

# CELLIT

TECHNOLOGY NEWS MAGAZINE

Andhra Pradesh | Telangana | Tamilnadu | Pondicherry | Karnataka | Kerala  
Vol-9 Issue-7, February 15, 2015 (Monthly Magazine), ₹40/- 16 Pages

**Protect OUR EARTH**  
today for our  
**Children's**  
**Tomorrow**



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



Your Network, Our passion

Innovative range of  
**Networking Products**



## PoE Injectors & Switches, Wireless Products, KVM Switches



**PoE Injectors**  
CA-PE100I / CA-PE1000I



**8 Port 10/100 Mbps  
PoE Switch**  
CA-PS800



**5 Port 10/100 Mbps  
Switch with 4 PoE Ports**  
CA-PS541



**150 Mbps Wireless  
N Travel Router**  
CA-WTR150



**HD WiFi Streamer**  
CA-HWS



**2.4 GHz RF  
Wireless Presenter**  
CA-WP



**2 Port Desktop  
USB KVM Switch**  
CA-UK200



**4 Port Desktop  
USB KVM Switch**  
CA-UK400

**IP Cameras,  
Network Switches,  
Media Converters  
& NVR**



**Megapixel (1.3 M)  
PoE Day/Night IP  
Camera with 2-way  
audio.**  
CA-IP200MP



**Megapixel (2 M)  
PoE Day/Night  
PTZ IP Camera  
with 2-Way Audio.**  
CA-IP400MP



**PoEPTZ Day/Night  
IP Camera with  
2-Way Audio**  
CA-IP600P



**Megapixel (1.3 M)  
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



**9 / 16 Channel NVR**  
CA-NVR9 / CA-NVR16

USB Accessories | Apple Accessories | Fiber Modules | Serial Communication Cards | Presentation Devices | Wireless Products  
KVM Switches | Gigabit Unmanaged Switches | Fiber Media Converters | Network Accessories | Display Adapters | IP Cameras



Cadyce Inc.

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



Follow us on:



**For Sales enquiries, Contact:**

[sales@cadyce.com](mailto:sales@cadyce.com) 020 25454270 / 71, 65114270.

Mumbai / Gujarat / Rajasthan: 09769726552 Delhi: 09595207300

Bangalore: 09972534115 Pune: 09226923696

Hyderabad & AP: 09949976234 Rest of India: 09595207300

# Power to your **CLOUD** **COMPUTING**



RDP VDI Clients - easily bendable to use under any kind of VDI environments - citrix, vmware, Hyper-V, RemoteFX etc.,



## XL-500

2.41 GHz Dual Core Processor / 1 GB Ram / 8GB Flash,  
Linux Embedded / Win XPe / 7e / 8e\*  
230mm(H) x 60mm(W) x 205mm(D)



## XL-200a

1.6 GHz HT Processor / 1 GB Ram / 8GB Flash,  
Linux Embedded / Win XPe / 7e / 8e\*  
230mm(H) x 60mm(W) x 205mm(D)



## XL-200

1.5 GHz Processor / 1 GB Ram / 8GB Flash,  
Linux Embedded / Win XPe / 7e / 8e\*  
230mm(H) x 60mm(W) x 205mm(D)



**Call for Free Demo : 1800 200 2444**

Supported  
Cloud services



\*OS Licenses & Application software Licenses for Thin Client / Zero Clients may be required by the respective software vendors and must be purchased separately. Microsoft, Windows, Remote FX, Citrix, Citrix Ready, Linux, Intel, Atom, Arm and other are the registered trademark of their Respective Companies in Respective Countries.

RDP Workstations Pvt. Ltd.

# 8-2-248/B/32, Sri Lakshmi Arcade, Journalist Colony, Banjara Hills, Road No-3, Hyderabad-34, TS, India . P: 040-6457 1110

computing.. simplified..

