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2015 IS ALL GOING TO BE ABOUT CLOUD, BIG DATA AND MOBILITY

When it comes to year 2015, some of the big technology forces will come from Cloud, Big Data, Mobility and Social Media, along with continued global economic uncertainty and this will accelerate the restructuring of the IT services market.

When it comes to channel business, all these technologies around cloud, big data and mobility will generate huge kind of opportunities that can propel them towards better growth prospects in the year 2015.

As per the figures given by Gartner, by 2015 - low-cost cloud services to cannibalise up to 15 per cent of top outsourcing players' revenue, and more than 20 per cent of large IT outsourcers not investing enough in industrialisation and value-added services will disappear through merger and acquisition.

And as per the market research reports, by the end of 2015, Big data demand will reach 4.4 million

jobs globally, but only one-third of those jobs will be filled.

Gartner says the demand for Big Data is growing, and enterprises will need to reassess their competencies and skills to respond to this opportunity. Hence, there will be big opportunities around Big Data for solution providers and system integrators as well.

A large percentage of enterprises will bypass broad-scale deployment of Windows 8. Gartner also claims that most enterprises and their trusted management vendors are not yet prepared for the change to Windows 8, and says enterprises will want to wait for more stability before proceeding.

Is this not the right time for the channel to think about the revenue in cloud and big data??

Dinesh Shyam Sukha
Editor

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ASUS TO WORK CLOSELY WITH ALL THE PARTNERS



ASUS would like to reiterate that channel partners are an integral part of our strategy for the Andhra Pradesh and Telangana. We will continue to work very closely with all the partners. We value the contribution and will continue to ensure favorable policies and initiatives. With the constant apprehensions with respect to our endeavors in this region, we would like to assure our partners are an integral part of our strategy for the Indian market and we have been working very closely with them.

We will be focusing more aggressively on notebooks, desktops and hybrid devices. We presently have over 120 stores in the country, including Tier II & III cities and are targeting to achieve 200 exclu-

sive stores by fiscal year end which will include the AP & Telangana region. Presently ASUS has 6 exclusive stores in AP & Telangana and plans to have atleast 2-3 exclusive stores in each city of the region with skilled team having particular focus on AP & Telangana market development ASUS plans to achieve each set goals.

We would like to restate that ASUS would continue to extend support towards its ASUS Loyal Partners with enhancing its sales model time and again for all round betterment. We value and welcome partners who can support us to deliver the incredible to our existing and prospective customers in today's digital era.

K7 PARTNERS WITH SAKRI IT SOLUTIONS

K7 Computing, a leading Security Software Developer and Sakri IT solutions, a Pune based Value Added Distribution Company well known in the IT / Mobile Channels are coming together in a partnership that will market and sell K7 Computing's award winning products in India.



K7 Computing, a Chennai based security software Products Company, whose sole focus is personal computing, enterprise computing and mobile devices related security, was founded in 1991. For over 22 years, K7's products have protected users from the times of MS-DOS, Novell Netware, Windows and now Android. K7's sole focus has been and always will be to protect users from harmful malware and keep user productivity to the maximum.

Sakri has tremendous experience marketing and selling computer security products for years in a leadership position. Sakri also enjoys tremendous goodwill and respect among its channel partners. With their experience in working with software and hardware vendors, they are known to bring immense value to the partnership.

M.SENTHIL ELECTED AS THE PRESIDENT OF CONFED-ITA

M. Senthil Kumar has been elected as the president of CONFED-ITA for the next financial year in the meeting recently held in Thanjavur. Senthil



Kumar is also the president of Snehnam, the IT association in Chennai. He took active participation in the recent meetings with vendors to act against the unethical online business practices by the online dealers.

CADYCE'S SUPERSPEED USB 3.0 UNIVERSAL DOCKING STATION IS AVAILABLE IN INDIA.



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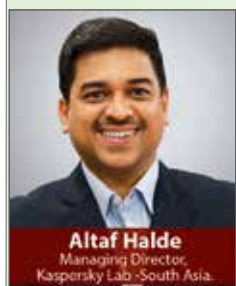
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PRESENTING A GLIMPSE ON TECHNOLOGIES AND TRENDS THAT ARE SET TO RULE YEAR 2015

As we move into the year 2015, here are some of the best technologies that are likely to have a big impact on the near term future and how the industry feels about the upcoming trends in technologies.

Malware technologies that we think will rule the roost in 2015 are as below:

1. The merger of cyber-crime and APT (Advances Persistent Threats)



For many years, cyber-criminal gangs focused exclusively on stealing money from end users. An explosion of credit card theft, hijacking of electronic payment accounts or online banking connections led to consumer losses in the worth hundreds of millions of dollars. Maybe this market is no longer so lucrative, or maybe the cybercriminal market is simply overcrowded, but it now seems like there is a struggle being waged for 'survival'. And, as usual, that struggle is leading to evolution. In one incident we recently investigated attackers compromised an accountant's computer and used it to initiate a large transfer with their bank. Although it might seem that this is nothing very unusual, we see a more interesting trend: Targeted attacks directly against banks, not their users.

2. New methods of data exfiltration

The days when attackers would simply activate a backdoor in a corporate network and start siphoning terabytes of information to FTP servers around the world are long gone. Today, more sophisticated groups use SSL on a regular basis alongside custom communication protocols.

Some of the more advanced groups rely on backdooring networking devices and intercepting traffic directly for commands. Other techniques we have seen include exfiltration of data to cloud services, for instance via the WebDAV protocol (facilitates collaboration between users in editing and managing documents and files stored on web servers). These in turn have resulted in many corporations banning public cloud services such as Dropbox from their networks. However, this remains an effective method of bypassing intrusion detection systems and DNS blacklists. We expect more groups to adopt use of cloud services in order to make exfiltration stealthier and harder to notice in this New Year 2015.

