needs of our customers and partners across the country. With a pan-India presence and over two decades of expertise in distribution, Savex offers its vendors access to more than 7,000 Channel Partners, Retailers, Corporate Resellers, VARs and System Integrators. Savex's core competencies in distribution are better logistics, efficiently monitored inventory management, flexible and innovative credit financing for customers and partners, a national channel reach and an excellent reseller account management system.

## Rashi Peripherals

**Company's turnover (2014-15): Rs.2,984 crore**

**Company's turnover (2013-14): Rs.2,180 crore**

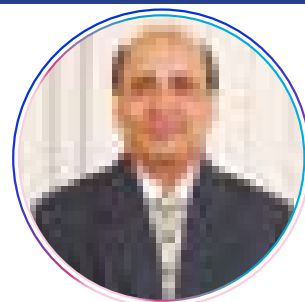
**Company's turnover (2012-13): Rs.1,792 crore**

**Head of Organization: Suresh Pansari, Managing Director**

Address: Ariisto House, 5th Floor, Junction of N. S. Phadke Road, TelliGali, Andheri (E), Mumbai – 400 069

Telephone/Fax: +91-22-61771771/72

Website: [www.rptechindia.com](http://www.rptechindia.com)



**Brands associated with:** Adata, AMD, APC, Apple, Asus, Crucial by Micron, ECS, Google, HP, Intel, Logitech, Lenovo, Netgear, Leadtek, Nvidia, Mobotix, Plantronics, Sandisk, Samsung, Targus and Toshiba

**Company Profile:** Established in the year 1989, Rashi has come a long way in distribution and is today rated amongst the best distribution companies in India. Today, Rashi has 52 branch offices and 57 service centres spread across A-, B-, C- and D-class cities of India and more than 9,000 partners/customers in 750 cities/towns. Rashi is also known for its various innovative marketing programmes with conceptualizing and implementing schemes/rebates being its key strengths.

## Iris Computers Limited

**Company's turnover (2014-15): Rs.2,573 crore**

**Company's turnover (2013-14): Rs.2,121 crore**

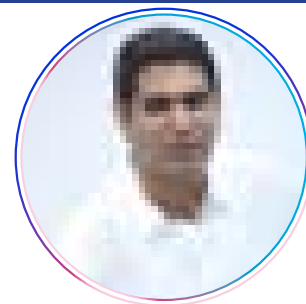
**Company's turnover (2012-13): Rs.1,723 crore**

**Head of Organization: Vishal Sopory, CEO**

Address: A-155, Road No. 4, Mahipalpur, New Delhi – 110 037

Telephone/Fax: 91-11-2678 2505

Website: [www.iriscomputers.net](http://www.iriscomputers.net)



**Brands associated with:** Acer, APC, Ateis, BenQ, BPE, Brocade, Canon, Dell, Hewlett-Packard, Huawei, IBM, Lenovo, Mircom, Numeric Power Systems, Obi, QNAP Systems, Strontium, SistemaShyam Teleservices, Samsung India, Wacom and Western Digital Technologies

**Company Profile:** Started operations in 1996 with its headquarter in New Delhi, Iris presently have more than 35 billing locations across countries which have full – fledged offices having sales, operations and finance team to support channel partners in fulfilling their customer orders. Our channel base consists of 2500 channel partners, aggregators, regional distributors & large SI partners to whom we supply high end technological products to passive networking solutions. The core competencies of the company are better Logistics, efficiently monitored Inventory management, flexible credit financing for dealers, a national channel reach and an excellent reseller account management system.

## Compuage Infocom Ltd.

**Company's turnover (2014-15): Rs.2,129 crore**

**Company's turnover (2013-14): Rs.2,200 crore**

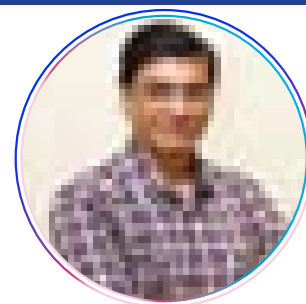
**Company's turnover (2012-13): Rs.1,953 crore (Consolidated)**

**Head of Organization: Atul Mehta, Chairman & Managing Director**

Address: "D" Wing, 601/602 & G-601/602, Lotus Corporate Park, Graham Firth Steel Compound, Western Express Highway, Goregaon (E), Mumbai – 400 063

Telephone/Fax: 022-67114444 / 022-6114445

Website: [www.compuageindia.com](http://www.compuageindia.com)



