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WELCOME 2014 – WEARABLE TECH, CLOUD COMPUTING TO RULE THE MARKET

As now we are poised for a new year 2014, more technology advances will help consumers work smarter, store more data on the cloud and increase their productivity levels ahead. Here are some of the big predictions on technology turf in India.

Wearable devices, particularly those for consumer and medical uses, are likely to be some of the technologies we see taking off in 2014.

Whether it is Google Glass or Phablets related smart watches, wearable technology is set to move ahead on full gear.

This year is going to critical for wearable devices such as smart watches and smart eyeglasses that are likely to become the next evolution of the many mobile devices such as smart phones and tablets that are already part of people's daily lives. But wearable devices are very complex because

they must be compact and lightweight while preserving signal and power integrity.

Another use for this wearable technology is in medical monitoring applications. The requirements for smaller, lighter and more feature-rich electronic devices is migrating into the health care space with the development of wearable devices that by wireless convey data to hospitals and doctors in real-time.

Cloud computing will continue to be a technology that evolves and channel partners are looking for cloud solutions for their SME customers. Whether it is Google, Microsoft, Apple, EMC, Citrix or HP, their cloud based services are placing many of their products in the cloud including Google docs, Office 365 and iCloud.

Dinesh Shyam Sukha - Editor



Channel Pulse

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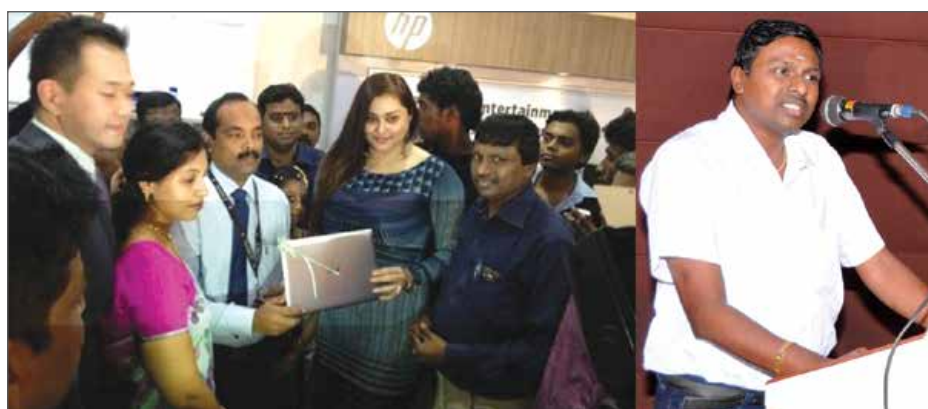
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TRICHY'S VBK COMPUTERS VENTURES TOWARDS RETAIL SIDE



Namitha Kapoor-Indian Cinestar, K.Dilip Kumar-CEO of Captain TV and S.Karthikeyan- CEO of Bloom Computers presided

Kubera
CEO, VBK IT Mall

At a time when traditional channel business is increasing getting impacted

by tough business situation, Trichy based VBK Computers, a leading distributor of ICT products has ventured towards retail space by inaugurating an innovative mall for IT and peripheral products directly catering the end user community.

This move comes in a situation when a number of distributors

are finding it hard to continue with traditional IT business and hence moving towards retail side by offering their products directly to the end user community. The IT Mall is located on Karur by-pass road and was quite recently inaugurated by South Indian cinestar Namitha Kapoor.

As part of the inaugural event, K. Dilip Kumar, CEO, Captain TV and S. Karthikeyan, CEO, Bloom Computers were also present at the occasion.

Driving end customer footfalls, the IT Mall is likely to house globally well established brands such as Microsoft, Dell, Lenovo, Asus, Sony, HP, Acer, TVS-E, Toshiba, Samsung, K7, Cisco, Canon, and Intel. Products from laptops to tablets, phablets, and printers to MFDs are set to be exhibited for the end user community.

GUNTUR IT ASSOCIATION INSTALLATION CEREMONY



With an aim to create a channel oriented platform, Guntur based channel partners have come together in order to form an IT association of their own. Guntur Information Technology Association is all set

brella. The newly formed association's installation ceremony was conducted on 5th of January 2014, the event was well attended by over 150 channel partners.