3. Targeting of hotel networks

The Darkhotel group is one of the APT actors known to have targeted specific visitors during their stay in hotels in some countries. Actually, hotels provide an excellent way of targeting particular categories of people, such as company executives. Targeting hotels is also highly lucrative because it provides intelligence about the movements of high profile individuals around the world. Compromising a hotel reservation system is an easy way to conduct reconnaissance on a particular target. It also allows the attackers to know the room where the victim is staying, opening up the possibility of physical attacks as well as cyber-attacks. But it isn't always easy to target a hotel. This is why very few groups, the elite APT operators, have done it in the past and will use it as part of their toolset.

And we expect, a few other groups might also embrace these techniques this year, but it will remain beyond the reach of the vast majority of APT players.

As we know that with emerging technologies, the whole world is resulting in new applications that are driving efficiency and enabling people to do things that just weren't possible in the past. With

forthcoming year, everyone is going to witness the shift from traditional IT to new paradigm like SMAC, cloud computing, IoTs, big data, SDN etc.

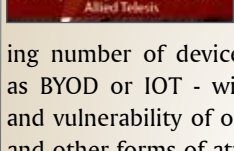


SMAC and big data are emerging trends in technologies that are currently driving business innovation. We can ensure that in coming year, it will gain more popularity among all types of enterprises; let it be large, medium or small-sized.

Even for security reasons, IT organizations are gradually moving up and are shifting their data and physical equipments into cloud. Cloud computing is undoubtedly a growing revolution within IT and future of business.

"As we are entering into new digital age, IT business looks for applications which can connect the devices and networks. We see SMAC technology as near future of IT as it is driven by connectivity which connects the remote areas along with the networks and devices. In addition, new innovations can be driven by SMAC stack." He explains.

We believe companies will largely focus on IoT, BYOD and SDN technologies to enhance their efficiency and competitiveness. Persistent security threats will continue to be an issue and to encounter these new security technologies – such as Next Generation Firewalls - which have the capability of overcoming these issues will gain greater attention.



Moreover, the increasing number of devices being connected – either as BYOD or IOT - will increase the susceptibility and vulnerability of organizations to data breach's and other forms of attack. IT managers need to be aware of what technologies exist to counter these threats and the risk they pose to their organization.

In 2015, we will see increasing attention in SDN from the Enterprise market and expect to see a number of innovative applications for this technology which to date has been more of a solution looking for a problem.

"Emerging technologies are changing the way businesses operate. Enterprise networks and data are evolving rapidly from last few decades, and are continuing to develop at a steady pace. With the emerging technologies, enterprises can make sure that their applications are delivered securely and at lower expense. Technologies go in hand with large environments assuring the effective management of businesses. To meet the organization's requirements, they continuously look for SDN solutions as the source of such innovation." He adds on.

Desktop Virtualization is the most ideal solution that will rule the roost in 2015 in order to provide the most affordable computer education for rural students in India because of the following reasons:



* Power shortage is a perennial issue in most states in the country and desktop virtualisation solution addresses this challenge in the most effective way. For example, each NComputing desktop/workstation

consumes as little as 1 watt of electricity. This has helped reduce the overall power consumption, and also the cost of power back-up systems, such as generators and UPS, significantly.

* Virtual devices last for 3 to 4 refresh cycles (i.e., 11-12 years) and generate merely an ounce of e-waste. This also addresses the issue of hardware obsolescence for a long period of 11-12 years.

* This technology has been built to enable lasting IT infrastructure by enabling users to run 5 to 100 virtual desktops with a single PC. With this, they can avoid PC refresh, and repurpose old PCs, which also helps in reducing eWaste. For instance the Bihar government has established labs where the ratio of host PC to users is 1:5, i.e., 1 PC's computing power is being shared by 6 users.

* It helps institutions save hardware acquisition costs by over 50 per cent, the management cost by up to 75 per cent and electricity cost by as much as 90 per cent.

In the nutshell, desktop virtualisation solutions enable institutions to set up labs and classrooms that are green, cost-efficient, environment friendly, easy to maintain, obsolescence-proof (since there are fewer PCs to maintain/replace), emit significantly less CO2, and lead to 90 per cent less e-waste compared to an all-PC lab—factors that have made this technology the most preferred or rather a standardized choice for educational institutions.

Monali Handa, Director - Marketing, India & APAC, NComputing explains that the impact of virtualization on education technology is potentially substantial and is certainly becoming the most popular technology trend in the education industry day by day which has raised the standard of computer literacy by providing computer education/accessibility in tier 2 and tier 3 cities. "Virtualization is green and such technology can always be utilized as a way to increase the useful life of existing older PCs while at the same time reducing the cost-per-seat of new student workstations."

Mini-ITX form factor-based systems

In 2015, Mini ITX form factor devices are expected to get more popular in the mainstream



market. The Mini ITX form factor technology is getting more acceptance in the Indian market, thanks to the increasing demand for HTPCs (Home Theatre Personal Computers) and SFF (Small Form Factor) PCs.

Talking about Mini-ITX form factor-based motherboards, the popularity of this motherboard type is expected to increase. Most users in India are cost-conscious, and use PCs for their basic requirements, and not for extreme or high graphics-based activities. For such users, Mini-ITX form factor based systems (motherboard included) will be the much desired products.