**Brands associated with:** Adata, Asus, AOC, Arcserve, Cisco, Creative, Check Point, Edifier, HP, K7 Computing, Kingston, Liteon, Microsoft, Numeric, Relicell, Samsung, SAP, TE Connectivity, Toshiba, ViewPaker

**Company Profile:** Over the years, Compuage has established itself as one of the most sought-after, value-added distributors of global IT brands. Having a nationwide presence, Compuage is a system-oriented and process-driven company. In addition to this, it has a strong IT-enabled distribution backbone, a solid financial and inventory management system, a young and dynamic sales team and a committed channel spread across the country. Headquartered in Mumbai, Compuage has been growing at a rapid pace and has an ambitious blueprint for further expansion.

## Supertron Electronics Private Ltd

**Company's turnover (2014-15): Rs.1,948 crore**

**Company's turnover (2013-14): Rs.1,554 crore**

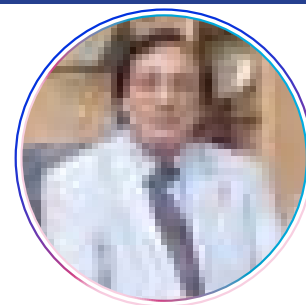
**Company's turnover (2012-13): Rs.1,407 crore**

**Head Of Organization: V. K. Bhandari, Chairman & Managing Director**

Address: No. 2, Cooper Lane, Off R. N. Mukherjee Road, Kolkata – 700 001

Telephone/Fax: +91-33 40371000 / +91 -33 40371099

Website: [www.supertronindia.com](http://www.supertronindia.com)



**Brands associated with:** Lenovo, TP-Link, ASRock, Genius, Seagate, Dell, Samsung, LG, Transcend, Acer, Philips, CyperPower, IBM, Toshiba and Gionee

**Company Profile:** Established in 1993 in Kolkata by V. K. Bhandari, Chairman & Managing Director, Supertron Electronics is driven by an overarching mission to bring world-class technology to an under-penetrated India and empowering users. Supertron's enhanced supply chain efficiencies, the ability to reach products across the country and scale a brand's growth in the shortest possible time and at the lowest cost has made it a leading alliance partner for its suppliers. SEPL has also successfully diversified into other businesses like IT-enabled services. The company's newest businesses along with the established ones are poised to become the company's future growth drivers.

## neoteric infomatique limited

**Company's turnover (2014-15): Rs.1,605 crore**

**Company's turnover (2013-14): Rs.1,500 crore**

**Company's turnover (2012-13): Rs.1,610 crore**

**Head of Organization: Paras H. Shah, CEO**

Address: Matulya Centre, Unit No. 201, 2nd Floor, SenapatiBapatMarg, Lower Parel (West), Mumbai – 400 013

Telephone/Fax: 022-40859600 / 022-40859694

Website: [www.neoteric.co.in](http://www.neoteric.co.in)



**Brands associated with:** Acer, ADATA, AJA, Alcatel-Lucent, Apple, Avocent, Belkin, BenQ, Brother, Cybernetix, Canon, Cisco, Corsair, Dell, Edimax, EverFocus, Gigabyte, GE, Hitachi, Imation, Iomega, Kingston, LaCie, Lenovo, LiteOn, Logitech, Matrox, Microsoft, Moser Baer, MSI, NEC, Numeric, PlusTek, Samsung, Trend Micro, UMAX, Wacom, Western Digital, Wipro, X-mini and Zotac

**Company Profile:** Founded in 1991, neoteric offers a broad array of future-bound, well-structured core technology solutions across diverse verticals. neoteric has been a trendsetter and has always strived to bring tomorrow's technology today. The vision, reach, go-to-market strategy, performance-driven innovative initiatives ensure a unique experience, a feeling that is truly neoteric. Also, its unique marketing programmes, excellent logistics services, technical know-how through "Evolve" and pre- and post-sales services through F1 services initiatives have enabled us to efficiently serve over 10,000 partners spread across 500+ cities.

