

CELLIT

TECHNOLOGY NEWS MAGAZINE

Andhra Pradesh | Telangana | Tamilnadu | Pondicherry | Karnataka | Kerala
Vol-9 Issue-3, October 15, 2014 (Monthly Magazine), ₹40/- 16 Pages



Try to Minimise
Sound & Smoke
Pollution on this
Diwali

HAPPY
Diwali



HAPPY

Complete



SOLUTIONS



under one roof...

DIWALI

PoE Injectors & Switches, Wireless Products, Presentation Devices

PoE Injector CA-PE100I 	Gigabit PoE Injector CA-PE1000I 	8 Port 10/100Mbps PoE Switch CA-PS800 	5 Port 10/100Mbps Switch with 4 PoE Ports CA-PS541 	150 Mbps Wireless N Travel Router CA-WTR150 	150 Mbps Wireless N Outdoor AP Router CA-RAPO150 	HDWiFi Streamer CA-HWS 	2.4GHz RF Wireless Presenter CA-WP 
--	--	--	---	---	---	---	---

IP Cameras, Network Switches, Media Converters

Megapixel (1.3M) PoE Day/Night IP Camera with 2-way audio CA-IP200MP 	Megapixel (2M) PoE Day/Night PTZ IP Camera with 2-Way Audio CA-IP400MP 	PoE PTZ Day/Night IP Camera with 2-Way Audio CA-IP600P 	Megapixel (1.3M) Outdoor Bullet type with IR LED IP Camera (PoE) CA-IP225OMP 	8 Port Gigabit Ethernet Switch CA-GS8 	24 Port Rackmount Gigabit Ethernet Switch CA-GS24 	10/100/1000Base-TX to 1000Base-FX Gigabit Single-Mode Fiber Converter CA-SFC10/ CA-GSFC20 	8 10/100TX + 2 10/100/1000T/Mini-GBIC Combo Managed Industrial Switch CA-MIS10 
---	---	---	---	---	--	---	---

For enquiries please contact us
sales@cadyce.com / 91-20-25454270/71

- Mumbai / Gujarat / Rajasthan - 09769726552
- Delhi - 09595207300 • Bangalore - 09972534115
- Pune - 09226923696 • Rest of India - 09595207300
- Hyderabad & AP : 09949976234

www.cadyce.com
Cadyce Inc.

Copyright © 2014 Cadyce. All rights reserved.
Cadyce is a registered trademark.
All other trademarks belong to their respective proprietors.

Follow us on





D-Link
STORAGE

Professional Data Storage for Small and Medium Businesses.



NAS Desktop Storage

Ease of Use, support Mobile device and Cloud access | IP Camera support for home surveillance



DNS-315
Share Center 1-BAY
SATA Network Storage

- Supports Up to 3 TB
- One Gigabit Ethernet Ports
- Backup



DNS-320L
Share Center 2-Bay SATA
Cloud Network Storage Enclosure

- Supports Up to 6 TB
- USB backup/Cloud backups (Amazon S3)
- Surveillance Up to 4 channels of live video



DNS-327L
Share Center + 2-Bay SATA
Cloud Network Storage Enclosure

- Supports Up to 8 TB with two hard drives
- USB 3 Hostpot
- Audio Streamer/ Photo Gallery / Squeeze Center / Word Press



DNS-345
Share Center + 4-Bay SATA
Network Storage Enclosure

- Supports Up to 8 TB with two hard drives
- Standard, RAID 0 / 1 / 5 / 5+spare / 10 / JBOD
- AES-based volume encryption

Unified Network Storage

- Multiple CPU platform to maximize reliability • Rich backup features
- Networking & Security :Snapshot & Volume Encryption



DNS-1250-04
Share Center Unified
4 Bay DNS-1250-04

- Supports up to 12TB with 3TB drives



DNS-1250-06
Share Center Unified 6-Bay Storage

- Supports up to 18TB with 3 TB drives

Storage Area Network (IP SAN)

- Mid/Large size Enterprise Market • Virtualization Environment
- Expandable to 80 Bays Supporting Up to 240TB Total Capacity
- Online Capacity Expansion and RAID Level Migration



DSN-4100
16-Bay iSCSI SAN Array
with 4GbE data ports &
512MB cache



DSN-4200
16-Bay iSCSI SAN Array
with 8Gbe data ports &
1GB cache

Contact D-Link Storage Principal Partners

- **ANDHRA PRADESH:** Data Systems E-mail-basu@datasystems.co.in | Mob.- +919866249925
- **KARNATAKA:** Texonic Instruments E-mail-pavan@texonic.com | Mob.- +91-9844305311
- **OTHER REGIONS:** E-mail-storage@dlink.co.in | visit-www.dlink.co.in

▶ TOTAL SECURITY IS HERE

For the **ULTIMATE** PC security solution, choose **Kaspersky PURE 3.0 Total Security**.



- ▶ **New!** Safe Money
- ▶ **New!** Secure Keyboard & improved Virtual Keyboard
- ▶ **New!** Automatic Exploit Prevention – defends against the exploitation of vulnerabilities
- ▶ **New!** Password Manager now includes Password Sync
- ▶ **New!** Online backup – makes data backup even more convenient and secure
- ▶ Secure vaults – protect your most precious data
- ▶ PC Cleanup tools – add security and help you preserve PC performance
- ▶ Home Network Control – simplifies management tasks across multiple PCs
- ▶ Parental Control – helps to keep your children safe online



The most-awarded protection
against all types of Internet threats



*All logos and registered trademarks are the property of their respective owners.