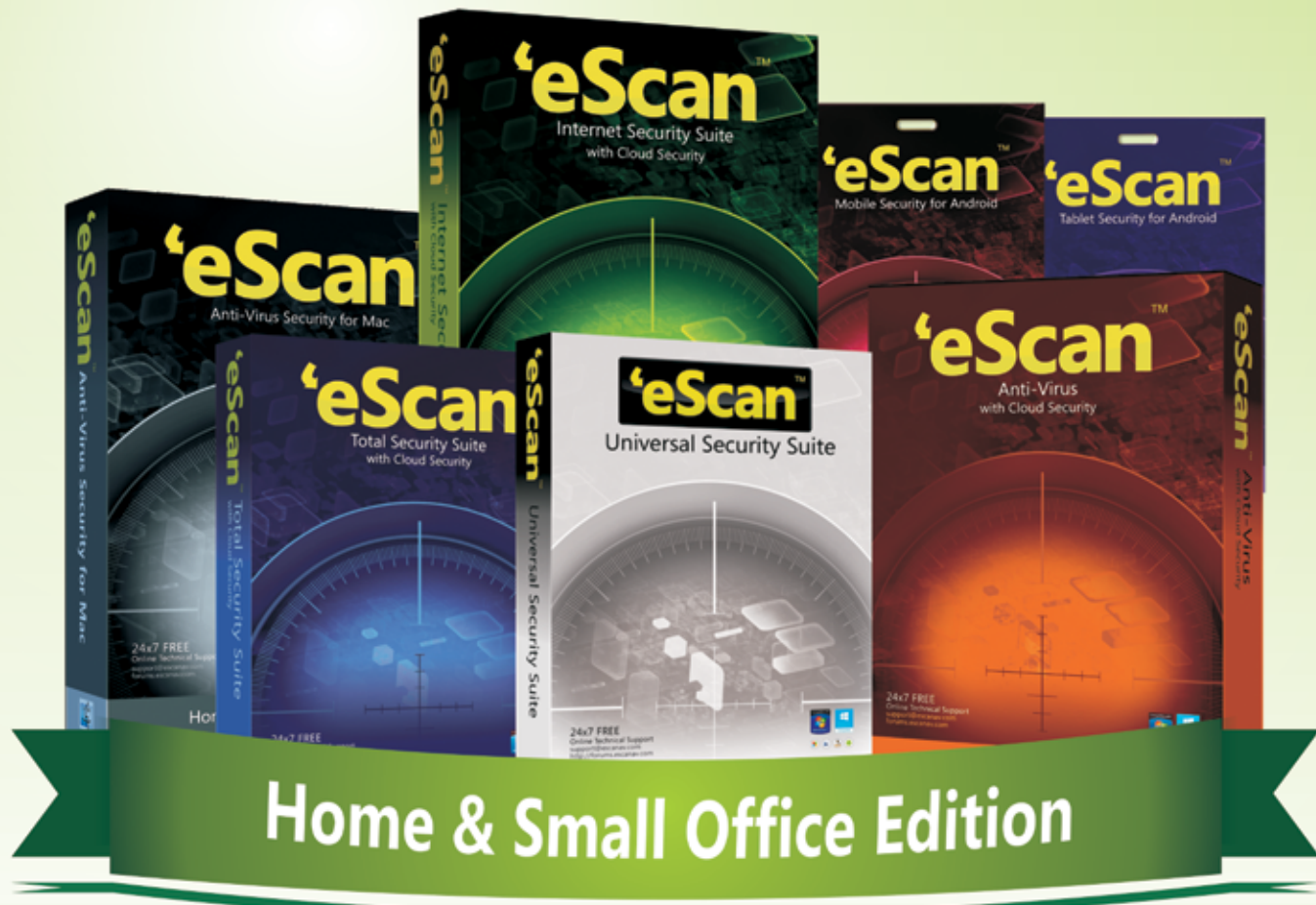
Motherboard features in demand

We also foresee an increasing preference for motherboards with HDMI and USB 3.0 ports, and SATA3; and those which support DDR3 and SSD drives. While HDMI ports are usually used for HTPCs to connect to TVs, USB 3.0 ports are becoming one of the fundamental features for even budget motherboards because even entry-level users nowadays look for faster transfer speeds.













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Another hot product category that should make a mark in 2015 is the ultra compact DIY (Do It Yourself) PC kits. To cater to this, GIGABYTE will soon launch BRIX, its versatile DIY PC kit, available with a broad choice of processors covering a range of performance points.

The BRIX sets a new standard for desktop miniaturization that makes it perfect for many requirements - be it discreet HTPC/multimedia hub, an ultra-low power PC for the family, an office PC or as a digital signage unit.

The BRIX comes with a Wi-Fi Mini PCIe module pre-installed and also, a power adapter and cable, conforming to local standards. It requires only system memory and mSATA SSD, giving users the flexibility to independently choose integrated storage and system memory size, without the dilemma of getting components that are not easily available at retail outlets.

BRIX does not limit the user in terms of display and peripheral connectivity, or performance. It includes VESA bracket for discreet display and wall mounting. It supports dual display video output via HDMI and mini DisplayPort.

With support for HDMI and DisplayPort, the BRIX can power two displays simultaneously, making a perfect choice as a high productivity PC in professional and home environments.

Sunil Grewal, Director – Sales & MarCom, GIGABYTE Technology (India) Pvt. Ltd. Says that these technologies / product categories will be important because it caters perfectly to the requirements for the average Indian PC users – such as power efficiency, cost-efficiency or optimal usage of limited space – without compromising on performance.

Prateek Kapadia, CTO, Flytxt:

“The convergence of social, mobile, analytics and cloud is going increasingly mainstream with technologies getting better and more importantly business models getting established and proven. Another interesting trend was witnessed in the Indian market; the rapid boom of e-commerce companies in India spurred a heavy growth in their advertising screen presence last year. The frequency of e-commerce ads were much higher in proportion to any other industry; however, this presents a potential risk of turning into spam if they are not properly targeted to the end consumers. Hence micro-targeting and personalized reach through mobile screens is required, which for countries as large and diverse as India, offers the biggest challenge for the coming year. This is where the enterprises including e-commerce companies will face a technology bottleneck. To ensure that the right offers are sent to the right segment at the right time and in the right context is a conundrum only big data analytics can solve. While other uses to big data, like supply chain, logistics and payments solutions appear to be in place, the company that manages to seize the personalization opportunities and optimally utilize them to engage with the consumers will eventually lead the pack. We believe 2015 will see increased adoption of technologies that solve this problem. Analytics driven personalization demands adoption of enabling technologies like cognitive computing and advance analytics.”