## Global Infonet Distribution Private Limited

**Company's turnover (2014-15): Rs. 1237 crores**

**Company's turnover (2013-14): Rs.1,105 crore**

**Company's turnover (2012-13): Rs. 934 crore**

**Head of Organization: Prashant Prakash, CEO**

Address: D-98, Okhla Industrial Area, Phase – I, New Delhi – 110 020

Telephone/Fax: +91 11 4831 7000

Website: [globalinfonet.in](http://globalinfonet.in)



**Brands associated with:** Microsoft, Dell, SAP, Xerox, Ricoh, Kingston, LG, Samsung, WD (Western Digital), Asus, Atrust, BPE, Lenovo, Delta and HP

**Company Profile:** Commencing operations in 2001, Global Distribution Group (The Group) has successfully positioned itself as a focused distribution player with a significant reach across Europe, Middle East and Africa. We have demonstrated our capability in these price-sensitive / difficult-to-penetrate geographies by leveraging our risk management capability, effective Supply Chain Infrastructure Management and efficient utilization of the Management Information Systems. Within a short span of 13 years, the Group has successfully transformed itself from a regional IT products distribution firm with traditional cash-and-carry model to a leading cross-continental IT distribution powerhouse offering all the facilities as a broad-liner yet nimble in its operations with a lean and mean structure.

## TAIT signs MoU with TCA

TAIT (Trade Association of Information Technology) has achieved one more milestone by signing a MoU with TCA (Taipei Computer Association). The agreement has been signed between TAIT President, K. R. Chaube and Ihuann Lee, Director Office of Taiwan India Cooperation in the presence of TAIT board of directors, TAIT members and TCA officials Dr. Dennis Hu, Joy Chang and Premjith Krishnan.

The Memorandum was executed and entered into action on 2nd September, 2015 at TAIT's Head office. This alliance will boost Taiwan – India trade co-operation in the ICT Sector and establish mutual co-operation between both the parties. It intends to articulate the basis and general principles for establishing this relationship towards realization of their mutual interests in promoting Taiwan – India industry co-operation.

Also, during the event, Anand Rayate, Joint CEO (IT) - MIDC (Maharashtra Industrial Development Corporation) and his team briefed the members on IT Policy of Government of Maharashtra and Business Opportunity in the ICT Sector in the State. MIDC officials have shown keen interests to work closely with TAIT for the mutual benefits of the industry.







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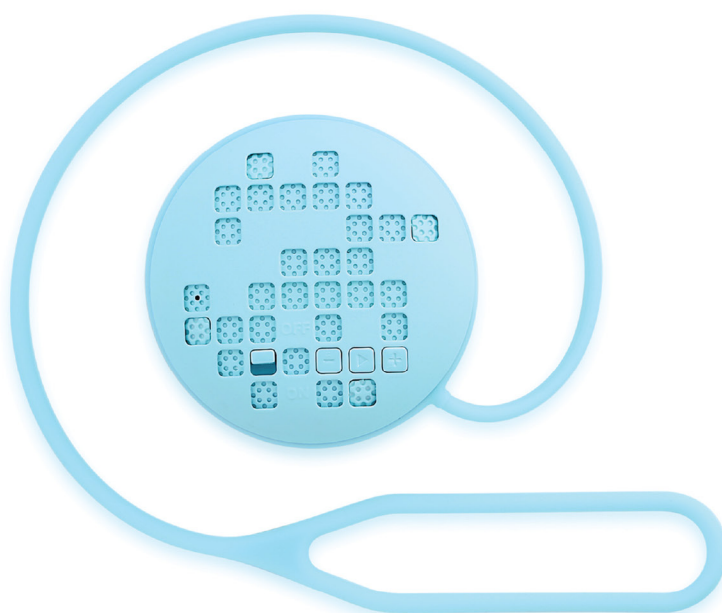
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# Lapcare YO! Series Klik Speakers

Klik Speakers under the Lapcare YO! Lifestyle Series are designed to be truly portable. With the key highlight being the built-in carabineer, it allows music lovers to attach the speaker pretty much anywhere including, a backpack, purse, and more! Destined to become a style icon, Klik Speakers offer distinguishably loud and clear music on the go; constructed of durable materials, the housing case is a colourful rubber finished, with unique barrel shape design adapted to suit the active and Mobile lifestyle. Don't get fooled by its size, it plays louder and longer than its popular predecessor, with advanced technologies that reproduce the fullness, clarity and depth of your music. Its powerful 3W speaker provides seamless music experience with a music playback time of up to 3 hours. Adding to that, there is a built-in microphone that also allows the user to make and receive calls via a Bluetooth enabled mobile phone at the press of a button. The compact speaker pairs easily with Smartphone, Tablets or any other Bluetooth device with a range of about 10 meters, with a 3.5 mm audio cable and a Micro USB Charging Cable so that the user can enjoy music tangle free!