National Distributor (Retail) - for Kaspersky Anti-Virus & Kaspersky PURE :
V.R. INFOTECH

To become partner contact, Girish Mehta - 022-23896076, 022-33157588, Vikram Mehta - 09821174813,
Email Id: girish@techmatrix.co.in, vikram@techmatrixindia.com, Support: support@techmatrix.co.in,
www.techmatrix.co.in, www.vrinfotech.in

PLATINUM PARTNERS:

ANDHRA PRADESH:- **M.M.INFOTEK**- MR. MAHAVEERJI JAIN - 09949641122, KARNATAKA:- **SHREE SHYAM COMPUTERS** - MR.RUPESHJI MURARKA - 09342209721,
KERALA:- **ECAPS COMPUTERS PVT LTD** - MR. G.SURESHJI - 09842272720, For **Total Security PURE** - **SURAAJ COMPUTERS** - 09495958085.
TAMILNADU:- **DEVRAJ COMPUTERS PVT LTD.** - MR.BHUPENDRAJI - 09381025354



How Fast Digital Commerce is Encroaching Channel Space

In a recent incident of digital commerce crawling inside the traditional channel space, HP India started funneling end customers in South India, through www.hpshopping.in website where the customers booked and stocks were billed through Savex, its national distributor. We reliably learnt that the situation was put under scanner as HP soon put a tab on this.

Whether it is working through its own online presence such as hpshopping.in or placing products at Snapdeal or Amazon.in, this shows, the way global vendors like HP are playing around the online to customer model and how things will shape up in the near future.

As for this recent incident of online confrontation, HP partners and HP World showroom partners really are the ones who felt most of the heat as Savex was billing directly to the customer's order received on hpshopping.in website.

The question is why should a reputed vendor like HP allow a National Distributor to go ahead

and directly bill the customers taking the advantage of complete margin, what about the local channel partners who have done all their bit to ensure that they are stocking vendor products? why not the vendor utilize its true channel strength and funnel the order to local HP authorised dealer and get it billed from there. After all, this is how channel supposed to work. But over the recent past, such incidents are time and again raising doubts about the overall channel strategy and how and where online should come into play.

During this fiasco, on conditions of anonymity, one HP showroom partner said that if the same thing happens again, we will have a serious problem as we have invested our amount and stocks in the showroom and the benefit is taken directly by HP & ND. Is this fair?

Dinesh Shyam Sukha
Editor

RAPOO EXPANDS ITS DISTRIBUTION MATRIX IN SOUTH INDIA



Saurabh Grover
Country Head - India,
SAARC & MEA at RAPOO

RAPOO, global leader in providing cutting-edge wireless peripheral products, today announced its expansion in distributing RAPOO products by appointing two top distributors - Inspan Infotech and Creative peripherals. To

meet the growing needs and to provide better service & support to the customers and partners in South, RAPOO takes a step ahead with this appointment.

Distribution of RAPOO products in South is divided into two parts; Inspan will cater for Tamil Nadu, Pondicherry, & Kerala with their branches in Chennai, Coimbatore, Madurai, Trichy, Pondicherry, Cochin, Calicut, & Trivandrum. Creative Peripherals, who is currently handling RAPOO's West India distribution, will cater Andhra Pradesh, Telangana, & Karnataka with their branches in Hyderabad and Bangalore and plans start their operations by having a branch in Andhra Pradesh.

CEBIT ROADSHOW IN BELGAUM



The CeBIT India, organized by HMTI India, roadshow has been gathering momentum and the city welcomed it with open arms and most of the partners were keen to make use of the opportunity that has come their way.

The roadshow was organized in partnership with BITA, the IT forum in Belgaum which is a part

SACHIN TO HEAD AS NATIONAL SALES MANAGER IN SAKRI AND SANONA



In continuation of our strategy of realignment with the advent of Business dynamics of SAKRI and SANONA, Management has made some changes in the organizations for proper enablement of resources and sales targets. Mr Sachin Mahajan who was in the role of Channel Manager (North & West) has now been elevated as "National Sales Manager" heading Kaspersky product line PAN India.



Likewise Mr Varun Agnihotri who was in the role of Regional Sales Manager (North) has now been elevated as "National Sales Manager" heading Micromax and Microsoft product line PAN India.

Realignment and re organisation of resources has been done as part of the Growth envisioned for Sakri group which has been growing at a rapid pace in terms of distribution of reputed product lines and manufacturing of their own line of products.

of the state association FiTDAK and was attended by more than 60 partners. Manoj Talreja, president of the BITA association thanked CeBIT India for coming to Belgaum and said that the one year old association is happy to be a part of the CeBIT forum.



EDITORIAL

PUBLISHER & EDITOR:

Dinesh Shyam Sukha
CO-ORDINATOR: Siddhi
PRODUCTION & OPERATION: Ramayya
POSTAGE & PACKING: LN
ADVERTISING SALES: Phani
ACCOUNTS: MURTHY
PUBLISHING: CELL IT DIGITAL MEDIA
PRINTING: Print Zone

QUICK HEAL ANNOUNCES WINNER OF "KHAREEDO GAADI JEETO CONTEST"



Quick Heal Technologies, an ISO9001 certified & leading IT security solution company has announced its first set of winners of the 'Quick Heal Khareedo Gaadi Jeeto Contest'.