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



# INTEX

## ITNA LOUD KI POOCHO MAT



**IT-RIDER SUF**  
Computer Multimedia Speaker 4.1



### BT ROCK

Bluetooth Speaker

**FEATURES:**

- MP3 playability with USB
- AUX audio input
- Digital FM playability
- LED display
- BT working range is up to 8m.
- Built-in rechargeable battery



### IT-BANG 2.1 SUF

Computer Multimedia Speaker

**FEATURES:**

- 2.1 Channel Speaker
- Rotary type Control
- Built-in FM Radio & USB/SD playback
- Magnetically shielded speakers
- Power output: 20W+10Wx2



### IT-5000 GLO

Computer Multimedia Speaker 5.1

**FEATURES:**

- 5.1 Channel Surround sound system
- USB & MMC Playback
- Built-in FM Radio & pro-logic function
- Magnetically shielded speakers
- Power output: 20W+3Wx5

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

Over 800 Service Touch Points

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

Email: [info@intextechnologies.com](mailto: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.



## CHANNEL PARTNERS MUST UTILIZE SOCIAL MEDIA TO GROW

*Social media strategy can go a long way in creating that special space for channel partners in the hearts and minds of their customers today*

Today it is increasing becoming important for us all to be present where it matters – and this is where social media is gaining both, on prominence and importance.

Whether it is a global IT vendor, or a local security solutions provider – they are going in for having their social media presence. But I still feel that channel partners are not utilizing the full benefit of this kind of engaging platform to the full.

Everybody has smartphone today and with this device comes great power – the power to connect and engage via Facebook, LinkedIn, Twitter etc. all these have become great source of touching and acting upon information. That is why it is important for partners to have their social media strategy well thought of.

But if we check Twitter accounts of a number of distributors and channel partners in India, most of the channel partners do not have any presence

there. And even for those who have some presence, they do not maintain even the bare minimum social media hygiene of involving themselves into some discussions etc.

The time has surely come for the channel to come forward to utilize on these great platforms of customer and potential customer engagements in a better manner. Initiate talks, discussions, make their points on solutions, products, share relevant pictures etc.

At a time when channel is already facing a lot of heat coming from e-commerce segment, a solid social media presence and strategy can go a long way in creating their own special space with their customer's hearts and mind and most importantly, also open up new business avenues and growth opportunities.

**Dinesh Shyam Sukha**  
Editor

### PUBLISHER & EDITOR:

Dinesh Shyam Sukha  
CO-ORDINATOR : Siddhi  
PRODUCTION & OPERATION: Ramayya  
POSTAGE & PACKING: L N  
ADVERTISING SALES: Phani  
DESIGN : Dikshit  
CREATIVE DESIGNER: MKVS  
ACCOUNTS: Murthy  
PUBLISHING: **CELL IT DIGITAL MEDIA**  
PRINTING: PRINT ZONE

### MAGAZINE CUSTOMER SERVICE:

contact@cellit.co.in, 0866-6525685  
All products, brands, service names mentioned may be trademarks of their respective owners

### Contact Details: CELL IT DIGITAL MEDIA

#2, NVKR Towers,  
Opp. Siddhartha Arts College,  
Mogalrajpuram, Vijayawada-520010,  
Ph: 0866-6525685,  
Regd Office: 54-20/3-11, Plot no.3,  
Gurunanak Colony, Vijayawada- 520 008,  
contact@cellit.co.in

## AKITDA SECOND STATE COUNCIL IN THRISSUR



AKITDA second state council was held on 12th February 2015 at Pearl Regency in Thrissur with lunch at 1pm. The event started with welcome speech by Rejipaul who is currently the district secretary, Thrissur. Also, reports and accounts were presented to the members. The state council was presided by the state president Liju P.R with immediate past president James Joseph on the dais. In the meeting decisions were taken on elections of three district bodies, discussions were done about the future plans like IT fest, service policies etc.



Also, discussions were done on the formation of Pan India IT Association- FAIITA. Councilors were also happy about the decision taken by the state government to impose penalty to online portals. All the districts which attended the council meet presented their performance reports. On the same time the birthday of Liju P.R , the state president of AKITDA was celebrated. Finally, the vote of thanks was given by Ashraf who is the state vice- president. Totally with 54 state council members the event ended up well.