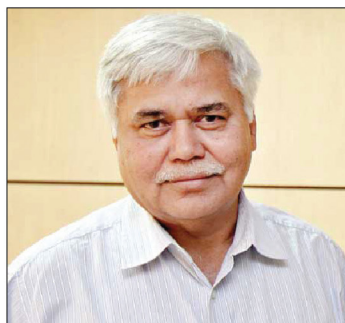
The Speaker also tends to remember the most recent devices used; so reconnecting is just a touch away. Adding further, the speaker pairs with two devices simultaneously, letting you switch between them with ease. Connectivity options also include USB power sources and Micro USB Ports. Available in four lively colors, Cyan, Pink, lemon yellow, light green provides the users an amplified outdoor entertainment at an affordable price



## MOVERS & SHAKERS

### R.S. Sharma named as new TRAI Chairman

R.S. Sharma has been appointed by the Union Government as the new chairman of the Telecom Regulatory Authority of India (TRAI). Sharma's appointment has been approved by the Appointments Committee of the Cabinet. As per the government's notification, he has been selected for the position for a period of three years or until further orders, whichever is the earliest.



He is a 1978 batch IAS officer of the Jharkhand cadre. He has played a major role in implementing Aadhaar project and designing a roadmap for the government's Digital India programme. He is credited also to have designed key digital services, such as digital locker, digitize India and fast execution of schemes to push electronics manufacturing in the country.

### Manisha Sood quits Microsoft, joins Fitbit

Manisha Sood, who was the Director and Country Lead – SMB at Microsoft, has left the company to join the US-based wearable device company, Fitbit. The company is into health and fitness and builds products that help transform people's lives. Manisha has been appointed as the Country General Manager in FITBIT.



Though no formal announcement has been made in this regard, we have received this information from a reliable source in the industry.

In Microsoft, Manisha was responsible for leading the sales and marketing function of the small & medium business within India. She was associated with Microsoft from 2013 and served the company for over two years. Prior to that, she had served the storage company SanDisk as a Country Manager – India and SAARC.

### JS Deepak Appointed Secretary, DeitY; Tapan Ray Shifted to Corporate Affairs

The appointments committee of the cabinet has appointed JS Deepak as secretary, department of electronics & information technology (DeitY).

While JS Deepak, additional secretary, department of commerce, ministry of commerce and industry has been appointed as secretary, DeitY, ministry of communications and information technology in place of Ram Sewak Sharma who was appointed as chairperson, TRA; Tapan Ray, additional secretary, DeitY, ministry of communications and information technology has been appointed as secretary, ministry of corporate affairs in place of Anjuly Chib Duggal on her relinquishing the charge.



### Lenovo appoints Shailendra Katyal as Director – Ecommerce, Strategy and Analytics

Lenovo has roped in Shailendra Katyal as Director – Ecommerce, Strategy and Analytics. In his new role, Shailendra will own strategy and execution for E-tail segment as well as Lenovo's own online store. He will report to Rahul Agarwal, Managing Director, Lenovo India.

Rahul Agarwal, MD, Lenovo India, said, "We are pleased to appoint Shailendra in this role. He has a proven track record over the years and contributed immensely to the company's success in India. The Home & Small Business (HSB) has seen significant growth under his leadership. In his new role, Shailendra will also head strategy for Lenovo. Shailendra will work closely with me to identify key areas of growth and build capabilities for sustained market leadership."





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# Flash Revolutionizing the Storage eco-system

**Recent IDC research reveals that data center customers drove the flash-based array market past \$11 billion last year. It will further grow to \$1.2 billion in revenue by 2015, the best part being that it has come to increasingly being embraced by Indian companies alike across sectors**

Flash is rapidly and violently disrupting the disk status quo. While a number of IT trends are resulting in the transformation of today's datacenters, the use of All-Flash storage has begun to play an important role in the enterprise market in India. "As flash is becoming more pervasive, optimized, and affordable, new applications and new storage software stacks are also emerging that are built "ground-up" for solid-state. Thus today, flash storage has value in a number of implementations within and across the storage infrastructure—be that in storage systems themselves, in servers, or in the network," observes Syed Masroor, Sales Director - Flash Storage Sales India, EMC.

"We are seeing a lot of interests among customers for flash technology. Going by IDC figures, the market for flash-based arrays of both the All Flash Array (AFA) and Hybrid Flash Array (HFA) type showed strong double digit growth rates over the past five years for a combined market and in 2014 was over \$11.3 billion in size. The market figures clearly indicate the growing interest amongst customers to deploy flash storage for their business operations," contends Neeraj Matiyani, Director – Storage Solutions, Dell India.