It was earlier announced about

the contest where customers can win assured gifts on select Quick Heal products and the contest winners were given gifts like Mobile Phones, Watches, Tablets, Activa and Motor bike etc..

Jayanta Praharaj, Regional Manager, Andhra Pradesh & Telangana, Quick Heal Technologies said this is in line with all exciting contests which Quick Heal introduces, we keep our customers happy by introducing the surprises now and then.

"Also, within 20 days of launching the contest we had an overwhelming response where lot of our customers won pen drives, extra validity mobile phones etc, we congratulate our recent winner G Sreekanth of Kanigiri in Prakasham district of Andhra Pradesh for having won Honda Activa," he added.

150MBPS WIRELESS N OUTDOOR AP ROUTER (CA-RAPO150)

The CA-RAPO150 is an ideal solution for inte-



grators and installers to establish building-to-building wireless network connections; for service providers to use as a high performance CPE offering; or for IP security camera installers deploying cameras to monitor parking lots, streets and other venues.

The CA-RAPO150 features high transmitted output power, high receivable sensitivity and built-in directional antenna, all of which extends the range of the wireless signal enabling for building-to-building bridging or connectivity to devices at greater distances when configured in Access Point mode. Supporting highly secure WPA/WPA2/WPA Mixed encryption and MAC address filter ensure an uncompromised network security. The CA-RAPO150 also includes a PoE injector, as well as, mast strap that all makes installation easy.



brother
at your side

Automatic Document Scanners Compatible with the way you do business

NEW

- Compact & Easy to use • Duplex Scanning • Plastic ID Card Slot
- Wi-Fi • Scan to Functions • Bundled Software
- Compatible with Windows & Mac



**Desktop Scanner
ADS-2100**
MRP. ₹ 24,990/-



- Up to 24 ppm • 50 Sheets ADF • Multi Feed error detection
- Duplex Scanning • 600 X 600dpi resolution
- Scan to USB, Email, OCR, File, Image & Searchable PDF

**Compact Scanner
ADS-1100W**
MRP. ₹ 20,990/-



- Up to 16 ppm • 20 Sheets ADF • Duplex Scanning
- 600 X 600 dpi resolution • Wi-Fi • Plastic Card Scan • Scan to USB, Email, Image, OCR, File, Searchable PDF, Mobile Devices & FTP

**Compact Scanner
ADS-1600W**
MRP. ₹ 24,990/-



- Up to 18 ppm • 20 Sheets ADF • Duplex Scanning • 600 X 600 dpi resolution
- Wi-Fi • Plastic Card Scan • Scan to USB, Email, OCR, File, Image, Searchable PDF, Network, Mobile Devices, Cloud, Email Server and FTP • 6.8 cm LCD touchscreen

www.brother.in

KARNATAKA: BANGALORE • Lucid Technocom - 9845119323 • Rajesh Computers - 9845130093 • Unnathi Digitaledge Pvt. Ltd - 9845136234 • Lihansh Corporation - 9341252210 **BELGAUM** • Patil Integration - 9902687193 **HUBLI** • IT World - 9844027245 **MANGALORE** • Shrinidhi Computer Prints - 9448465385 • Shree Bharathi Systems & Services - 9845348541 **AP:** RAJAMUNDY • Sri Padma Electronics - 9440176716 **SECUNDERABAD** • Sri Satya Technologies - 9849055569 • Data Systems - 9866249933 • Shivam Computers - 9848436205 **VISHAKAPATNAM** • Digital Solutions - 9948889000 **VIJAYWADA** • SMS Computers - 9949998680 **KERALA:** COCHIN • Edigit Technologies - 0484-4031114/09895007409/09447695576 • International Marketing Company - 0484-2355638/08606030455 • Intercomp Systems & Solutions - 0484-2356124/09847703464 **TRIVANDRUM** • Silicon System - 0471-2571768/09447013334 • Allegro Technologies - 0471-3014488/2340206/09544184488/09744184488 **TAMILNADU:** CHENNAI • Advance Information Systems - 044-42168875/09841046240 • MB Coputech - 09600033033/09380546722/07200034151 • SMC Enterprises - 940064488 • Uttam Marketing - 044-42012962/09840429068 • Magnum Office Automation - 044-45588824/09841049840 • Sree Vignesh System - 9842211871 • Creative Technologies - 0422-2490444/2481389/09842203244 • Next IT World - 0431-2741464/4024231/09345132804/07502509333

BROTHER CHAMP : • **KARNATAKA :** Karthik D - 9901927761 • **ANDHRA PRADESH :** Sudheer V - 9704552444
• **KERALA :** Varghese Prasanth - 9745470374 • **TAMIL NADU :** Sudhakar - 8939273939

Internet pe mera beta kya
dekhenga aur kitni der dekhega...
uska control hai mere paas! **Kaise? Aise!**

Quick Heal

Total Security with
Parental Control

For more details, visit: www.quickheal.com/totalsecurity



Hyderabad: Abhay Building, Plot No-2, 2nd Floor, Chandulal Bowli, Sikh Village, Secunderabad-500009.
Mob: 9397302676/ 9392616945 / 9346816520/ 9390182465.
Email: hyderabad@quickheal.co.in

Vizag: H. No. 48-6-13/8, 1st Floor, Srinagar, Ramatalkies Down, Visakhapatnam-530016.
Ph: +91-891-3245454, Mob: 9346201067.
Email: vizag@quickheal.co.in

Vijayawada: D.No.40-16-2, F.No.T-1, Sree Purna Sai Complex, Moghal Rajpuram, Vijayawada - 520010.
Mr.Durga Prasad: 9392967676.