## FAIITA TAKES A NEW SHAPE WITH A FORMAL BODY



The meeting of FAIITA was held in Bangalore on 15th Feb, 2015 and a formal body was announced. Federation of IT Dealer Associations of Karnataka (FITDAK) hosted this second conclave of FAIITA. Heads of all the state IT federations attended this historic meet and took a major decision by electing Champak Bhai as the president and Saket Kapoor as the Genl. Secretary of FAIITA. Gurjar and Hari Balasubramanian have been elected as Senior Vice Presidents who represents from west and east regions of the country, Arun Nagraj as the treasurer who represents South India. Also a working committee with regional Vice-Presidents and regional Joint Secretaries will take part in the working activities. The body has been designed in such a manner that all regions will get to work in their respective regions. FAIITA will be formed as an Association under the societies act in New Delhi. The first office bearers who will be named in the society's document have been identified for purpose of forming the association.

In the meeting there were some important decisions taken for the benefit of all IT dealers, resellers, retailers, system integrators, solution providers across India. AIT being major constituent of FITDAK was excited and happy to be the part in this event.

As IT Industry is going through a very crucial time due to the fight from the online business there was an immediate need to join hands with each other to show the strength and fight for the need. Today dealers are also concerned with the strategy of few vendors and the strategies of online partners to kill the traditional business by giving huge discount offers. At this moment where most of the partners are struggling for survival, FAIITA can surely play a major role by discussing things with vendors, government and regional associations to get the best possible conclusion, as reported by a dealer in the market.

## 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 exclusive 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.

**brother**  
at your side

# Sturdy & Durable. Laser Printer for Office.

NEW



Upto 30 ppm



Automatic 2-sided Printing



2600 Pages Inbox Toner



250 Sheets Paper Tray



**HL-L2321D**

Print Only

MRP: ₹ 7,200/-



**DCP-L2541DW**

Print | Scan | Copy

MRP: ₹ 16,350/-

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

**KARNATAKA** : BANGALORE • Lucid Technocom - 9845119323 • Rajesh Computers - 9845130093 • Unnathi Digitaledge Pvt. Ltd - 9845136234 • Matrix - 9945686964 • Lihansh Corporation - 9341252210 **BELGAUM** • Patil Integration-9902687193 **HUBLI** • IT World - 9844027245 **MANGALORE** • Shrinidhi Computer Prints - 9448465385 • Shree Bharathi Systems & Services - 9845348541 **TELANGANA**: SECUNDERABAD • Sri Satya Technologies - 9849055569 • Data Systems - 9866249933 • Shivam Computers - 9848436205 **AP**: VISHAKAPATNAM • Digital Solutions - 9948889000 **RAJMUNDY** • Sri Padma Electronics-9440176716 **VIJAYWADA** • SMS Computers - 9949998680 **KERALA**: COCHIN • Edigit Technologies-0484-4031114/09895007409/09447695576 • International Marketing Company-0484-2355638/06606030455 • Intercorp 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 **COIMBATORE** • Sree Vignesh System - 9842211871 • Creative Technologies - 0422-2490444/2481389/09842203244 **TRICHY** • Next IT World - 0431-2741464/4024231/09345132804/ 07502509333

**BROTHER CHAMP** : • **KARNATAKA** : Bangalore • Karthik D - 9901927761 • Hubli • Laxman - 9590192888 • **TELANGANA** : Sudheer V - 9704552444 • **ANDHRA PRADESH** : Pramod Pasupleti - 7702991414 • **KERALA** : Aneesh Rajan - 9946111611 • **TAMIL NADU** : Sudhakar S - 8939273939

**ASUS**  
IN SEARCH OF INCREDIBLE

ASUS recommends Windows.