Kunal Nagarkatti, Sr. Vice President and Head-Sales, Clover Infotech Pvt. Ltd

According to me, the three hot technology areas that will rule the roost in 2015 are:

- Big Data and Analytics
- Cloud Computing
- Mobility for Transaction Services

“The last two decades have seen humungous growth in volumes of data. This is because transactions between product/service providers and consumers are not restricted to point of sale. The

proliferation in transactional data owing to number of access points and mechanisms is remarkable. The variety of data generated and velocity of its generation has compelled organizations to gather insights by collation and careful observation of data. The natural corollary is the growing importance of Big Data and Analytics. I believe it will assume great significance and add immense value to business decisions, especially in key sectors such as BFSI, Retail and Pharma which are poised to grow with the Indian economy in the coming year.

With the economy booming, we also see a lot of new start-ups with great promise. Cloud computing comes as a great boon for such companies and the ones which want to sustain a great growth trajectory by focusing on core competencies. Cloud computing enables these firms to use safe, secure and cost-effective IT Infrastructure, platforms and software as a service and enables them to better manage their budgets from an IT perspective. With more usage, customer's will start trusting Cloud with their IT requirements, leading to exponential growth in Cloud computing.

Mobility for Transaction Services: The smart phone is an integral part of our lives. With the time and mindshare of the customer that it enjoys, businesses of today need to create technology solutions that can enable customers to make it a “one-stop device” for their professional and personal needs. Mobility in transaction services will facilitate the customer to manage his investments, payments, etc. on the go and will enable the same customer to view business data and insights, and make faster and more informed business decisions.” He adds on.

Wearable Technologies – 2015 will see the rise of wearable technologies, and not just watches, but our undergarments/apparels that would monitor our body vitals like blood pressure, sweat, heat and other parameters to assist us in better dietary habits.



Longer Battery Life! – With developments of efficient Li-ion batteries that gives 400% more power, users can go full throttle with their devices. Also, Intel's 5th Gen Broadwell processors could further enhance this by 30%. Who wouldn't love these numbers!

Internet of Gadgets – The pleasure of texting your air-conditioner to alter temperature and feeding your microwave with standard inputs to cook a meal will finally reach to consumer this year. An ultra-connectivity marvel! Sadly, one might still have to fetch the cooked meal! We are planning to strengthen our online platform, like Amazon, Groupon, etc. Target BT & Mobile items will be our primary focus for the year 2015.

Integrated Mobile Payment Gateways – e-Wallets are increasingly becoming the thing of importance when it comes to online snap ups. This year would witness the highly integrated approach of this technology as it would give loyalty benefits and also remove the unpleasant bank transactions.



Silent PCs – A more reliable and long-life PC is the one that makes NO noise. The annoying noise is a sign of moving elements colliding with each-other that poses threat to the functionality of a PC. Hence a Silent PC is better than our regular PCs in every way!

Nitrogen-cooled PC Components – After the glorified success of the liquid cooled PC components,

it is time for the nitrogen-cooled components to take the mantle. It would ensure gamers and overclockers to squeeze every bit of worth from their rigs, literally!

Some of the trends such as Cloud Computing, Internet of Things (IoT), Invisibly Embedded Analytics, Wearable Technology and Social Media Apps will rule the roost in 2015.

With regards to Cloud, 2015 will witness rise in the amount of data hosted in the cloud. The con-



fluence of mobile and cloud will continue to lead to the growth of applications that are managed from a centralized console and delivered to any device. While cost of network and bandwidth would continue to favor apps using intelligence and storage of the client device, their management will be completely cloud-based. Gradually, data and application will be merged across multiple devices, thus resulting to application portability across devices. Moreover, applications will evolve to support multiple devices in order to deliver an enhanced experience.

Internet of Things (IoT) - IoT would mean the next level of evolution for the Internet, wherein even daily household related objects such as cars, kitchen appliances, television sets, etc., all would be connected to the web. It will continue to grow along with user-oriented computing and is expected to be the focus of digital business products as well as processes in industries.

Invisibly Embedded Analytics – As the volume of data generated by embedded systems continues to increase, pools of data - structured as well as unstructured that is inside and outside the enterprise is analyzed. Managing this data coming from the various resources such as IoT, social media and others and then to ensure that the right information is delivered to the right person at the right time is a big challenge. Hence, apps will now be analytic and invisibly embedded to meet the purpose.

Wearable Technology – With the proliferation of smartphones and wireless access to the Internet, today wearable watches and google glasses have literally become a fashion statement. 2015 will see a bigger rise of such devices, being used for health monitoring, general fashion and also for spying purposes.

Social Media Apps - With the increasing audience who use only mobile to access social media, social media platforms are expected to enhance their services in terms of mobile-friendly. Social media marketing will go mobile and an array of new apps for the social media platforms are expected to emerge.

For eScan, the key focus will be in development of products, which will assist in the following:

- Security to be provided for IoT interfaces (how do you stop a hacker from remotely controlling your household appliances).
- To increase user awareness for the necessity of security on Smartphones.
- Create simple to use apps on smartphones, which will create an unbreakable safety net and trust, for children and women alike.
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We believe the below will be the top 3 technology trends for 2015:

1. Computing Everywhere- We have already started to see technology entering new contexts and environments, wearables being the most popular. 2015 will see more of these advancements.