Santosh D'Souza, Director – Systems Engineering, NetApp Marketing & Services Pvt Ltd. asserts that all Flash Arrays are beginning to penetrate

the higher end of the transactional environments in financial services, telecom and manufacturing. "In the coming years, we expect virtualization, mobility, social media, and cloud computing adoption to significantly enhance the demand for All-Flash storage and transform the way the data platforms will be designed, operated, and managed," he says.

Indeed, with industry trends such as Social, Mobility, Analytics, Cloud and Software Defined Everything catching up, organizations are realizing the need for their businesses to meet the workload demands that are a result of these trends. From an enterprise perspective, flash storage is an ideal storage solution for I/O intensive workloads such as heavy virtualized environments, online transaction processing or data warehousing.

Agrees Sridharan Mani, Director & CEO, American Megatrends India Private Limited, "The adoption of all flash arrays is growing significantly and with the advent of new age all-flash arrays, the acceptance and affordability in customer environment is going to increase substantially."

## All-Flash vs Hybrid Flash...

With both AFA and HFA (Hybrid Flash Arrays) gaining significance not just in news but in reality, it's not a coincidence anymore that market for flash storage is becoming mainstream and booming. Every major storage vendor and a host of start-ups are vying for mind share and market share in the performance storage market. When it comes to all-flash storage arrays, a good software-defined, scale-out architecture enables quick deployment of new cost-efficient flash technologies into an existing all-flash array. All-flash storage changes the way companies do business by dramatically speeding application performance and improving efficiency.

While market forecasts suggest that the global data center flash storage market will see greater dominance by all-flash arrays (AFAs) and hybrid flash arrays (HFAs), Hitachi Data Systems view flash as just another progressive and intelligent capability of the enterprise array. Srikant Attravanam, Director, Platform Solutions and Services, Hitachi

Data Systems comments, "Enterprise disk array controllers have been focused on increasing functionality for high availability, scalability, and performance through intelligence in the controller and caching, since there was very little that could be done with the disk media. Consistent sub milli-second response time is becoming a requirement for majority of application workloads and this is where Flash can fill up this gap of performance requirement."

AMI sees adoption to all-flash based storage arrays being one of the hottest trends in the market. "The present StorTrends 3500i series is an all-flash/hybrid storage array that is unique in the industry in the way it bundles SSD as a tier as well as a cache. Our upcoming StorTrends 3600i dual controller all-flash array combines enterprise level performance and functionality at an affordable cost," says Sridharan.

However IDC estimates the market for hybrid flash to be 10x that of all flash arrays. Customers are choosing to deploy hybrid storage arrays that combine flash with spinning media. The reasons are intuitive. "Talking about enterprise flash, hybrid storage arrays make the most sense and we encourage our customers to adopt hybrid storage rather than All-flash. Our customers receive the best of both worlds - High performance flash for incoming data, and low cost bulk storage



**Syed Masroor**

Sales Director - Flash Storage Sales India, EMC



**Jatin Bakshi**

Business Head – Cloud Networking portfolio for Indian Sub-continent, Citrix





**Neeraj Matiyani**

Director – Storage Solutions,  
Dell India



**Santosh D'Souza**

Director – Systems Engineering,  
NetApp Marketing & Services Pvt Ltd



**Sridharan Mani**

Director & CEO  
American Megatrends  
India Private Limited

for aging data. All data placement is managed automatically behind the scenes, optimizing cost and performance. This approach continues to be well received by our customers,” says Neeraj.

EMC believes that there is no “One Size Fits All” solution, that “Architecture Matters” and “A Little Flash Goes a Long Way” in hybrid environments. “EMC has a full breadth of solutions - hybrid arrays, all-Flash arrays and server-Flash caching and hence there is huge promise in 2015 for this segment. More than 70% of all EMC VMAX and EMC VNX2 systems now ship with flash capacity. XtremIO is the fastest-growing all-Flash array, and the fastest-growing storage array in history,” says Masroor.

NetApp is another vendor that has been a pioneer in the trend of incorporating Flash in data storage and services platforms. “We first introduced Flash as a cache for hot data from hard disk drives in 2009. Over the last six years, NetApp continued to help global enterprises achieve success with the industry’s broadest portfolio of flash-accelerated, cloud-integrated storage and data management solutions. Today, NetApp has a comprehensive flash portfolio across all possible use cases and we are continuously enhancing our flash portfolio offering,” says Santosh.