## ASUS Transformer Book Flip Laptop with 360° rotating touchscreen



Powerful laptop



Media stand



Shared viewer



Responsive tablet



**TP550LD-CJ005H**

MRP ₹46,999/-

Intel® Core™ i3-4010U Processor (1.7GHz, 3M) • Windows 8.1 • 39.6 cm (15.6) HD Glare Touch Panel • NVIDIA GT 820 2 GB DDR3 VRAM • RAM 4 GB DDR3 1600 • Storage 1 TB HDD 5400rpm • DVD RW 8X SM DL • WLAN 802.11 b/g/n+BT 4.0 • VGA Camera • 2 Cell battery • 2xUSB 3.0 • 1 Year Global Onsite\* warranty • Colour: Black

**F200LA-CT013H**

MRP ₹36,499/-

Intel® Core™ i3-4010U Processor (1.70GHz, 3M) • Windows 8.1 • 29.4 cm (11.6) HD Glare Touch Panel • Intel® HD 4400 • RAM 4 GB DDR3 1600 • Storage 500GB HDD 5400rpm • WLAN 802.11 b/g/n+BT 4.0 • HD Camera • 3 Cell battery • USB 3.0 • 1 Year Global Onsite\* Warranty • Colour: Black

**X552LAV-SX394H**

MRP ₹33,299/-

Intel® Core™ i3-4030U Processor (1.9GHz, 3M) • Windows 8.1 • 39.6 cm (15.6) HD Glare • Intel® HD 4400 • RAM 4 GB DDR3 1600 • Storage 500GB HDD 5400rpm • DVD RW 8X SM DL • WLAN 802.11 b/g/n+BT 4.0 • VGA Camera • 4 Cell battery • 2xUSB 3.0 • 1 Year Global Onsite\* Warranty • Colour: Black

ASUS Helpline: 040 40183098 • Email: [helpline\\_south@asus.com](mailto:helpline_south@asus.com)  
Toll free no.1800-2090-365 • [www.asus.com/in](http://www.asus.com/in) • Join us on [facebook.com/Asus.com](https://www.facebook.com/Asus.com)

Work easy. Play hard. Windows

The prices, specification and availability of products is subject to change without prior notice. Products may not be available in all markets. Products & accessories shown are for representation purpose only; actual products/accessories may vary. ASUS India is not responsible for any typing errors in specifications. Brand and product names mentioned are trademarks of their respective companies. Prices and specifications are subject to change with ASUS Discretion. \*Applicable in selected cities.

**ASUS Exclusive Store:** SECUNDERABAD: IT World 7661964826, HYDERABAD: IT Mall 9959573335, VISHAKHAPATNAM: Sunray India 9000810652, VIJAYAWADA: Moleen Computers 9502801250, ANANTPUR: Hitech Marketing 9581965255

# RESELLING CLOUD SOLUTIONS, THE CHANNEL WAY

*Channel Partners hold a great chance to create more value for their customers as well as their vendor partners in terms of selling cloud solutions and gain on the big competitive edge today*



At a time when enterprise and SMB customers look forward to doing more with less, the power of cloud computing can offer small and midsize companies wonderful potential benefits – in cost savings, time efficiency and simplifying business processes.

However, solution providers must be able to differentiate the hype from the benefits of cloud computing to provide a solid foundation for any solution implementation and gain big from reselling the cloud driven solutions.

SMB customers are acutely aware of the challenge of minimizing cost, while being able to maximize their offerings. Hence customers won't buy cloud-based IT offerings unless channel partners can clearly demonstrate both immediate and ongoing cost savings.

While a move to the cloud is generally expected to bring significant cost savings, the real challenge is to demonstrate the specific savings to the customer. Providing a detailed quote that clearly demonstrates the savings in hardware, management and operations costs realized by moving IT assets to the cloud is critical.



**Jagjit Singh Arora,**  
Director – Regional Sales,  
Red Hat India

As per the views of Jagjit Singh Arora, Director – Regional Sales, Red Hat India, currently the industry is transposing from client-server to cloud-mobile.