2. The Internet of Things (IoT)- The Internet of Things is vast and is expected to grow in the domain of user oriented computing. Computing is going to be embedded everywhere; The Internet of Things will be the focus of digital business products and processes in industrial and operational contexts.

3. 3D printing- 3D printing is getting affordable day by day. We have already tasted the immense power of 3D printing. Going forward we'll see the use of this technology in more varied contexts and environments.

The above discussed technologies are important because we have already tasted their immense power and witnessed the advancements in them. Further they have a huge potential to change the world and open new horizons.

S Sriram, CEO at iValue

Structured cabling has seen more implementations of Automated Infrastructure Management systems. This enables organizations to monitor their network and control it in case of any errors, hence reducing downtime drastically. We can see developments in new Cat.7 and Cat.8 technologies being taken forward by companies to help better data transmission but that's something for the future at the moment.

Ravi Raj, Brand Head, Director Sales & Support at NetRack

Data center racks, power solutions, cables management and data security will top the priority list across every industry. Among various industries, data security and cable management will always be an important concern for data center and telecom industries. So, these technologies are going to be center stage in 2015. Energy and heat management are the critical challenges faced by data center. In order to meet these challenges we provide complete data center containment solutions. Furthermore, these conventional approaches to addressing the problem have focused at the facilities level to develop new cooling technologies or optimize the delivery of cooling.

Cooling is the major cost factor in data centers. Data centers have electrical equipment which produces heat. To encounter this, managers look for solutions and products which can remove heat and prevent the temperature of the equipment from rising to an unacceptable level. Most information technology equipment and other equipment found in a data center or network room needs to be air-cooled. Moreover, to lower the cost and improve efficiency, manufactures need new data center cooling strategies.

KEY FOCUS FOR YEAR 2015

Here are some of the key focus areas for organizations for the year 2015

Altat Halde, Managing Director, Kaspersky Lab -South Asia explains, "For B2B, our focus would be to launch and implement our new Partner Program. Our partner program has been designed. The Partner Program is a platform for collaboration between Kaspersky and our partners, offering a wide range of benefits, training, certifications, marketing support and rewards to ensure mutual growth and give our partners a competitive edge. By enrolling into

our Partner Program, partners will have access to resources needed to develop expertise, grow business, increase customer satisfaction, and maximize profitability. For B2C, we would like to establish connect with the last mile reseller to motivate them to increase their business performance and achieve better growth."

As per the views of Subhasish Gupta Country Manager – India & SAARC at Allied Telesis - Allied Telesis will concentrate on a number of key vertical markets and technologies during 2015. "We expect to see continued investments in a number of areas as organizations look to increase efficiency and competitiveness. Allied Telesis has recently launched Next Generation Firewall and will be essentially concentrating on its solutions. We expect huge amount of growth to come from verticals such as Government, Education, Healthcare, Utility, Infrastructure and Surveillance. The successful deployment of Allied Telesis Management Framework (AMF) is being appreciated by many organizations and we hope to see more success for our AMF in coming years. We will be focusing majorly on management, mobility and security." He explains.

According to Kunal Nagarkatti, Sr. Vice President and Head- Sales, Clover Infotech Pvt. Ltd., "We see ourselves playing a key role in Big Data and Analytics and also in Mobility for Transaction services.

We will focus on our BFSI clientele which comprises some of India's leading banks and Insurance houses. With huge volumes of data generated from transactions across access points and also customer conversations across multiple channels including social media, we would like to empower our clients with efficient and cost-effective solutions for tick-by-tick data analysis and provide business critical metrics for faster and accurate decision making.

With mobility for transaction services, we wish to empower our customers with solutions and niche services which will facilitate ubiquitous transactions and provide insights for enhancing efficiencies. This, coupled with Big Data and Analytics, will help us travel across the value chain with our customer i.e from the point of sale and data collection to analysis and insights for informed decision making. Our focus, as always, will continue to be leveraging our IT expertise to add optimum value to the lives of our customers."

Sunil Grewal, Director – Sales & MarCom, GIGABYTE Technology (India) Pvt. Ltd. says that one of the key focus product ranges for us in 2015 will be BRIX, GIGABYTE's ultra compact, versatile DIY PC kit. We feel it has to the potential to make a huge market impact. "Another key focus area for us in 2015, will be sprucing up our post-sales service set-up. We are setting up advanced post-sales centers in the vicinity of the IT markets in several major cities, namely New Delhi, Kolkata, Chennai, Kochi and Ahmedabad. A few months back, we opened the first of the series in Mumbai. These centres will be the service hubs for their respective regions. They will have sufficient supply of buffer stock to help in Across the Table Replacement (ATR) process in their respective region.

These centers will have the latest repair machines and software systems to facilitate detailed testing and troubleshooting. They will have experienced, skilled engineers including those from the GIGABYTE Headquarters in Taiwan. These engineers would not only be capable of managing motherboard repairs even up to Level 4, but also of offering proactive onsite support, including training to customers on how to get the best out of your PC.

These planned service centers will go much beyond than providing only advanced after-sales services.

The internal ambience and liberal space at the

centers have been planned with the purpose of setting up comprehensive customer experience zones that will display the latest technologies and exceptional, powerful features of GIGABYTE motherboards – exploring the thrilling possibilities in desktop computing whether it's in the area of rich multi-media or extreme performance."

Monali Handa, Director - Marketing, India & APAC, NComputing says that currently, the company is working toward increasing its channel network to over 1000+ partners within the next 1-2 years.

"This would help us in targeting and penetrating more cities across the country. We consistently invest in initiatives to support and enable our channel base through various channel marketing programmes, such as road shows, advertising, technical training and extended marketing programmes. These on-going initiatives help our channel network to not only increase sales but also understand and satisfy the customer requirements.