Hyderabad: 09346612454, **Bengaluru:** 080-41211549, **Mysore:** 9343093175, **Mangalore:** 9343938847, **Chennai:** 044-42033045, **Vijayawada:** 9392967676, **Rajahmundry:** 9393993637, **Coimbatore:** 9364155558, **Madurai:** 9345045288, **Pondicherry:** 9381565766, **Kochi:** 9349379090, **Trivandrum:** 9388311761, **Calicut:** 9349379090. www.quickheal.com | ISO 9001 certified company

Data Centers the Backbone of IT



Data centers are the backbone of the IT industry and information industry, but often the industry does not operate at a perceived rate and does not match the efficiency. The risk factors are eventually decreased when large data centers consuming more power are operating with maximum capacity. But these risk factors pose to information and security threat. The solutions providers should look for an alternate way to deal with the power consumption and reduce it consecutively.

Speaking on this topic, Ravi Raj, Brand Head, Director Sales & Support at NetRack, says, "We at NetRack, provide solutions for power consumption, heat dissipation and cooling provisioning. Also focused on offering a high resilient, secure and performance rich driven products to all data centers. NetRack delivers rigorously tested and qualified products that are flexible, scalable and versatile with UL certified mark. Our products enable quick scale-out of performance and capacity, making your data center more agile. For new technology trends we have NRS-e series, rack console drawer, smart racks, remote data center management and tracking, power management. We have scalable and integrated data center solutions for efficient, reliable, and continuous operations that are can address and

meet the critical business objective," he explained.

As per the views of Shrirang Deshpande, Country Head, Data Center Business, Emerson Network Power India, according to a Gartner study, the Indian data center infrastructure market, comprising of server, storage and networking equipment will reach to \$2.03 billion in 2015. The report indicates that India will rise to become the second largest market for DCIM infrastructure in APAC by 2015.

"India's rapid growth in its GDP (gross domestic products) and the rapid pace of internet penetration in the country has promoted the rise of various e-initiatives from banking to retail, ticket bookings to social networks. Even small and medium businesses are enthusiastic on the usage of tools, techniques and data center processes. Owing to a large demand from SMBs, manufacturing, telecom and BFSI segments, Emerson Network Power has introduced specialized solutions tailor made to the requirements of these verticals. As such, Emerson Network Power is reaching out to enterprises and channel partners alike to inform them about the benefits and efficiency of DCIM," he adds on.

According to Tirthankar Banerjee, director, Technology Support Services, HP India, "During the last 2-3 years there has been an increase in demand of

data centers from IT and IT-enabled service companies in India. Business is demanding more services, innovation, speed and flexibility from data centers. There is a need to find a way to meet IT demands of the business while providing the innovative services for company's competitive advantage.

He further added, "HP Datacenter Care for Cloud is a flexible support service that provides environment-wide coverage and is ideally suited for complex private and hybrid cloud environments. We also offer HP Hybrid Cloud Support which is a component of HP Datacenter Care offers a unified, defined enterprise-grade support experience as you consume resources and run workloads."

TRENDS IN DATA CENTER

According to Shrirang Deshpande, Country Head, Data Center Business, Emerson Network Power India, as real estate is increasingly becoming a concern, compact and scalable data center will continue to shape data center dynamics. "One of the most important trends that is expected to drive innovation are the demand for energy efficient data centers. CIOs will continue to identify and practice ways of reducing the carbon footprint of their data center and make them more self-sustaining. Addi



TIRTHANKAR BANERJEE,
Director, Technology Support Services,
HP India

"HP Datacenter Care for Cloud is a flexible support service that provides environment-wide coverage and is ideally suited for complex private and hybrid cloud environments. We also offer HP Hybrid Cloud Support which is a component of HP Datacenter Care offers a unified, defined enterprise-grade support experience as you consume resources and run workloads."



SHRIRANG DESHPANDE,
Country Head, Data Center Business,
Emerson Network Power India

"One of the most important trends that is expected to drive innovation are the demand for energy efficient data centers. CIOs will continue to identify and practice ways of reducing the carbon footprint of their data center and make them more self-sustaining. Additionally, software or platforms which will enable data center mobility and management on the go is likely to shape the data center dynamics in times to come."

tionally, software or platforms which will enable data center mobility and management on the go is likely to shape the data center dynamics in times to come," he explains.

Ravi Raj, Brand Head, Director Sales & Support at NetRack, says, that IT organizations must embrace technology trends in data center as they are increased acceptance of technology activities of high-density platforms that attains portability. "Containment Rack Solution, IP based PDU, Temperature and Humidity Monitoring, Security System are transforming the data center and enable companies to increase flexibility along with reliability. Data center is next business expected in India and are connected to infrastructure of the country. Growth for data centers are seen with increasing demand for business continuity, disaster recovery, storage needs from industries. Basically this is spurring and driving the growth factor in Indian data center industry as they are required by large population. 20% growth is expected only from government projects as lots of expansion is happening across country," he adds on.