"The major shift that I believe will continue in the coming year is open

source becoming the preferred choice for cloud. Indeed, it is already the foundation for widespread cloud services and enterprise applications. Also, by incorporating open cloud across the full gamut of features organizations can be confident that their technologies will deliver the full strategic value as promised by cloud computing. I believe that only open source can deliver on this promise," he explains.

"When it comes to cloud computing, we've helped lead the way to open platform, middleware, and virtualization technologies. From Linux to JBoss to OpenStack, Red Hat drives innovation in emerging technology by standardizing software and liberating resources.

Our robust cloud portfolio includes offerings such as Red Hat Cloud Infrastructure, Red Hat CloudForms, Red Hat Enterprise Virtualization, Red Hat Enterprise Linux OpenStack Platform, Red Hat Storage Server, and OpenShift—Red Hat's Platform-as-a-Service (PaaS) product suite. In fact, many of the first clouds were built on open Red Hat technology. And it is these open technologies that are defining the future of cloud computing and IT.

**Infrastructure-as-a-Service (IaaS):** Red Hat Cloud Infrastructure lets our customers both build and

manage an open, private IaaS clouds based on data-center virtualization and management technologies. It also offers an on-ramp to a highly scalable, public cloud-like infrastructure based on OpenStack.

**PaaS:** Red Hat believes the path to better IT efficiency and innovation lies in the cloud—via public PaaS with OpenShift Online by Red Hat or private PaaS with Red Hat's award-winning OpenShift Enterprise.

**OpenShift alleviates barriers to IT productivity by:**

- Letting developers focus on what they care about most—application code—to speed application development.
- Automating IT processes to streamline IT service delivery.
- Enabling you to use your infrastructure more efficiently across development, test, and production environments." He explains.



**Prashant Gupta**  
Head of Solutions, Verizon  
Enterprise Solutions, India

According to Prashant Gupta, Head of Solutions, Verizon Enterprise Solutions, India, the future definitely looks promising and this is what we expect to be in store for us:

**The Cloud Gets Intelligent:** Organi-

zations are increasingly focusing on leveraging their data to enhance decision-making, drive revenue, reduce costs and improve customer experiences, and the coming years will see cloud providers move strongly to support their customers in these efforts.

In particular, as data gets even more distributed in terms of both consumers and devices, the notion of transforming data in the cloud, and not tying it back to your corporate data center, becomes more and more attractive. We think a lot about analytics and the need that all businesses have for analytics. We see a lot of internal usage and across the entire industry the notion that businesses can mine very useful information from the vast data sets they have is a big deal. Providers will put forth a range of offerings that range from the building blocks of analytics solutions to full turnkey services.

**Providers Add Gravity to the Cloud:** Where mobile is the norm and rich media content is a given, the cloud flexes its muscles as the location where growing data volumes can be stored, accessed and analyzed on demand, according to Verizon. The company says adding software and services to the cloud will be a key focus for cloud providers as they duke it out for customers. New integrated cloud offerings will increasingly enable mashups of fixed and mobile networks; systems, ideas and solutions; people and things; and intelligence and information.

We expect to see a sharp focus on how enter-

prises and governments use technology to enhance customer experience and enable innovation. Enterprise success will be measured by how well organizations can use technology to meet user expectations and harness innovation. Key trends will include, M2M as a service, which will overcome issues that have previously prevented organizations from fully embracing M2M. Also, with cyber-attacks becoming more sophisticated, hiring executives with relevant skills will compel organizations to demand a substantial increase in security investments. Lastly, organizations will use cloud for more than just development and testing.

The future of cloud computing is nothing but promising. Secure hybrid clouds have started to gain momentum as enterprise customers require flexibility in moving certain workload applications. He explains.

According to Neeraj Mediratta, CEO, Ace Data Devices Pvt. Ltd., with the worldwide Public IT cloud services spending expected to touch USD 107 billion up from a meager USD 47.4 billion (IDC research), it can be safely said that cloud services will go beyond basic- IaaS, PaaS and SaaS to more advanced models such as a DevOps model.