Our motive is to organise events on regular basis, discuss the common problems and try to solve them at maximum level. At present there are many problems which dealers are facing in Guntur city like lack of proper service centers in the city, Online threats in terms of pricing competition which is also universal problem etc. This association will create the much needed single platform to unify the dealers and fight for the common cause," explained, K Srinivas Rao, President, GITA.

to create a big impact and raise relevant issues prevalent in the channel business. Guntur city channel partners comprising of computer hardware sales and service dealers have formed this association and are now set to fervently increase on the level of interactions within the region's IT channel partners. The association has about 60 members under its um-

"Our mission is to make GITA a strong association by educating the local freelancers and dealers to buy from the local market, so that revenue can be generated in this competitive world and finally by making GITA a strong association in the future," Sandeep Agarwal, Secretary, GITA .

"QUICK HEAL KHAREEDO GAADI JEETO CONTEST"



Now, when you buy a Quick Heal Product, you get an assured gift with every purchase. But that's not all... You stand a chance to win a Renault Duster. Recently Quick Heal AP Branch head Jayanta Praharaj presented Honda Activa to the winner of Quick Heal Khareedo Gaadi Jeeto Contest Ch. Kesava Rao, this contest is valid from 1st December 2013 to 14th April 2014 on purchase of selected Quick Heal products for the end customers. There are many other gifts which Quick Heal will be giving as part of the scheme like Mobile, Watch, Activa, Super Bike. The customer has to register their details in <http://www.quickheal.co.in/contest> after buying the product so as to take the benefit of the scheme. All the products sold under this scheme has assured gift of extra validity of minimum 2 months.

WORK AND PLAY ON THE GO WITH ACER'S ICONIA W4 TABLET

To address this growing demand, Acer India, the leading PC vendor in the country, unveiled their new 20.32 cm (8-inch) ICONIA W4 tablet for the Indian consumers. Featuring IPS and Zero Air Gap technologies that provide a sharp display with enhanced clarity and brightness, the Iconia W4 is also equipped with Windows 8.1 and the 4th Generation Intel® Atom™ processor that offers faster tablet performance as well as battery life up to 10 hours for web browsing and up to 8 hours for video playback.



RAPOO LAUNCHES MOUSE 3100P



RAPOO 3100P is a mini 5GHz mice with mini USB port. It derives a smooth usage with fast connectivity, response and is compatible with all the generations of operating system. It comes with high performance alkaline batteries which provide prolonged battery life of 18 months. RAPOO mini 3100P is passionate and trendy. **Main Features:** Reliable 5GHz wireless connection, 360 degree wide range and long transmission distance up to 10m, 1000 DPI high precision tracking engine, New low-power consumption technology and power switch, Battery life up to 18 months, Low Battery Indicator.

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LET THE MUSIC PLAY WITH PORTRONICS PURE SOUND PRO BT



For all those who love music on the go, The Portronics Pure sound Pro BT is Stuffed with

features like 2.5 W speakers, in built MP3 Media Player, FM, USB playback, SD card, Bluetooth connectivity and more, makes it one of the best featured Portable sound Bars in the country.

Facilitating users with an option of enjoying nonstop music for a period of 6-8 hours with a single full charge, the 'Pure sound Pro BT' is designed with dual power supply. Furthermore, customised to match up to the consumer's demands, this mini digital product is designed to play music via U-Disk/SD cards directly and can also support MP3 and APE/FLAC lossless music format files. Supported by a stylish LCD, the Pure sound Pro BT is crafted with dual independent acoustics cavity, dual low frequency radiator and dual low power consumption channel of digital amplifier. Along with this, the in-built FM antenna in the product also supports automatic and manual search of stations; thereby pre-saving all the FM channels accordingly.

TRANSCEND ADDS 800X CF CARD TO ITS PROFESSIONAL COMPACTFLASH LINEUP



Transcend, a worldwide leader in storage and multimedia products, announced the launch of its Premium Series 800x CompactFlash cards. Professional photographers faced with the challenges of a difficult assignment must be able to depend on a high quality card that can deliver the speed and capacity necessary to complete the job.

With this in mind, Transcend's new 800x CompactFlash cards boast outstanding transfer rates of up to 120MB/s read and 60MB/s write and extra large storage capacity of up to 256GB. When used with advanced camcorders and DSLR cameras, these cards come in particularly handy during continuous burst mode shooting and Full HD and 3D video recording.

Back at the studio, the 120MB/s read speed of Transcend's 800x CF cards ensures less time spent transferring card content to the computer and more time spent on photo retouching and video editing.

GIGABYTE LAUNCHES BRIX PRO FEATURING INTEL IRIS™ PRO GRAPHICS

GIGABYTE TECHNOLOGY Co. Ltd., a leading manufacturer of motherboards, graphics cards and PC systems, is proud to announce the next generation GIGABYTE BRIX Pro, a compact DIY PC kit that features professional CPU performance and visually stunning graphics support with the Intel® i7 Core™ 4770R processor featuring the Intel® Iris™ Pro graphics 5200.