Jatin Bakshi, Business Head – Cloud Networking portfolio for Indian Sub-continent - Citrix points out that the adoption strategy of most enterprises and vendors is to take one step at a time and pick workloads which can be impacted most by the performance gains. “Hence hybrid arrays are gaining more traction as compared to all flash arrays,” he says.

### Therefore...

Though Flash is expensive, efficiency technologies built into AFAs make it affordable. The absolute cost of flash storage has been coming down, significantly over the last few years that makes the relative cost per TB of storage

more attractive than ever in a Flash vs. traditional array. “Flash arrays have a higher performance throughput, which allows you to use fewer arrays to manage the same workloads. Traditional disk doesn’t have the performance to run this sort of de-duplication software in real-time so you need more capacity to support the same amount of data,” comments Masroor.

Neeraj believes that the huge cost of all-Flash arrays gets justified by the benefits it provides. Fortunately, recent technological developments mean much reduced costs of All-Flash storage arrays. “For instance Dell recently became the first storage array provider to announce adoption of the industry’s newest, highest-density and lowest-cost-for-performance enterprise flash drives, helping organizations of all sizes to significantly reduce costs associated with storing and managing their valuable data and IT applications,” he observes.

The drop in flash pricing has been as dramatic as its rise in popularity. New Flash technologies have developed in many forms and have achieved high

With industry trends such as Social, Mobility, Analytics, Cloud and Software Defined Everything catching up, organizations are realizing the need for their businesses to meet the workload demands that are a result of these trends. From an enterprise perspective, flash storage is an ideal storage solution

reliability and extreme performance at impressively low latency. Besides, the cost of ownership of All Flash Arrays is constantly decreasing, as the cost of the medium itself reduces and technologies like deduplication and compression assisting in reducing the All Flash capacity. “In 2009, SLC flash cost around \$65 per GB whereas today the street price of a GB of eMLC flash is around \$8. While that’s impressive, it’s important to remember that the cost of one GB of enterprise class hard disk space is around \$0.65. Hence it is important for organizations to not only educate end-customers but all also channel partner to truly understand the benefits of Flash and ROI when deployed effectively,” remarks Santosh.

The major cost associated with all flash storage is the flash drives itself, which costs many times the traditional hard drives. By combining the capacity oriented consumer class SSDs with high endurance enterprise class SSDs, the cost of the overall investment in storage array is considerably reduced. “We believe this line of products is going to have lot of acceptance in the coming days as many of the market segments would be able to adopt to flash based storage in their environments. With state-of-the-art data reduction techniques like inline deduplication and compression, the capacity requirements are also trimmed down without the need for adding additional enclosures,” explains Sridharan.

Indeed, all Flash arrays are going to challenge existing IT architectures, their impact being not limited to only storage subsystems. “Flash removes 2 major constraints that disk based storage imposed on IT architectures; performance and IO. On the performance aspect the significant gains provided by flash-based storage arrays would mean that other application delivery components such as compute and network would undergo changes so that these gains could deliver effectively to the applications,” Jatin sums up. ■



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## Panasonic predicts 4G as an important feature of future devices

Though Panasonic is still witnessing a pull for feature phones in the Tier-II and -III cities and is driving Internet penetration in smaller or regional cities, it is also foreseeing 4G as a major trending feature among consumers. **Pankaj Rana, Business Head, Mobility Division, Panasonic India**, says that keeping customer's demands in mind, the company designs a handset and with the introduction of 4G network in India the company aims to switch its product portfolio to 4G-enabled devices.

### Market Trends

The Indian consumer is a perceptive and an aware buyer. They are well informed about the technology trends and available offerings in the market. There are certain key differentiators that customers recognize in a product before making a purchase decision. Impressive screen displays, quality cameras and powerful battery backups are the key criteria assessed when buying a smartphone. Panasonic also predicts that 4G support will become one of the most sought features in smartphones in the near future.

According to the recent report of TRAI, mobile phone subscriber base in India has recorded 7% annual growth to 980.81 million users in the second quarter of 2015. Mobile is gradually driving digital growth in India. India has seen the transformation of mobile devices from feature phones to smartphones. Feature phones still account for roughly 60% of the Indian market demand, particularly in the Tier-II and



Tier-III cities and have become a primary reason for driving the new Internet users dominated mostly from smaller or regional cities.