"Cloud price wars will continue well into 2015 and force smaller competitors to niche markets, such as industry verticals. Computing, particularly cloud storage has been proven in multiple real world use cases to simplify IT operations while saving companies millions of dollars. Indeed, the big data era would not be possible without the advent of highly scalable cloud storage, which enables advanced analytics at an acceptable cost," he adds on.

On the other hand, as per the views of Stuart Fisher, Managing Director, APAC- Sophos, emerging markets leap-frog many technology adoptions, including Cloud. According to Frost and Sullivan, SaaS adoption by SMB in India is growing at a CAGR of >25% and is expected to reach USD 370 Million by 2018.

"SMB is the growth engine of emerging markets and Sophos is uniquely positioned for and in this market segment, unlike the majority of security technology companies that focus on the Global 2000 – the largest organizations in the world with the largest budgets. We believe there is a massive opportunity to combine new technologies like Cloud and big data to connect the "silos" of IT security (such as network, endpoint, and mobile) and deliver vastly better security for small and mid-market enterprises. A focus on combining great technology with a simple and approachable user experience has been largely missing from the IT security landscape. We think it's a very big idea, which is why we are pursuing it relentlessly. Many solutions overlap and are hard to understand and use. In this situation, many SMEs are poorly protected – they just don't have the staff to figure it all out. And when they're poorly protected, bad things happen – customer data gets stolen, internal systems are corrupted, or critical business information ends up in the wrong hands. Not only is protecting this segment a multi-billion dollar opportunity, but we believe we are making a real difference in the business lives of our customers by keeping them safe from the dizzying array of online and IT threats. That's why so many small and mid-market enter-



**ZION**<sup>TM</sup>  
Infinita Technologies  
Dynamic RAM

**HEART OF  
THE  
SYSTEM  
THAT PLAYS  
THE GAME.**



**X TREME  
SERIES**

For more information

Log on to : [www.zionram.in](http://www.zionram.in)

Follow us on



/zionram.in



/zionramin

Abacus Peripherals Pvt. Ltd. | [www.abacusperipherals.com](http://www.abacusperipherals.com) | Toll free 1800221988

Cochin : 9447041158 , Chennai : 9865025039 , Bangalore : 9844033528 ,  
Hubli : 9844626114 , Mangalore : 9845847496 , Secunderabad : 9391308746 ,  
Vijayawada: 9394639815 , Vizag : 9394071876 , Telangana : 9391308746

prises choose Sophos – and why so many channel partners choose to work with us. And it's not just small or mid-market businesses. Our focus on simplicity, ease of use, and solutions that “just work” also has been the key to many large enterprises (or “pragmatic” enterprises as we call them) also choosing Sophos. It turns out that many of them don't like complexity any more than smaller organizations (or that they simply don't want an army of IT staff dedicated to security),” he explained.

#### Cloud solution for business challenges

As opined by many industry experts, channel partners need to identify the customer's problem first, and then sell the solution. One thing that cloud does is level the playing field. It allows them to access the technology, services that they normally could not on their own. That means that both large and small customers might benefit from going to the cloud.

Customers may have a preconceived notion of what size solution should be cloud hosted. Some may not understand that these types of solutions aren't always implemented on a grand scale —

the cloud isn't only for gigantic concerns.

Neeraj Mediratta, CEO, Ace Data Devices says that Ace Data offers a suite of solutions and professional services that address Cloud based and local backup, as well as disaster recovery.



**Neeraj Mediratta**  
CEO,  
Ace Data Devices Pvt. Ltd.,

recovery.

“Our solutions may be categorised into the following: Abhaya – Cloud backup, Virtual Desktop and Storage as a Service - Parisabhya- Backup, Storage and Compliance Assessment and Suprayukta – Managed backup, Infrastructure management and Implementation Services. Ace Data Abhaya, cloud data storage, backup, retrieval and protection service, helps you by guaranteeing high availability of business critical applications and data storage, protection and retrieval with surety of specialists,” he adds.