FUTURE GROWTH

According to Emerson Network Power's Data Center 2025 report, there will be massive changes to the data center ecosystem in the near future. A mix of sources will be used to provide electrical power to data centers. Solar will lead, followed by a nearly equal mix of nuclear, natural gas and wind. BFSI, telecom, healthcare and education are

some of the sectors that are expected to drive the demand in the data center segment. As all these sectors will have different requirements to suit their needs, there won't be one data center but different data centers with different characteristics in terms of energy consumption and reliability that will be set up for organizations depending on their computing needs.

GO TO MARKET STRATEGY

According to Shrirang Deshpande, Country Head, Data Center Business, Emerson Network Power India. "For data centers, our strategy is centered on providing integrated solutions rather than specific products. Emerson's technical support is available to channel partners throughout the product cycle, mainly to encourage them away from being box-pushers and use our support to adopt a solutions approach. As DCIM requires technical background for deployment and to understand the needs of customers, we have initiated a DCIM university for partners online where they can read, learn and understand about DCIM and consult customers on the same. We run various certification programs for our DCIM partners so that they can spread awareness about how DCIM can help bring in more efficiency and decrease the energy footprint within data centers. We recently appointed Inflow technologies as the national India distributor for our range of data center infrastructure management (DCIM) products and hope to work closely

with them to educate our partners and potential customers for the DCIM markets," he added.

As per the views of Ravi Raj, Brand Head, Director Sales & Support at NetRack, "Data center solutions help to transform the data center into a strategic and flexible business asset where trends change the way enterprises approach their data center strategies. To deal with the challenges, we provide complete end to end solution with latest technology."

INNOVATIONS IN DATA CENTER

Emerson Network Power has teamed up with Dell, HP and Intel for the creation of Redfish, a specification under development for data center and systems management that delivers comprehensive functionality, scalability and security.

Redfish uses a modern network interface style, allowing access to data using even simple, script-based programming methods. This solution will be designed to improve scalability and expand data access and analysis, help lower costs, and further enable feature-rich remote management while ensuring a secure solution that protects investment.

NetRack is introducing the latest technology in data center like fully loaded rack with containment, IP PDU and consoles which are already present in the market, and some have yet to hit. These products and technologies not only promise to solve few DC problems but they all promise to make data center operation run more smoothly.

Small. Powerful. Reliable
Powerful Mini PC's from RDP



XL-900™
Intel i7 / 4GB RAM /
500 GB HDD

XL-800™
Intel i5 / 4GB RAM /
500 GB HDD

XL-700™
Intel i3 / 2GB RAM /
500 GB HDD

XL-600™
Intel Pentium(D) / 2GB
RAM / 500 GB HDD



Starting from
₹ 13,999/-

Just @ 3.7 Litres. 90 Watts

Call for FREE DEMO - 1800 200 2444



Scratch
Proof Case



SAVE 80%
Desk Space



Lower
UPS Cost



3 years
Warranty



Ability to
Run 24/7

www.rdp.in

One STOP for ALL your Mini PC needs

InkBenefit Multi-Function Centres **brother**
at your side



**PAY LESS
PRINT MORE**
With Brother InkBenefit Cartridges

- ▶ Laser Printer
- ▶ Laser Multifunction
- ▶ A4 & A3 inkjet AIO
- ▶ Business Scanners
- ▶ Labeling Machines
- ▶ Labeling Tapes

NETRACK™ COMPLETE RACK SOLUTIONS

ISO 9001 : 2008 Company

- ▶ Wall Mount
- ▶ Floor Mount
- ▶ NW & Server Racks
- ▶ Intelligent Rack
- ▶ Raritan KVM Solutions
- ▶ Data Centre Solutions



DIGISOL
Networking Solutions

- ▶ ADSL + Modem/Router
- ▶ Broad Band Router
- ▶ 3G Data Card / Router
- ▶ Unmanaged Switches
- ▶ Managed Switches
- ▶ CCTV & IP Cameras

AMKETTE
Digital Life Redefined

AMP DIGILINK
Passive
Networking Solutions

AOC
Monitors

DELTA
Online UPS Solutions
IKVA to 4000 KVA Capacity

Huntkey
Power Your Dream
Spike Guard, Laptop Chargers,
Cabinets, Mobile/Car Chargers SMPS

CISCO PARTNER
SELECT PARTNER
Switches, Routing,
Servers

Lipi RIBBONS
&
TONER CARTRIDGES

**SESTO DX 600
SESTO 1000
UPS**

EPSON
EXCEED YOUR VISION

Quick Heal
Security Simplified

- ▶ Antivirus
- ▶ Internet Security
- ▶ Total Security
- ▶ Mobile Security
- ▶ Tablet Security
- ▶ End Point Security



DIGITAL SOLUTIONS

HEAD OFFICE

G-2, Eswar Palace, 1st Lane, Dwarakanagar,
Vizag - 530016, Ph: 3098444, 9849 108 100, 80966 59000
www.digitals.in, e-mail: care@digitals.in

BRANCH OFFICE

Krishna Complex, Baruvuri Street,
Behind Axis Bank, Rajahmundry
Ph: 80966 52000, 80966 53000.