In rural areas where data connectivity is unreliable and phones are viewed as utilitarian devices, there remains a potential for feature phones. "We have assessed the vital aspects that connect with these markets and have incorporated security features, robust hardware, and multi-language support into our feature phone portfolio. We have positioned our models price-sensitively and made them available across India through retail outlets and chains," says Pankaj Rana, Business Head, Mobility Division, Panasonic India.

He also adds that the low-cost tablet market in India has reached its saturation point. Two years ago, Wi-Fi-enabled models with economical price range were on the surge. However, the hype was shortlived as consumers found the utility of such devices limited. Panasonic has seen and observed change in the consumer's preferences in regard to this category of devices, while the popularity of connected tablets and phablets overshadowed the sales of low-end tablets.

### Channels and Service Support

A significant percentage of the company's sales is generated by direct and retail channel partners. The market share of e-commerce platforms remains low as compared to other channels. However, during the last few years the market has seen tremendous growth of e-commerce industry and brands are launching their new smartphones or products in association with the leading e-commerce players.

"We see high potential in the online marketplace. For example, we have recently launched our Eluga Icon smartphone exclusively via Amazon's India," said Rana.

Panasonic considers customer support is an integral part of the business operations, prioritizing it even above sales. The company believes in the power of word of mouth and the ripple effect that one happy consumer can have on winning ten more customers. In the interest of customer's satisfaction, Panasonic is expanding new service centres and announcing more customer-friendly policies.

### Focus on 4G Devices

Panasonic's research and development is comprehensive in terms of quality, high design along with providing better user interface interactivity from the rest. In fact, its flagship smartphone series, Eluga, stands for an 'Elegant (el), User-Oriented (u) Gateway (ga)'. "We keep the consumer in mind at every step of the design process, leading to smart features and application bundles unique to Panasonic smartphones. Moreover, we aim to completely switch our portfolio to 4G-enabled smartphones with the advent of 4G telecommunications technology in India," he reiterates.

"Our plans for the foreseeable future are to produce quality 4G tablets in the mid-price range. These products will be best suited to the consumer environment that has been projected over the next six months, once Indian consumers begin to widely adopt 4G technologies," concludes Rana. ■

aparna@varindia.com



The National Institute of Electronics and Information Technology (NIELIT), is a body under the administrative control of the Department of Electronics and Information Technology (DeitY), Ministry of Communications and Information Technology, Government of India. NIELIT is actively engaged in the development of qualified human resources in the areas of IT; Electronics; Communication technologies; Hardware; Cyber Law; Cyber Security; IPR; GIS; Cloud Computing; ESDM; e-Governance and related verticals. NIELIT offers courses both in the Formal as well as the Non Formal sector of education and is also one of the National Examination body which accredits institutes / organizations for the conduct of courses in IT in the Non Formal sector.

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## Lenovo Launches A2010 – its 4G LTE Smartphone

Lenovo has introduced A2010, its economical 4G LTE Dual-SIM smartphone from its A series in India. Lenovo has emerged as the biggest 4G smartphone brand in India according to the latest IDC report for Q2 2015 with 30% market share and is poised to further extend its reach in the product portfolio through its latest offering.

Lenovo A2010 offers a perfect balance of speed, performance and ergonomics with a powerful MediaTek MT6735m 64-bit Quad-Core 1.0GHz processor, 11.43 cms display and the latest OS-Android 5.1 Lollipop. The smartphone supports the two available LTE bands in India – FDD 1,800MHz (Band 3) and TDD 2300MHz (Band 40).

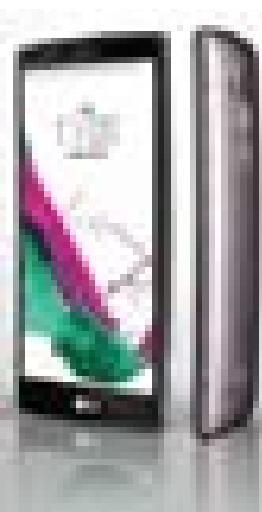
Speaking on the launch, Sudhin Mathur, Director – Smartphones,



Lenovo India, said, “An Indian consumer is evolved and willing to move with the world. We, at Lenovo, are looking to bridge the gap between the latest technology and an Indian consumer by offering innovative and future-proof devices easily available to the masses at an affordable price. Lenovo A2010 is a step in this direction.”