It is largely due to this innovative, channel-centric business model that NComputing has become the Leader in the Desktop Virtualisation market space in India and Asia-Pacific (according to IDC 2013 report), and has maintained this position for 5 consecutive years. At the global level, NComputing has been named a "major player" in the IDC MarketScape: Worldwide Client Virtualization 2013 Vendor Analysis. NComputing has also been mentioned in Gartner's "Cool Vendors in Endpoint Computing 2014" Report. She adds on.

Shibu Paul, Regional Sales Director – India, ME and SEA at Array Networks says that Array would primarily focus on driving greater efficiency. "Our team will fully maximize the potential of cloud and virtualization allowing IT companies to efficiently use Application Delivery Controller. Array will concentrate in delivering the value-added services to enterprises by launching new solutions to match the emerging technologies. Uplifting the strengths of our sales and extending support to team will help in providing customized solutions to our channel partners and customers. We will prioritize on securely delivering applications and performance, making quick, intelligent decisions to ensure consistent availability, secure access, and optimized application response time."

Ravi Raj, Brand Head, Director Sales & Support at NetRack, explains, "For forthcoming year, we will largely focus on thermal management, improvement of power usage effectiveness (PUE) or Data Centre Infrastructure Efficiency (DCIE) in data centers, development of self-cooled smart rack, work on opportunity to supply and deployment of DCIM, providing power solutions; integrating end to end IT solutions which will yield optimum performance at the same time can reduce operational cost."

Pankaj Jain, Director at ESET India, explains, "Our key focus will be to make sure our users be safe online and harness the maximum benefit of 'Internet of Things' and 'Computing Everywhere'. We have been doing the same since last 25 years and have been upgrading our security levels every time with the advancement of technology. We have always been a step ahead in adopting new technology."

M A Mannan, Country Manager, Corsair Memory India, explains, "Corsair will be coming out with entry level cases with a focus on Asia market. The cases will have special features with silent performance at ideal price to cater to the price conscious market. With the launch of Corsair co-brand, Corsair Gaming we would be bringing in a line of keyboards, mice and headsets to cater to every user which can fit his purse. PSU and case would be the key focus for 2015." He adds on.

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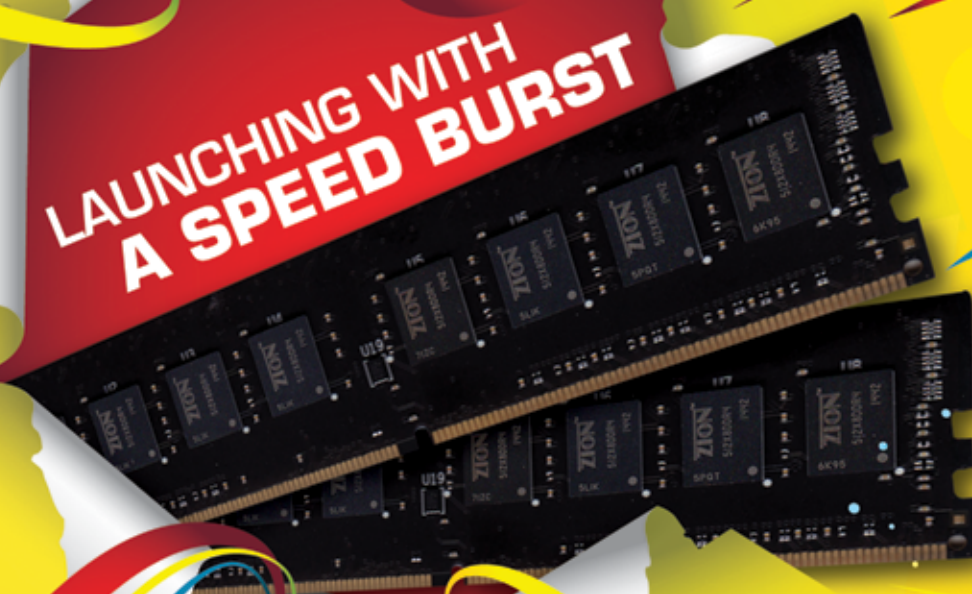
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BITA - NEW IT ASSOCIATION FORMED IN VIJAYAWADA



Looking to the recent developments in the capital city and the dealers, a new association was formed by 9 likeminded computer dealers in the name of Bezawada IT Association (BITA). With 9 members on board in the main body, the association was registered under society act few days back. Around 30 dealers are expected to join in the new

association as members soon.

We have been associated with good relations with each other doing business in IT for a long time. To develop unity among us, it is time for us to have an association to see the welfare of our members in this new formed capital city as Vijayawada was recently announced the capital of Andhra Pradesh. We hope to strengthen the four fold bond between Dealers, Distributors, Vendors (OEMs) and other Government Entities. Our vision is to establish a strong platform, to hear the voice of members on the issues related to the welfare and betterment of the business, so that the problems are debated, discussed and dealt with an appropriate action. We value the opinions of our members which are related to our business growth, said, Khaza, President, BITA.

We will arrange regular meetings to understand

the changes in the way of direct and indirect taxes as the new hot topic remains GST (Goods and Services Tax). We will try to understand other business related amendments so that the information can be well communicated to our members, which can help the dealers for a better planning by avoiding penalties. We will also form an advisory committee with experts of different domains as a part of our association to seek their advices for any critical situations. This will be formulated after discussing with our members, said, Raj Kumar Baid, Secretary, BITA.

The team includes Khaza of Shweta Computer Park as the president, P Srinivasa Rao of Digital World PC as the Vice-President, Raj Kumar Baid of Baid Electronics as the Secretary, G Srinivasa Chakravarthi of Sai Computers as the Joint Secretary, M Bhaskar Rao of Lead Computers as the Treasurer, and the executive members includes MVK Hara Gopal of Abhishek Agencies, M Jagdish Prasad of Sree Shakthi Systems, V Mahesh of KK Systems, A Ram Dayal of Sri Vijayawada Distributors.