"The GIGABYTE BRIX Pro is the perfect showcase for Intel's exceptional Iris Pro graphics technology," commented Henry Kao, Vice President of

GIGABYTE Motherboard Business Unit. "The deceptively compact BRIX Pro packs a high-performance, desktop-class processor that is highly suited to processor-intensive creative applications and 3D gaming titles."

INTEX LAUNCHES AQUA I4+ FOR TODAY'S EVER-CONNECTED GENERATION

Intex Technologies announced that it would add the Aqua i4+ to its growing range of Aqua smartphones. Aiming to bring



new and improved device for consumers, the sleek and stylishly crafted Aqua i4+ is designed keeping in mind consumers aspirations of a trendy, lightweight yet powerful smartphone allowing them the freedom to make the most of everything they do – whether at their workplace or having fun with friends. The Aqua i4+ features a 5" FWVGA (854x480) display providing sharp and sophisticated visuals.

The phone is powered by a 1.2GHz dual core processor, which is complemented by a 512MB RAM to smoothly handle the multitasking and gaming requirements of users. With a 3G connectivity offering speedy data download of upto 7.2 Mbps, activities like streaming or watching movies, playing online games, downloading multimedia content and uploading videos on social media platforms will be a breeze.

VIEWSONIC'S PROFESSIONAL QUAD HD DISPLAY DELIVERS THE ULTIMATE IN COLOR AND IMAGE QUALITY

The VP2772 delivers the ultimate in image quality with its Adobe Color capability and a 10-bit panel that delivers 1.07 billion colors. It is also equipped with all the premium features the



pros need including flexible connectivity options, and daisy chain functionality."

Ideal for photography, graphic design, media creation, publishing and other color-critical applications, this 27" display delivers outstanding

levels of detail and clarity with 2560x1440 QHD resolution. Accurately displaying 99 percent of the wider Adobe RGB color space, the VP2772 features an advanced 12-bit color engine and 14-bit LUT that processes up to 68.7 billion colors, creating stunning images with true-to-life colors.

TP-LINK ANNOUNCES ARCHER C7



TP-LINK's Archer C7 brings the latest in Wi-Fi technology with gigabit wireless networking. The 802.11ac wireless standard provides wireless devices with ultra-

fast speeds, up to 3x faster than 802.11n and further wireless coverage. Archer C7 is compatible with next generation Wi-Fi devices and backward compatible with 802.11b/g/n devices.

TCCDA ORGANISES DEALER MEET TO TACKLE ONLINE MENACE



At a time when there is huge amount of channel loss being incurred because of fast emergence of Online trading, Secunderabad based TCCDA has organized its dealer meet to mull over ways and means to tackle this Online menace and create opportunities for channel partners.

The dealer meet was organised on Friday, the 10th January 2014 and the agenda for the meet was "Menace of Online Trade-It's Repercussion on the Dealer Fraternity-Open Forum". THE NEED FOR UNITY AMONG CHANNEL PARTNERS IN FIGHTING TOGETHER" said a note from the association asking for partners to come together and think about ways to address this growing issue.

The purpose of the meet was an interactive session with primarily one point agenda that as a retailer or reseller how to combat the Online/e-retail onslaught which is a challenge globally. With Online shopping Flipkart, Snapdeal, Amazon, Ebay, Junglee, Naaptol gaining currency among the middle class, the threat of physical stores getting cannibalised is clear and present. Internet has transformed the retail experience for consumers by activating their emotions and sparking the desire to buy through imagery, videos, virtual try-ons, real-time feedback, free home delivery etc. But while Online shopping has been a boon for customers, it's proving to be a death knell bane for the brick-and-mortar retail businesses. This is because the web is literally crawling with multi choices all brought to your desktop with just one click.

The digital age has brought with it virtual stores, which is slowly but surely killing the need to visit physical stores.

The Indian government has announced a move to allow FDI in online retail, hitherto, the government permitted 51 percent FDI only in multi-brand retail and not in e-commerce. The size of India's e-commerce market is estimated to be Rs.50,000 crore and companies such as Flipkart follow a dual-company route to work around the restrictions.