Stuart Fisher, Managing Director, APAC- Sophos says that Sophos provides cloud-based, cloud managed security solutions that protect desktops, laptops and servers, manage mobile devices, and provide comprehensive web security.

“What makes Sophos Cloud unique is that all these solutions are integrated and managed using a unified management console that is extremely simple to use and is user-centric. For example, if an end user called in to report an issue, the IT admin can bring up that user's profile and know exactly what devices he/she has, the protection status, and what policies are applied to this user. By integrating endpoint protection with MDM, we make it easy for IT to enable BYOD. And with user-based pricing we don't penalize companies that want to embrace BYOD and users with multiple devices,” he explains.

Speaking on the big benefits that these cloud solutions bring to the table, Jagjit Singh Arora, Director – Regional Sales, Red Hat India, says that With Red Hat Cloud Infrastructure, customers pay far less than they would for alternative solutions,

yet get far more. It works with your existing infrastructure, giving you choice and full control of your strategic direction.

“It addresses all their virtualization and private cloud needs. Some of the benefits that the customers experience include – flexibility, choice and interoperability, heterogeneous coverage, high performance coupled with confidence since Red Hat is the leader in Open Stack and Linux communities.

Red Hat Cloud Infrastructure lets you both build and manage an open, private IaaS cloud based on datacenter virtualization and management technologies. It also offers an on-ramp to a highly scalable, public cloud-like infrastructure based on Open-Stack.

Red Hat Cloud Infrastructure tightly integrates three components, providing a cloud stack unmatched in the market. Deploy any combination of these fully integrated components in whatever way you need.” He adds on.

Prashant Gupta, Head of Solutions, Verizon Enterprise Solutions, India, says that Verizon Cloud solutions allows enterprises to access both public and private cloud capabilities, end-to-end security features, scalable and durable object storage, and multiple levels of managed services. This helps them gain simplified control over their computing workloads.

#### Verizon offers:

- Public, virtual private, and private cloud deployment models
- Interconnectivity on a powerful global network
- Resilient and durable object storage

#### Cloud Benefits for Channel Partners

According to Neeraj Mediratta, CEO, Ace Data Devices, by partnering with Ace-Data, partners can deliver comprehensive storage, sharing and backup solutions and manage them from single platform.

“They can manage anywhere from tens to tens of thousands of customers and control all aspects of storage and backup provisioning and more. Abhaya enables you to address the backup needs of your customers, be they SMBs or large enterprises, and

address a variety of use-cases rapidly and easily,” he adds on.

As per the views of Stuart Fisher, Managing Director, APAC- Sophos, “Sophos Cloud presents an opportunity to establish and/or grow your cloud



**Stuart Fisher**  
Managing Director,  
APAC- Sophos

business.

i. It is easy to get started. Sophos Cloud is hosted by Sophos so there's no partner investment required to set up a management server or other infrastructure

ii. It is extremely easy to sell and upsell. Trial provisioning takes less than a minute. Partners can also provision trials directly from the partner dashboard. Sophos also shares leads with partners and provides a trial affiliate link to protect each partner's demand generation efforts.

Sophos Cloud started with cloud-managed endpoint protection, and rapidly added functions such

as MDM, web security and server protection – all managed through the same console. This makes it extremely easy for customers to try new functions and for partners to sell additional functionality as it becomes available.

#### b. Have full control of the business

i. To ensure our channel partners have full visibility, control and can easily provide services, Sophos provides a Cloud-managed, multi-tenant partner dashboard. From the partner dashboard, partners can clearly see all accounts, their subscriptions status, and alerts. The dashboard also allows partners to view and manage customers' consoles to provide full service assistance remotely, facilitating seamless customer services and reducing on-site visits,” he adds on.

Prashant Gupta, Head of Solutions, Verizon Enterprise Solutions, India explains that Verizon is constantly looking to simplify the way the company does business with its channel partners, to expand opportunities for existing and new partners in areas such as cloud, mobility, networking and communications in mid-market businesses.