INTEX

ITNA LOUD KI POOCHO MAT



feel the true nature of **SOUND**
with multi **COLORED** LED effect



IT-5000 GLO
5.1 Multimedia Speaker



IT-BLASTER SUF BT
4.1 Multimedia Speaker



IT-2590 SUF
2.1 Multimedia Speaker



IT-2580 SUF
2.1 Multimedia Speaker



Helpline: 0124-434-4444 / 1860-108-5555

Over 800 Service Touch Points

www.intextechnologies.com

Email: info@intextechnologies.com

For Trade Enquiry Contact: **Bangalore:** Ravi Singh - 9538897455, **Chennai:** Bhomaram Choudhary - 9176997708, **Cochin:** Surajit Ghosh - 8086880959, **Coimbatore:** David Raj 9585555911, **Hubli:** Jagdish Goud - 9538897452, **Hyderabad / Secundrabad:** sajid khan - 8008903922, Pankaj Kumar Das - 9963479051, **Vijaywada:** M. Robin - 9394057587, Subba Reddy - 8008017492, **Telangana:** Ranjeet Kumar Singh - 9963479050, **Vishakhapatnam:** P. Ram Babu - 8008903927.

ZIONTM
Infinite Technologies
Dynamic RAM

**MADE IN INDIA,
MADE FOR INDIA**



We believe in **“Make in India”** since 1997

India's most reliable and genuine memory brand offers

DESKTOP RAMS

LAPTOP RAMS

SERVER RAMS

MAC RAMS

LOW VOLTAGE
RAMS

For more information, log on to **www.zionram.in**

Follow us on  **[/zionram.in](https://www.facebook.com/zionram.in)**  **[/zionramin](https://www.twitter.com/zionramin)**

Abacus Peripherals Pvt Ltd | www.abacusperipherals.com | Toll free-1800 22 1988

Cochin: 9447041158 **Chennai:** 9865025039 **Bangalore:** 8904479681 **Hubli:** 9844626114 **Mangalore:** 9845847496

Secunderabad: 9391308746 **Vijaywada:** 9394539815 **Vizag:** 9394071876 **Telangana:** 9391308746

How Tablets Drive Mobility and Workload Flexibility

As a tablet is more of notebook with in-built mobility on a mobile operating system platform, it brings some unique advantages to the table for the end user. We are presenting some reasons why tablets are better than laptops or smartphones and also presenting some of the best tablets in India.

MOBILITY

Tablets are thin and light. If you have a MacBook Air, or an ultrabook, the distinction may not seem as significant, but when it comes to most laptops, a tablet is thinner, lighter, and more portable by a long shot. It provides ultra mobility in the hands of the end user and this is perhaps one of the biggest advantages that a tablet carries with it today.

FUNCTIONALITY

Tablets have larger displays that give you more real estate to get real work done. In fact, with larger tablets the display is on par with smaller laptops, allowing you to get more done. Of course, the virtual keyboard uses up half the display, so you have less screen to work with when you're actually working. Regardless, though, tablets beat smartphones when it comes to being productive.

BATTERY LIFE

Most tablets have battery life that is far better than laptops. Laptops are steadily improving in the longevity department, but most would still struggle to make it through a full work day, and many won't make it to lunch. Tablets on the other hand, seem to last forever even when pushed to the limits.

USER FLEXIBILITY

A tablet sits somewhere between the smartphone and laptop in most areas, and flexibility is no exception. In many ways, a tablet can fill the role of a laptop and perform most, if not all, of the same functions. But, the tablet is also more versatile. Most can take photos, or shoot videos in addition to allowing video chat and conferencing. They also work nicely as e-readers (or in some cases the e-reader has evolved into a tablet) for accessing an entire library of books on the go. Some of these things are technically possible, but ridiculous in a practical sense with a notebook.

BEST TABLETS IN INDIA

There are very few options available in tablet market compared to smartphone, but it certainly does have some of the best in class devices to work on.

Here are the 5 best tablets available in the Indian market-

APPLE IPAD AIR

Apple is ruling the gadget market and its stunningly designed iPad Air is doing extremely well in the market. The device supports both WiFi and 3G, starting from USD 99 with the top class variant priced at USD 929.

Apple's iPad Air comes with a 9.7-inch Retina screen, 1.3Ghz Apple A7 processor, 1GB RAM, the device is available with internal storage of 16/32/64/128 GB storage, 5MP rear camera, 1.2MP front camera, unlike its range of phone iPad Air supports Bluetooth 4.0, runs on the latest iOS7. It is one of the slimmest and the lightest tabs available in the market, with weight only 469 grams.



POSITIVES

- Very light in weight
- Houses premium design
- Solid battery life

NEGATIVES

- Storage comes with a cost
- No Touch ID

SAMSUNG GALAXY NOTE 10.1

The sleek and stylish Samsung Galaxy Note 10.1 is priced at around USD 800 . Samsung Galaxy Note 10.1 comes with a 10.1-inch HD display, 1.9GHz Quadcore processor, 2GB RAM, internal storage of 16 GB(expandable), Bluetooth 4.0, 8 MP rear camera, 2 MP front camera, runs on latest Android 4.4 KitKat Operating Software and is very light in weight- 469 grams.

POSITIVES

- Sleek and light in weight
- Sharp screen
- Decent camera

NEGATIVES

- Design not that great



GOOGLE NEXUS 7

One of the best tablets in range Google Nexus 7 will cost you around USD 340. Google Nexus 7 has a 7-inch IPS display, quality resolution of 1920 x 1080 pixels, 1.5Ghz quad core Snapdragon S4 Pro processor, 2GB RAM, 16GB storage, 5MP rear camera, 1.2MP front camera, supports WiFi, Bluetooth 4.0, runs on latest Android 4.4.2 KitKat Operating Software and weighs around 290 grams.