## LG G4

LG smartphone G4 comes with fine hammer-crafted metal body that lends the phone a smart and chic look and complements its Slim Arc design. G4 has a 5.5-inch (13.9cm) Quad HD IPS Quantum Display (2560 x 1440, 538ppi) besides a Quantum display. It is powered with Qualcomm Snapdragon 808 processor with 1.8GHz 64-bit Hexa-Core CPU and runs on Latest Android 5.1 Lollipop. It has 4G LTE and a dual SIM variant, all in one smartphone. Initially launched in the leather back and ceramic white variants, the company decided to launch the Smartphone also in the metallic variant after the positive response the G4 received from consumers. The Slim Arc design with its subtle curvature makes the G4 unique. The G4 has 16MP Rear camera and features F1.8 aperture lens which allows 80 percent more



light to hit the image sensor than in the LG G3. This, coupled with a first of its kind manual mode, Color Spectrum Sensor and OIS 2.0, makes it one of the best camera smartphones available in the market today.

For selfies good enough to frame, LG included an industry-leading 8MP front-facing camera for sharp, detailed portraits and group shots. The innovative camera module is paired with the new IPS Quantum Display.

## Lava debuts Pixel V2 with 4G support

Lava International has launched Pixel V2 – a device that will redefine smartphone photography. The smartphone is the second product in the Pixel series and has been launched at an MRP of INR10,750. It has been designed to deliver an excellent smartphone experience with unrivalled camera capabilities.

Subi Samuel, an ace fashion photographer, has partnered with Lava for this product. He was part of the unveiling of the smartphone at the launch event in Mumbai. Subi interacted with the audience and shared his perspective on how smartphones have become the primary camera device now to capture instant moments, and in a way have filled the need for digital cameras. He also shared his experience of using Pixel V2 for clicking pictures and shooting videos in his daily life.

The Pixel V2 is a 4G device. It has a vibrant 5-inch HD IPS display with a scratch-resistant Dragon trail Glass. The smartphone is powered by a 64-bit MediaTek Quad-Core Processor coupled with 2GB DDR3 RAM. The device has a whopping 16GB internal storage that is expandable up to 32GB. It is powered by Star OS 2.0 based on Android Lollipop 5.1 supporting dual 4G SIM slots (one 4G slot running at a time) with dual standby. It also packs a strong 2,500mAh Li-Po battery.

The Pixel V2 sports a 13MP rear camera with dual LED flash and an 8MP “selfie” camera with LED flash. The smartphone promises to capture images like none other in its category and that is because of the 1.4 micron large pixel size, F2.0 and F2.4 aperture of the rear and front camera, respectively.

## Motorola rolls out its latest model Moto X Play

Motorola has launched the Moto X Play smartphone in India. The smartphone will be available exclusively in Flipkart, Motorola's exclusive online retail partner, priced at Rs. 18,499 for the 16GB variant, and Rs. 19,999 for the 32GB variant. The company has also announced a galore of launch offers with its latest smartphone launch.

The company has launched the dual-SIM variants of the handset in India, supporting Nano SIM cards.

Featuring 5.5-inch full-HD (1080x1920 pixels) display with a 403pppi pixel density, the smartphone runs on Android 5.1.1 Lollipop. It also features Corning Gorilla Glass protection.

The smartphone is powered by a 1.7GHz

Qualcomm Snapdragon 615 octa-core processor coupled with Adreno 405 GPU and 2GB of RAM. It comes with 16 GB and 32 GB internal memory, which can be expanded up to 128 GB externally.

The highlight of the phone is its 21-megapixel rear camera which comes with f/2.0 aperture and CCT (Colour Correlated Temperature) flash with dual-LED modules. The rear camera features Phase Detect Auto-Focus (PDAF) and can record 1080p HD video at 30fps. Some of the other camera features include tap anywhere to capture; slow motion video support; video stabilization; 4X digital zoom; burst mode; night mode; auto HDR; Panorama, and drag to focus and exposure. There is a 5-megapixel front-facing camera also on board.

## MEIZU steps in Indian market with MX5 Smartphone

Meizu Technology (MEIZU) has announced its entry in India through its flagship phone MX5.

developing innovative and user-friendly smartphones, which are characterized by their state-of-the-art design,



After the unveiling of the MEIZU MX5, Li Nan, Vice-President – Marketing, Meizu Technology, said, “We are happy to announce our entry into India and look forward to playing a leading role in shaping the smartphone market here. Based on the business philosophy and commitment to pursue perfection, MEIZU remains focussed on

powerful specifications and attractive prices. We look forward to introducing our complete product range in India very soon.”

Li Nan also said that after-sales service will be the key focus for MEIZU, the company plans to open more than 40 customer service centres across 20 cities, to serve existing and potential customers better.

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