GITA CELEBRATES ITS FIRST ANNIVERSARY



Guntur IT Association-GITA celebrated its first anniversary at Palakaluru in open garden near Pal-

akaluru hill. Nearly 150 members with their staff attended the event. Various cultural activities were arranged to entertain everyone; quiz competition was organized by Sandeep Agarwal. Also yearlong activities by GITA were discussed and the information was shared by Bharat, Sandeep and Sarath. The financials of the association was submitted by Srinivasa Rao, feedback and suggestions were taken to improve the association activities which can benefit the dealer fraternity, also future plans were discussed. Newly opened chip lever service provider Global Technologies of Guntur sponsored the event with part amount of contribution Rs.20, 000/-. With lunch everyone enjoyed and celebrated well.

SOUTH INDIA IT ASSOCIATION (SIITA) PRESIDENT S.KARTHIKEYAN SUBMITTING MEMORANDUM TO SMT. NIRMALA SITHARAM, UNION MINISTER OF COMMERCE & INDUSTRY, ALSO EXPLAINING ABOUT THE THREAT FROM ONLINE BUSINESS TO THE TRADITIONAL COMPUTER DEALERS





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AS E-COMMERCE GROWS AND THE ONLINE BEAST BECOMES A REALITY, ACER WILL PARTICIPATE IN IT WITHOUT DISTURBING THE EXISTING ECOSYSTEM

S. Rajendran, Chief Marketing Officer, Acer India



What is the big area of focus for Acer today?

The Indian electronics industry has made rapid strides with technological advancements and introduction of digital revolution in the country. We are

optimistic about the market in 2015. The focus will be on consolidating our traditional strengths of Banking, Financial services and Insurance (BFSI) and Government. Over the past few years the consumer electronics industry has seen the introduction of various innovative products and entry of many new players in the market. Driving growth is the central challenge for consumer products (CP) companies today. We will look at growth in consumer, corporate and small and medium sized business (SMB)

verticals.

On the product end, the thrust will be beyond conventional products and on convertibles, servers, thin clients, tablets and other variants.

How do you look at the channel business scenario? They face big competition from online retailers. What is your opinion on this?

Acer has always followed indirect biz model. Our focus has always been to respect and strengthen traditional channel biz. E-commerce has come a long way since its inception and is only getting bigger. As e-commerce grows and the online beast becomes a reality, Acer will participate in it without disturbing the existing ecosystem. Acer believes in maintaining a level playing field and supports the co-existence of all players.

What kind of growth are you looking to achieve from India?

We expect the budget to provide the right direction and hope to achieve a double digit growth.

What are the key drivers for this growth?

India has emerged as a strong economy over the years. Strong growth can only be achieved through

realization of full-growth potential of some key growth areas. We expect the growth to come in from – Consumer, SMB, Corporate, and Govt projects segments.

What are some of the big challenges that could lie ahead?

India has been hit by the global meltdown; it is clearly due to India's rapid and growing integration into the global economy. Even though the domestic parameters are healthy, the global effects will be unanticipated. Due to the current emerging global situation, the challenges for India on the trade are many.

The Indian economy has shown negative impact of the recent global financial meltdown. The recession in Europe and exit of some EU countries in Europe can have a negative impact on Indian economy. Commodity/oil pricing will also play an important role along with the deflationary trends among BRIC countries. Also, the foreign exchange rate is expected to have an adverse effect due to the growth in US economy and the consequent strengthening of the US Dollar.

AT GOLDMEDAL WE ARE CONFIDENT THAT ALL THESE HUGE ADVANTAGES WILL TRANSLATE INTO A DEMAND FOR HOME AUTOMATION SYSTEMS



Praveen Kumar Jain, Director, Goldmedal Electric Pvt. Ltd.

To which segment of electrical products Goldmedal caters too?

Goldmedal manufactures all kinds of electrical



products that are part of today's modern home or office. This includes switches, sockets, fan regulators, dimmers, MCBs, MBs, LED lights, wires and cables, doorbells, night lamps, spike guards, extension cords and

more. Our range also includes exclusive products like Home Automation Systems, Modular entertainment systems, emergency lights, presence detectors, gas detectors and products for the hospitality industry. In short, Goldmedal manufactures almost anything and everything that you'd need related to electrical fittings.

Where is Goldmedal manufacturing facility situated?

Goldmedal has manufacturing facilities in Maharashtra and Rajasthan.

How do you see the future of home automation?

Home Automation adds a whole lot of convenience that can change the way you live. For example, having the flexibility to create scenes and schedule them can free you from the task of switching devices ON or OFF at a particular time. Some people always worry about having left an electrical device ON while leaving for a trip. Now, by simply

reaching out for their smartphone, tablet or laptop they can switch it OFF to be sure. Home Automation can also be a huge advantage for people with senior citizens or physically disabled people in their homes. Because Goldmedal's Home Automation switches work across rooms and obstacles, they don't have to point the remote at the device - they can simply control the electrical devices from wherever they are seated.

At Goldmedal we are confident that all these huge advantages will translate into a demand for Home Automation systems. We are working to address many more real issues that are important for people. And with time, we feel, Home Automation will be a normal feature of most modern homes and offices in India.

Please tell us something about the quality standards you follow?

To ensure that all products are manufactured along internationally recognized standards, Goldmedal continuously evolves its manufacturing and design processes. The company has received the coveted ISO 9001:2000 certification from BVQI-London (Bureau VERITAS Quality International) for various processes including design. The company has also been verified by ANAB-USA (National Accreditation Board), ANSI-ASQ (American National Standards Institute and American Society of Quality) and have certifications by the Bureau of Indian Standards, the CE (European Standards Conformity) and the IEC6691 (International Electro-technical Commission) for manufacturing processes. Goldmedal has also been awarded the ISO: 14001, the global standard for Environment Management along with OHSAS 18001 (Occupational Health and Safety Management Systems) and CE (European Standards Conformity).