We do not oppose the Online retail format or any legal business format but we strongly oppose the unethical business practices of 2-3 big Online retailers who are selling with a predatory pricing, in losses to capture the market. For these big Online retailers and their investors, it is just gambling but for millions of retailers it's a matter of their bread and butter. "We have a simple mission: to protect the "RIGHT TO SURVIVE AND GROW" for all level and section of people. We have to take a very firm stand in addressing this onslaught from various Online traders moving forward. We cannot stop people from selling Online but must find technology and low cost solutions to be able to compete with them with our local presence as an advantage. With the GST Likely to be introduced after the Parliament elections in May 2014, the going will be even tough from all fronts. While we accept that it is an herculean task but united we stand and with a positive attitude let us have the strength to overcome the tough challenges, says, Veera Swamy, President, TCCDA

2014 INTERNATIONAL CES KICKS OFF WITH RECORD AMOUNT OF INNOVATION



With amazing tech breakthroughs and thousands of new product introductions, innovation blossomed as new technologies came to life, redefining the future at the 2014 International CES®. Owned and

produced by the Consumer Electronics Association (CEA)®, the International CES is the global gathering place for all who thrive on the business of innovation.

CEA announced that the 2014 CES wrapped as the largest in show history with a record two million net square feet of exhibit space housing more than 3,200 exhibitors. CES dazzled as the global gathering place for anyone involved in the business of consumer technologies with more than 150,000 industry professionals in attendance, including more than

35,000 from outside the United States.

"CES is amazing, magical, hands-on, incredible, innovative and inspiring!" said Gary Shapiro, president and CEO, CEA. "This year's show was an energizing display of where the future is headed, bringing to life cool new products from every industry that touches technology. One-third of the world's population interacted with CES in some way this week as we experienced the future. From curved and flexible Ultra HD TVs and next generation smart phones to drones, robots, sensors, the Internet of Everything, Hi-Res audio, connected cars and 3D printers, it seems like the only thing missing from the 2014 CES was a time-travel machine." Major tech breakthroughs and product launches garnered the world's attention across 15 product categories and 25 market-specific TechZones.

CISCO TECHNOLOGY RADAR 2014- TRENDS THAT WILL DEFINE 2014 AND BEYOND

Spotting the next innovation, that could benefit customers or challenge the success of existing products, is top-of-mind for every company. Keeping a finger on the pulse of every innovation that could bring such a disruption can be daunting.

At Cisco, a self-nominated team of enthusiasts, unaffiliated with any particular function or business unit take up the challenge of identifying technology developments worldwide. Technologies identified by this team are assessed by a panel of Distinguished Engineers, Fellows, Directors and VPs and a few are selected as novel and most relevant to Cisco. Cisco calls this team and the process - The Technology Radar.

Today, these volunteer scouts have become fundamental to Cisco's intelligence gathering initiatives. By channeling their passion for emerging technologies, they help Cisco in identifying opportunities and threats that could impact our business and customers in five, ten or even twenty-five years' time. Some of the key transformational trends identified this year are:

Internet of Everything (IoE) and M2M

communications: The Internet of Things, and specifically increased automation in industrial systems and processes, coupled with big data, will bring tremendous advances in predictive diagnostics, with important applications in environments as diverse as retail and automotive safety. By 2022, M2M connections will account for 45 percent of total connections while person-to-machine (P2M) and person-to-person (P2P) will account for the remaining 55 percent. M2M already represents a significant market which continues to grow. Some of the most common M2M applications are telemetry (e.g. utility meters), telematics (e.g. car navigation systems), sales and payment (e.g. vending machines), and fleet management (e.g. cargo tracking).

Multi-vendor Clouds: Public, private and hybrid cloud environments based on static configurations will give way to dynamic and multi-vendor cloud environments. New technologies will allow Cloud service providers across multiple environments to adopt common Service Level Agreements (SLAs) to provide reliable and economical services.

Video in ultra-high definition: High

definition video systems are becoming rapidly more affordable, presenting us with exciting opportunities for new video experiences on a previously unseen scale. Video technology in ultra-high definition (2160p and 4k-8k-4320p) will become imperative for smart phones, augmented reality glasses, tablets and other devices equipped with camera. With a resolution up to 16-times higher than current HD TV (1080p), their impact on the network requires the adoption of new technologies like P2P streaming, federated content distribution networks, HEVC (H.265) or HTTP adaptive streaming.

Context Aware Computing and Col-

laboration: The mash-up of big data and collaboration applications is going to drive the creation of a new wave of "context-aware" computing and collaboration experiences. Within 12-24 months, we will witness the rise of collaboration applications which automatically present to us information about the people and organizations contacting us. Furthermore, collaboration applications will leverage context-aware information and big data to gather useful historical information (documents, past interactions, recordings of meetings, even Facebook status) which are relevant to how teams work together, thereby preserving intellectual property and strengthening relationships and collaboration.