POSITIVES

- Amazing display quality
- Affordable range

NEGATIVES

- Lack of SD card slot

APPLE IPAD MINI WITH RETINA

Apple iPad Mini comes with a Retina display, while still holding the lightweight factor. The device runs on the same software like iPad Air. Apple's iPad Mini also supports both WiFi and 3G, starting at USD 399 and the top in class variant priced at USD 829. Apple iPad Mini has all the features that makes a tablet incredible, it has 7.9-inch retina display, 1.3Ghz Apple A7 processor, 1GB RAM, with internal storage of 16/32/64/128 GB storage, 5MP rear camera, 1.2MP front camera, like the iPad Air, Mini also supports Bluetooth 4.0, runs on iOS7 and weighs only 331 grams.



POSITIVES

- Stunning metal design
- Strong battery life

NEGATIVES

- Low resolution screen

LENOVO YOGA 8

Lenovo Yoga 8 is one of the most innovative devices available in the market priced at around USD 340 with the aluminum twist stand being its USP. The device is priced at Lenovo has a 8-inch IPS display, 1.2Ghz quad core Mediatek processor, 1GB RAM, has an internal storage of 16GB (expandable), 5MP rear camera, 1.6MP front camera, supports both WiFi and 3G, Bluetooth 4.0, allows for voice calling runs on Android 4.2.2, and weight- 401 grams.

POSITIVES

- Innovative support stand
- Longlasting battery life
- Excellent speakers

NEGATIVES

- Very low resolution on screen



MEET TP-LINK's **HOT-SALE**

150Mbps Wireless Router and Modem Router



150Mbps Wireless N Router

Features

- Long-range Wi-Fi signal and high reception sensitivity.
- Bandwidth Control and Live Parental Control.
- WDS function to expand Wi-Fi coverage.
- One-button security.



150Mbps Wireless N ADSL2+ Modem Router

Features

- All in One: ADSL2+ Modem, Wireless Router and Access Point
- 1 ADSL port, 4 LAN ports.
- 5dBi, Omni Directional Antenna.
- Wi-Fi On/Off Button.

Distributors:

GOIP Global Services Pvt. Ltd
Chennai Tel: 9500083919
Bangalore Tel: 9900229555
Hyderabad Tel: 9949805333

Amicus Communications
Kerala Tel: 9847538386

ASHISH COMPUTER WORLD
Coimbatore Tel: 9361070222

Rahul Industrial Enterprises Pvt. Ltd
Chennai Tel: 9380153855
Bangalore Tel: 9901296915

DIGICOM
Kerala Tel: 9847060111

Roop Technology Pvt. Ltd
Hyderabad Tel: 9848027074

ECAPS Computers India Pvt. Ltd
Chennai Tel: 9942922168
Madurai Tel: 9842202335
Coimbatore Tel: 9942922668
Bangalore Tel: 9845752409



TP-LINK India Private Limited
Website: www.tp-link.in
Toll Free: 1800 2094 168

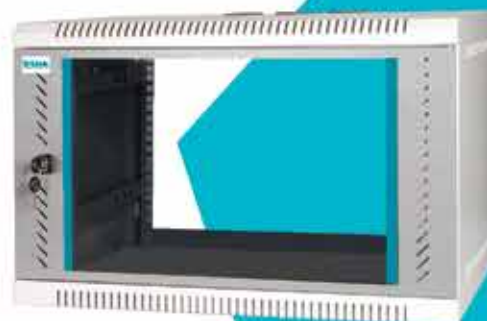
Strong Network needs a **Stronger Backbone**

D-Link enclosures, a Right fit for your network requirements

Enclosures are one of the integral parts of your networking need. D-Link, a Pioneer in End-to-End networking solutions presents its State-Of-The-Art enclosures for all your network requirements.

Wall Mount Racks

- 4U to 15U Wall Mount to meet different Size requirements of Mid Size Customers & branch offices
- With Accessories like Front Toughened Glass Door, Fan, PDU, Cable Manager, U Marking



45U Rack –

2 Post with Vertical Cable Managers

- Less Complex, More Space
- Space Saving Solution
- Available with Front & Front back cable managers variants



Floor Standing Racks

- Available in Different depth & Width variants
- Available in Welded Frame (CRC) & CKD (Extruded Aluminum) format
- Excellent look with Black & Grey option.
- Range of system accessories to suit all Sizes



One Complete Networking Solution.

For more information contact: **D-Link (India) Limited**

Mr. Jaffar Tungekar: ☎+91-9833942799 | ✉ Jaffar.Tungekar@dlink.co.in | www.dlink.co.in/its

▶ **LET THE CELEBRATIONS BEGIN!**

**FESTIVE
DHAMAAL**

Oct 6 - Dec 15



Buy and activate Kaspersky Internet Security between 6th Oct & 15th Dec and participate in the lucky draw.
Register on www.sakri.in/festivedhamaal

**ON EVERY
REGISTRATION**

Get 6 months KIS
for Android **FREE**



**EVERY
THREE DAYS**

Win a 8" Windows Tablet



EVERYDAY

Win Kaspersky Internet
Security 1 Year Pack

Win Kaspersky
Branded Helmet

Win Kaspersky Branded
Power Bank



EVERY WEEK

Win a Honda Activa



EVERY TWO DAYS

Win A Smartphone



***Scheme applicable on Internet Security Products only.**

*Terms & Conditions Apply. *Images shown are indicative only & may vary from actual gift items. *All logos and trademarks are properties of their respective owners.