All these certifications ensure that our customers can confidently use our products. To back these

assurances, we offer a 25-year warranty on mechanical switches and a 2-year replacement warranty on our electronic items.

Which places you cover in India? Tell us something about your dealer network?

Goldmedal has a strong and established network in South India, which includes Kerala, Tamil Nadu, Andhra Pradesh, Telangana and Karnataka along with the states of Maharashtra, Gujarat, West Bengal, Rajasthan, Punjab and Haryana, Madhya Pradesh and Jammu and Kashmir. We have a dealer network of over 8,000 across these states. We are slowly building a dealer network in the other states and in the next few months, we foresee a strong reach in almost all the other states of India.

How do you promote your products? What kind of promotional activities you do to promote your new arrivals?

We currently use a mix of media like outdoor hoardings, newspaper ads and posters to inform our end consumers. To reach out to our dealer network, electricians and various trade members, we hold events and distribute brochures that showcase these products.

Do you think that the new government policies for "MAKE IN INDIA" will help the country to develop and take the country into new heights?

This is a great initiative by the government because it will lead to a boost in the manufacturing capability of India. Right now, India has the entrepreneurs who are willing to invest and invent, but without the right infrastructure and technology, they sometimes feel dependent on outside countries. With the focus on Making in India and the right kind of support from the Indian government, we will not only be able to create a product from start to end in India itself. Goldmedal being a manufacturing company would benefit enormously if the industry follows this model.

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INTRODUCTION



Pranjit Hazarika
Sales Director
Bayside Global Electronics Pvt. Ltd. India

It has taken just over fifteen years for "Havit", a global peripheral brand in the field of IT and entertainment, to create a significant impact with their state of the art products across 176 countries in the World. The R&D division of Guangzhou Havit Computer Technology Company Limited, the name behind the brand "havit", invests significantly in developing products which are technologically and aesthetically superior to other contemporary products in the same domain. Their design team makes extensive research in creating fashion products which appeals the youth fraternity worldwide and is one of the reasons why acceptance of the product is instant across countries. At this point in time over 800 million satisfied people across the globe has been using some products or the other of Havit and this number is only increasing every day. This has also triggered the organization to adopt an extensive global marketing portfolio program with an objective for the brand to be closer to the impact audience across different geographical and cultural clusters. The response which Havit received in top international fairs like the Hongkong International Fair, Gitex Dubai, CEBIT Germany, CES, ASD in US, NEC in UK had been overwhelming. They have also have been the principal sponsor of the Morocco League Football. The brand found endorsement from prominent personalities all over the world, the video of "Keenan", the rising internet star in US who spoke on havit ,for example, went viral across the world with a viewership count of over 3000,000 through Youtube, Facebook and Twitter .

It was this popular global Diaspora of Havit which excited the management team of Bayside Global Electronics in India to introduce this brand in India in Nov'2013. Abhishek Poddar MD, Bayside Global Electronics, speaking from the company HQ office in 15, India Exchange Place, Kolkata, beam in confidence while explaining about the response which the brand received in India only after 6 months of it being launched. "We have launched Havit in over 30 markets across the regions in India in the process appointing key channel partners and dealers who have given immense support in taking the proposition closer to the consumer. In a market where there are already well entrenched players dominating, it was never an easy job for us to find our own space, but gradually, because the command which the brand has on its quality and design; it has been able to slowly make its mark in the shelves where it has been displayed", says Mr Poddar.

Bayside Global Electronics have launched Havit products in the segment of Mice, Keyboard, Headphones, Speakers, USB Hubs, Card Readers, Cooling Pad, Webcams and Earphones in India. "The range and quality of the Havit products are simply brilliant", says Pranjit Hazarika, Director, Sales and Marketing in Bayside Global. "We have been able to witness the core strength that the brand possesses in terms of its quality, packaging and aesthetics. That is the reason why we have got significant response from premium counters where we have gone ahead and placed our brand. The range of our mice, headphones and speakers have been noticed by the consumers which has been a result of a continuous focus of the team in ensuring a range visibility of the Havit products in prominent display counters. We will continue this focus in adapting a proactive approach in retail towards making the brand more accessible and visible to consumers", says Hazarika.

The service network of Bayside Global has also been commensurate to their expansion plan in India. They have already created a core service team to expand and establish a solid service infrastructure in the country. Commenting on this, Poddar said "Our growth objective is intertwined very closely to our service deliverables and hence ensuring a standard in accordance to the quality of the brand is highly critical". Elaborating on the future plans of the organization, he stated that Bayside Global would continue to work in a defined channel strategy and would explore opportunities which lies in Online, LFR, Institutional and Retail level.

Bayside Global Electronics is closely working with Havit towards launching an India specific series of products which can create differentiation of the brand compared to others at the channel level. The company targets to launch smart phones from Havit in the fablet segment 6 months down the line. Also the company would launch a series of products in the 2.1/4.1/5.1 speakers segment extending the recent introductory launch of 3 models in 2.1 series and 1 model in the 4.1 and 5.1 segments respectively. The 4210u and 5510u models in the 2.1 segment have received very good reviews across the country because of their high RMS output quality backed up by a premium stylish design component. Bayside have also recently launched the "Me" series of high end Bluetooth speakers and headphones in India and plans to launch a series of products in this range as premium offerings for music lovers across the country. Moreover the company has also introduced series of car chargers and computer cases making the peripheral portfolio robust.

After that our performance would mostly depend on how effectively we manage the PLC in each category of products so that we continue to grow in both across both lines"...says Poddar, MD of Bayside Global Electronics before signing off.

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