Real-time analytics: In the era of the data deluge, businesses demand fast access to information and immediate data insights in order to make quick and informed decisions, and to improve financial and operational performance. Real-time analytics have a broad area of application, spanning from financial markets to advertising, automation and security. Analyzing massive amounts of data almost on the fly implies high performance requirements on systems' hardware and software.

Interactive collaboration through the

web: The embedding of rich media collaboration within browsers – promises to transform the way businesses and organizations communicate and engage with customers. Within 12 months, we're going to see retailers, financial services organizations, and other providers of high value services embedding Web Real Time Collaboration (WebRTC) into

their web interfaces to transform the way they engage with customers.

New Internet architectures: With the number of connected devices set to rapidly expand from 10Bn today to 50Bn or more by 2020, current internet infrastructure needs to evolve to support this exponential growth of connected devices. We will see the rise of a new Internet architecture characterized by (a) 'Fog Computing' – the convergence of networking and compute at the edge of networks to create a more distributed intelligence that balances the need for centralized mega-scale data centers with more locally-useful computing and decision making capabilities, (b) a new type of networking architecture characterized by open APIs and by the embrace of developer communities who will create applications that optimize the integration of networks and management systems and business applications, (c) we will pass the peak of the SDN hype cycle and see real-world applications emerge in 2014, and (d) a new set of IT skillsets which accompany the convergence of computing, networking, storage and applications will emerge.

Security and Internet of Everything:

As more and more devices – from wearable medical devices to devices that carry personal financial information – join the Web, privacy and security become more important than ever. In the coming 1-3 years, we will see a new form of multi-layered security emerge, replacing today's model of "protecting the perimeter" with a combination of security technologies that includes localized clients embedded within devices or localized connections and centralized cloud-based intelligence which constantly scans to protect.

Self-Organizing Networks (SON):

SON refers to a set of capabilities that increases the level of automation in network planning, operations and maintenance of LTE (Long Term Evolution) and next generation mobile networks. Today's mobile networks are largely human operated. SON is expected to decrease the capex and opex associated with them. These automated functions aim towards a self-configuring, self-optimizing and self-healing network, increasing network performance and quality by adapting to dynamic changes in network conditions.

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INDUSTRY TRENDS 2014 BY FAISAL HUSAIN, FOUNDER AND CEO, SYNECHRON



After a relatively slow 2013, the global economy is trending towards the positive with easing credit availability, revenues picking up in many sectors, and the financial services industry leading

the pack.

This is good news for niche, Global IT companies; however, challenges remain in terms of reduced margins and regulatory concerns. To register faster growth in 2014, IT Consulting and Outsourcing firms will have to put in extra efforts to remain relevant to their clients, improve operational agility, realign service delivery models, and focus more on driving innovation.

From a market perspective, especially in the financial services domain, the key business drivers for the year 2014 will likely be the enterprise mobility solutions space, disruptive technologies, digital media, and big data analytics. As leading players in the financial services industry look to enhance customer experience, explore new markets, introduce new products and services, and

reduce costs, most are likely to favour for increased budgetary allocations in these specific areas. This year too, these sectors have been among the key business drivers, and with a high success rate registered in terms of customer acquisition and retention, high ROI, and

enhanced user experiences, it is likely that these will set the pace for growth in 2014 as well.

A confluence of the above is expected to be the central theme of key strategies that will outline technology implementation initiatives of global financial services firms. Leading the pack would be advanced enterprise mobility solutions delivered via innovative apps that will continue to meet the core objectives of anytime, anywhere access, all while ensuring enhanced interactivity and true-to-life features and functionalities. As the digital ecosystem expands and matures, and gains further momentum on its evolutionary trajectory, providers will feel the need to redefine their enterprise mobility strategies to match the requirements of an ever-changing marketplace.

Market players would allocate more time and funds towards devising enterprise mobile strategies that are more attuned to gauging emerging consumer needs rather than utilize the conventional reactionary approach. This will entail investments in big data analyt-

ics tools and systems that can navigate through the complex architecture of the digital world and utilize advanced algorithms to intelligently decipher critical information about consumers and the marketplace. To stay ahead, market players will also need to assess the advantages enabled by emerging

disruptive technologies and if the same can be utilized, as a part of the digital strategy, to positively impact consumer behavior and experiences.

Similar to trends in 2013, a significant percentage of IT budgets will be allocated towards meeting the stringent compliance and regulatory standards

introduced in US and Europe. Existing IT infrastructure of banks, asset managers, wealth management entities, and energy & commodities trading firms will need to be upgraded, which will move a lot of consulting and technology implementation projects to outsourcing firms in India.