**THE WORLDS
Fastest Technology**

**— 11AC —
DIR-803**

- + Wireless AC Means Wider Bandwidth for Your Data
- + High Speed Connectivity
- + Dual-band Wi-Fi for Seamless Performance
- + Easy to Setup, Easy to Secure



**Internet
Calling**



**Extensive
Coverage at Home**



**Online
Gaming**

DIR-803 Wireless AC750 Dual Band Router is perfect for home and small business. Enjoy streaming media, Internet phone calls, online gaming, and content-rich web surfing throughout your home

Get the revolutionary wireless speed and Dramatically improve the wireless range in your home with DIR-803.

Products Available at : **RAJGURU DISTRIBUTORS**

1-7-311-377, 51 B, Chenoy Trade Centre, Parklane, Secunderabad - 500003

E-mail ID: prafulljain2007@gmail.com | Mob.: +91 7842170008 | Ph.: 040-66902795 / 66902785

D-Link®
www.dlink.co.in

CeBIT
INDIA

**World's leading ICT Tradeshow and
Conference, now in India!**

12-14 November 2014
BIEC, Bengaluru, India
cebit-india.com

Listen to the Gurus of Technology Innovation

The central theme of CGC India is New Perspective in IT Business. The CGC programme will deliver content on the 4 Forces that are shaping the Business Technology Ecosphere: **Big Data – Social Business – Mobility – Cloud**

Some of the prominent names that will be speaking at CeBIT India Global Conference:



Dr. Vishal Sikka
CEO, Infosys



Mark McDonald
Managing Director, Accenture



Manu Saale
MD & CEO, Mercedes-Benz
Research and Development India



Helmut Schutt
Chief Information Officer
Daimler Trucks, Buses & Vans



Dr. Arvind Gupta
Information and Technology
Head - BJP

Norbert Shroeder, General Manager, Volkswagen India, **Ms. Kumud Srinivasan**, President, Intel India, **Dr. Ganesh Natarajan**, Vice Chairman and CEO, Zensar Technologies, **Rangarajan Vasudevan** - Founder & Principal, The Data Team, **Dr. Devi Prasad Shetty**, Chairman - Narayana Health, **Bharath Devanathan**, COO, Groupon, **Prof. Nilay Jainik**, Professor and Chairman - Information Systems Area at Narsee Monjee Institute of Management Studies (NMIMS), **Karthik Srinivasan**, National Lead, Social@Gigly, Ogilvy & Mather, **Jessie Paul**, CEO, Paul Writer Consulting, **Dr. Ravi Vadlamani**, Professor at Institute for Development and Research in Banking Technology (IDRBT) and many more.

To Register and Avail the **EARLY BIRD DISCOUNT** for
CeBIT Global Conferences India

visit: www.cebit-india.com/CGCRegistration



Deutsche Messe



FIERA MILANO

For more information, kindly contact:
Ishani Dave | +919742860344
ishani.dave@hmf-india.com

For CGC registration, contact:
Shummy Herenz | +919007987760
shummy.herenz@hmf-india.com

havit
Enjoy What I Have



HV-SF4210U MRP : ₹ 2999



HV-SF5510U MRP : ₹ 3499



HV-SF2210U MRP : ₹ 2499



HV-SF9991U MRP : ₹ 4999



HV-SK473 MRP : ₹ 499



HV-SK427 MRP : ₹ 999



HV-SK435 MRP : ₹ 499



HV-SK457 MRP : ₹ 499



PUNTA SP-A188 MRP : ₹ 14,990

Imported and distributed by: Bayside Global Electronics Pvt. Ltd.
15-India Exchange Place, 1st Floor, Kolkata (WB) India-700 001
Email : sales@baysideglobal.com, Web : www.baysideglobal.com,
For Sales & Other Inquiry Call: +91 81000 88088

Enjoy What I Have

Hyderabad BlackCat Infotech 9392465100
Rayalaseema Kontect Solution 9553458889
Sri Sairam Technical Agencies - Area-Vijayawada-PH-0866-2573676
For Business Enquiry Plz Call 7716777843

Visakhapatnam Aditya Infozone 9542006007
Tamilnadu Sri Sai Systems 099094778425

www.facebook.com/baysideglobal

www.twitter.com/baysideglobal

MAX SECURE™
Total Security. Total Peace of Mind.

Global Distributor



Fastest Anti Virus

- ✓ Max Protection
- ✓ Does not slow down your PC
- ✓ Runs with 512mb RAM, Pentium processor
- ✓ Offline Registration

Microsoft Partner
Silver Application Development



24 X 7 Free Tech Support



Global Distributor
NNR IT Solutions L.L.P
Contact: +91 8983021090 / 9422080208 / 9765391432

Email : sales@nnritsolutions.com
Website : www.nnritsolutions.com

ASRock
No. 1 in Motherboards

Orbweb ME
Professional
USD \$ **49.99**
1-year subscription
FREE

Powered by **Orbweb ME**

ASRock Cloud

Watch Video How to
Use ASRock Cloud



Make your Desktop Go Mobile. Anytime, Anywhere in the world.

Exclusive! Only By ASRock



H91M-PLUS



Z97 Extreme3



H97M Pro4



B85M Pro4



AM1B-M

National Distributor



Online Retail Stores



Service by



The brand and product names are trademarks of their respective companies.

www.asrock.com