IT & ITES SECTOR OUTLOOK ON 'IT INDUSTRY FOR 2014 BY DR. ARUN SINGH, SR. ECONOMIST, DUN & BRADSTREET INDIA

The IT & ITes industry has continued



to contribute significantly to the growth and development of the Indian economy. The sector's contribution to the domestic GDP has increased from just 1.2% in FY98 to around

8.0% in FY13. The IT services and BPO segment is estimated to provide direct employment to around 3.0 mn people and indirect employment to nearly 9.5 mn people as on FY13. Over the years, India has emerged as the key destination for global sourcing of IT & ITes accounting for around 52% share in the global sourcing market during FY13. While, the growth of the IT & ITes industry has moderated in the past couple of years due to global economic slowdown, there is still huge growth potential with opportunities imminent in both mature and emerging services and verticals.

Big data analytics promises big growth opportunities

Big data refers to rapidly increasing structured and unstructured datasets/information with huge volumes, which

is difficult to process using traditional data processing applications. Majority of the data existing in any company is in unstructured form (i.e. in raw form such as audio, video and social messages) which if analyzed properly can offer a competitive advantage.

Healthcare is one of the top emerging business opportunity

Healthcare expenditure accounts for a major share in household's total expenditure in developed nations. Governments across the world are focusing on using modern technology to offer cost-effective solutions to its citizens. Healthcare opportunities across emerging and developed economies are expected to offer newer collaboration opportunities to Indian IT vendors in the areas of data management, claims processing and insurance sales. Further, provisions such as the mandate to maintain electronic health records, can act favorably for the industry by offering enormous digital conversion opportunities.

Business engagement and pricing models will continue to evolve

The Indian IT & ITes industry has adapted itself to the changing demand and business scenario and developed solutions, which are customised as per the client requirements. The transforming

business scenario has led to a shift from initial FTE (Full-Time employee requirement) to fixed price or subscription based pricing models and now towards non-linear models such as hybrid based, gain-share, transaction based, outcome based and pay-per use models.

Increased focus on strengthening cyber and data security

Cyber security is one of the core focus areas for the industry in the current business scenario. Presently, India faces several issues in addressing cyber security concerns due to multiple administrative bottlenecks and huge cost involved. Increasing penetration of internet and boom in e-commerce has led to exponential growth of cyber space. Further, the rapid growth of smart phone users and its usage for doing transactions has been adding to its expansion.

Offshoring of engineering and R&D services to India will continue to grow at a healthy pace

Gradually, India has emerged as one of the most attractive destinations for offshoring of engineering and research & development (ER&D) services, driven by India's competence and vast availability of talent pool. The services offered have gradually moved up from offering low and medium complex work to highly skilled and complex work.

SANJAY DESHMUKH, AREA VICE PRESIDENT, INDIA SUBCONTINENT, CITRIX LOOKS INTO THE TECHNOLOGY CRYSTAL BALL OF 2013 TO FORECAST TRENDS THAT WILL WITNESS SUBSTANTIAL UPTICK IN 2014



Emergence of Enterprise App Store

Gartner predicts that by 2014, 60% of corporate IT departments will deploy private enterprise app stores. Due to increasing penetration of mobile devices at workplace, the concept of an application store where a user can go for getting access to any application is becoming popular. This is an impact of "consumerisation of IT" where the users are expecting the capability, flexibility and power they get in a consumer world from the enterprises. This triggers organizations to set up app stores of their own, referred to as enterprise app store where an employee can go and get access to all the applications required to perform a business task/activity. Enterprise app

stores can allow IT to help mobilize the workforce by providing a policy-based distribution for Enterprise apps, legacy apps, Windows apps, browser/HTML 5 apps and Native mobile apps and management of lifecycle of these apps. The app requirements for today's enterprises does not stop with just native mobile apps, it also includes enterprise, legacy apps and SaaS apps that enterprises typically spend hundreds of thousands of dollars in development or acquisition. Going forward enterprises will focus on mobilizing all apps, with the help of mobility solutions and delivering them to employees through an integrated enterprise app store.

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Let there be containers

Allowing employees to have access to enterprise apps and data anytime, anywhere, using any device – is certainly a pre-requisite for a comprehensive mobility policy. Today all the mobile devices and operating systems seamlessly allow users to share information and data across multiple apps. For ex: the users can take a picture and seamlessly post it on Facebook or Twitter in a single click of a button. This flexibility is in the DNA of these mobile platforms but if extended to corporate data and enterprise applications will put many organizations at risk. Thus, security becomes the foremost challenge while adopting a mobility solution and it gets extremely difficult for enterprises to manage sensitive corporate data on personal devices, without gaining access to personal data residing on employee devices. To manage mobile apps and data on a user's personal device, while simultaneously maintaining employee privacy, 'containerization of mobile apps' is a technique that provides complete separation of corporate and personal data on a device. Containerised apps can be centrally managed and driven by tightening the security perimeter to the application layer. Besides that, various enterprise policies can be enforced, that include preventing the user from taking screen-shots, copying and pasting content, requiring the mobile device to be connected to a secure wireless network / denying access to content while connected via a cellular network, forcing authentication at every app launch, disabling cloud backup, disabling content being sent via SMS or native email for a secured application and disabling the camera. With more personal devices at the workplace and increasing adoption of BYO policy, organisations will need to adopt containerize apps while embracing a mobility policy.

Desktop virtualization is here to stay

Companies are looking at shifting their IT spends more towards transformational projects than the business as usual projects. Customers today spend a large % of their IT budgets on IT infrastructure and

hence customers are looking at transformational IT infrastructure initiatives to optimise these spends. Desktop Virtualisation is one technology which has seen rapid growth in adoption the last 4 years across industry segments. The primary reason behind this growth is that Desktop Virtualisation offers customers an opportunity to transform their IT infrastructure and increase employee productivity while improving the information security and optimising cost. In the year ahead, more organizations will transition to virtual desktop environment, replacing traditional desktop infrastructure and helping their employees become "Mobile". Desktop virtualization will remain as the most preferred technology for this transition and more companies will demand this to be delivered to them as a service rather than investing in the entire infrastructure. Indian IT services companies today are geared up to offer Desktop as a service which helps the end customers eliminates the need for large Capex investments and also gives them flexibility to extend this solution across the entire enterprise.

Tablets – the new pill for enterprise users

With tablets purchases overtaking PC shipments, mobile devices are becoming the primary computing devices for many end users. These users are no more expecting basic common applications like secured email on these devices but they want the full functionality and access to all applications and data from these mobile devices and tablets. They want consistent user experience irrespective of whether they are using a company provided desktop/laptop or a Tablet. This empowerment of user to get access to complete "work" which is all the apps, data and collaboration capability is required to truly leverage the power of this new computing device "The Tablet". Various technology solutions like application virtualisation, Desktop Virtualisation, MDM, MAM, Cloud data and Mobile support will have to converge to fulfil this vision and to empower the users to go completely mobile with their Tablets.

Moving towards a secure Cloud Storage

As more organizations adopt mobility solutions and employees increasingly start using mobile devices to access enterprise data from any locations, data management becomes a daunting task for IT. In addition to that, a growing global workforce and the need to collaborate and share data with third parties, customers and partners add to this chaos and complexity. Users have increasingly turned to unsecure, consumer-style cloud services for access to their data and files across all of their devices, as well as the ability to share those files with others. Trends such as workshifting and bring your own device (BYOD) are putting more pressure on IT, which is struggling to reconcile these forces with the need to protect intellectual property and comply with regulatory requirements. To help IT regain control over employee file sharing, more organizations will implement an enterprise-class, IT-managed file sharing solution which offers IT the ability to control sensitive corporate data while meeting the mobility and collaboration needs of users.

Moving beyond MDM

While most mobility strategies started with mobile device management to address the device lifecycle needs of bring-your-own (BYO) or corporate-owned mobile devices, organizations are now expanding their plans to address mobile application lifecycle and mobile application performance. Today, users are demanding the freedom to choose their own device; to use any app on any device without having to remember all of their credentials; and to access all of their documents and emails wherever they are. Organizations need an end-to-end solution that addresses these user requirements while also meeting IT's security and management requirements around the user, device, apps and data. Until now, enterprises were forced to piece together point and a fragmentary approach to solve the mobility challenge. This trend is expected to change in the next year.

ITTA-PUDUCHERRY COMPLEX-2014 EXHIBITION



The Mega Complex-2014 was inaugurated by Puducherry chief Minister Hon. Rangasami on 3rd January 2014. This exhibition received an approximate 25000 foot fall and was beneficial to the public to get various product knowledge and shopping at an attractive price,

also advance booking was done for few products. Cisco, the main sponsor gave a good presentation about their network products to the public through video conferencing. The COMPLEX-2014 was a result oriented expo. Right from accessories, computers, power conditioners, office automation and software packages, all dealers have done a good business. Complex-2014 has generated good amount of fund to ITTA-PDY. This year the exhibition and massive outcome will help the dealers to improve and deliver much better result in the future.

How does Sachin safeguard his priceless memories on his multiple devices?



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FROM THE GLOBAL PERSPECTIVE, ARRAY CONSIDERS INDIA AS ONE OF THE CORE GROWTH REGIONS



How do you look at the Indian market today? What are the top most priorities here?

India is one of the fastest growing ADN markets in the region. It has been very stable and consistently growing over a period of time. Our top priorities currently are:

- a. Enhancing our local support and technical resources in India
- b. Building a product development

- c. Expanding our business to Tier-2 cities
- d. Expanding and augmenting our channel presence

How big is the Application Delivery Networking market and what is your share here in India?

We are well positioned to further increase our market share in the Application Delivery Networking (ADN) market. As per IDC India market tracker we are #2 in the ADN space behind the leader Cisco and growing at the fastest pace. IDC's analysts report that, Array's WAN optimization solution has increased its chances of cracking bigger deals and positioning themselves as an end-to-end solution provider in the ADC space.

How do you look at the competition for ADN in India?

Most of the large ADN players are global companies and their biggest markets are outside of India and hence focus is not great in India.

By design Array is heavily focused on emerging markets from the day 1 and our approach and investments have re-

Mr. Shibu Paul, Country Manager, ARRAY flected this.

Array is in a position today to invest into India and stay committed to this market for a long term.

What kind of market verticals are looking at incorporating such solutions in India? What are the trends in this space?

BFSI, large application driven projects, telecom and service provider verticals are key buyers of ADN solutions. Most of these verticals are focusing on user experience and hence application acceleration and optimization becomes very critical.

What kind of growth are you looking at and what are your targets for 2014?

From the global perspective, Array considers India as one of the core growth regions and plans investment in the prospective market. Customers expect us to deliver a superior product and provide them the best support that ensures 100% availability and uptime.

Array is geared to meet this customer demand. We want to keep up our growth momentum and will grow upwards 100% in 2014.

CORSAIR IS OPTIMISTIC TOWARDS THE GROWTH OF THE GAMING SEGMENT IN INDIA

Mr. M A Mannan, Country Manager, Corsair Memory India



What kind of focus does Corsair has in India?

Corsair in India is seriously working towards building a brand name of repute associated with quality, performance and gaming. Corsair started its India operation in 2008 and has had slow and steady positive growth to become a reputed brand for memory and psu. Corsair in India is also now becoming synonymous with gaming.

How does the company look at the gaming segment? What products and solutions do you have for this segment?

Corsair is optimistic towards the growth of the gaming segment in India and we have started to invest heavily. Corsair now in India has launched lots of new gaming products in the form of Cases, Keyboards, Mice, Gaming Pads, Speakers, and Head-

sets. Corsair can strongly claim that we have the right kind of product category to satisfy the every need of the gamer.

What is your channel strategy for India?

Channel strategy in India is as straight and clear. We have our national distributors striving hard to ensure Corsair reaches across India and have our set of Corsair dedicated partners promoting the brand whose focus is on gaming, performance and quality. We work closely with our disti as well as Corsair dedicated partners to push our products across India.

What kind of channel partners are you partnering with and what are your plans on this front in terms of increasing this network of channel partners?

Corsair channel partners believe in promoting quality product and demand respect for what they offer to the end customers. We have a wide range of products catering to different segments like the gamers, the enthusiast and the quality conscious users and our partner list is growing rapidly. Corsair team travels across India to identify and appoint Corsair dedicated partners in B&C cities.

What kind of challenges do you face in India and how do you overcome these challenges?

The biggest challenge for Corsair is to meet the customer expectations as they always expect a lot from corsair and we always try to live up to their expectations. Operation wise India is a price conscious

country but the new generations are quality conscious and that's where Corsair comes into pictures and these users have ensured the right growth for us. As Corsair is quality oriented brand even our entry level products comes with some specialized features and the challenge ahead is to convince the users to use it instead of an entry level cheap brands with no specialized feature.

How does the company look at the competition in India?

In looking at competition, Corsair really looks only at ourselves in India as there are no other brands which we can compare apple to apple. Every Corsair product, even at the entry level, will always have an added advantage against the competition. Corsair considers its own product range as its true competitor.

How does your product range differentiate from competition?

Corsair as a brand offers value added products to the channels. We are different as our products speak for themselves. We have the fastest memory module in the world hitting speeds 2933 MHz; we have modules for every segment be it the entry level, gamers, overclockers or the professionals. Corsair has a varied range of product line which includes true power supply, waterproof and shockproof USBs, speed related SSD, and audio product which is world class in its own segment. Corsair as a brand is associated with the best in its own class.



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