“We have also launched a channel partner program to help serve the needs of our clients. Whether teaming with Verizon directly or indirectly or as a hybrid, we are enabling clients to simplify how they consume communications and IT services in a way that best meets their needs, while giving them access to the full Verizon portfolio. Our channel partners are developing new solution/ service offering to create revenue streams leveraging our cloud platforms. The Verizon Partner Program also includes simple-to-use tools via its Partner Portal, and clear and consistent engagement processes, as well as a training program and certification for its members. In addition, a 12-member Partner Advisory Board represents the voice of Verizon's channel program members, helping to provide a successful go-to-market approach,” he adds on.

According to Verizon Enterprise Solutions' State of the Market: Enterprise Cloud 2014 report, 65 percent of enterprises are now using cloud technology, services and solutions as part of their IT infrastructure. In addition, IT — specifically the CIO/CTO — controls more than 80 percent of total cloud spend within the organization. The CIO/CTO personally oversees more than half (62 percent) of cloud purchases. Seventy two percent say they expect to put more than half of their workloads in the cloud by 2017, up from 58% today.

#### The Big Opportunities in Cloud

Despite the ethereal nature of cloud computing, in the end, it's all powered by nuts and bolts — and software. Customers will want to know how the data center is locked down. Who is allowed access? What are the personnel roles?

Service level agreements can make or break your deal. Some cloud providers don't offer SLAs, noting that their technology is so reliable they are “unnecessary.” If that's so, then committing to that reliability in writing should not be a problem.

Technology savvy channel partners are beginning to understand that they can include such areas as compliance, liability and reliability into SLAs. Get ahead of the curve by offering only those products and solutions with which you have confidence, and then draft SLAs around them.

As Jagjit Singh Arora, Director – Regional Sales, Red Hat India puts it, According to research firm Gartner, the Indian enterprise software market is expected to touch about \$6.7 billion by 2017. India is one of our key markets in the APAC region as open source is coming up as the driving force behind emerging technologies ranging from cloud to social applications. Big data, analytics, and hyper

# You protect the outside. We protect the inside.



## Total Internet security for you and your devices.



 **THINK ABOUT IT. WE DO.**

THE KASPERSKY LAB TEAM

[kaspersky.co.in](http://kaspersky.co.in)

**KASPERSKY** lab



© 2015 Kaspersky Lab ZAO. All rights reserved. Registered trademarks and service marks are the property of their respective owners. Mac logo is a registered trademark of Apple Inc. Android Robot is a registered Trademark of Google, Inc. Portions of this material are reproduced from work created by Google Inc. and used according to the terms described in the Creative Commons 3.0 Attribution License. Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries.



**National Distributor (Retail):**

**V.R. INFOTECH**

Sales: [prish@techmatrix.co.in](mailto:prish@techmatrix.co.in), [vikram@techmatrixindia.com](mailto:vikram@techmatrixindia.com), Support: [support@vrinfotech.in](mailto:support@vrinfotech.in),  
H.O: 022-23896076, 022-33157588, Toll Free: 1800 3070 2210, 1800 270 2210  
[www.vrinfotech.in](http://www.vrinfotech.in)

scale computing will also play a major role in catalyzing the adoption of open clouds among enterprises.

“Red Hat’s cloud offerings provide a steady environment that will enable organizations to run workloads in their enterprise datacenter. With an open, hybrid cloud infrastructure from Red Hat, IT operations can be transformed into adaptive, agile, efficient and highly automated infrastructure preparing for the future. Red Hat’s cloud offerings do not lock customers into the cloud stack; instead they are used alone or in mixed environments.” He explains.

Prashant Gupta, Head of Solutions, Verizon Enterprise Solutions, India, says that enterprise cloud has thus evolved, graduating from an experimental platform to one that carries mission-critical workloads. It is simultaneously redefining and strengthening the role of centralized IT and driving a corresponding change in what enterprises expect from their cloud services provider.

“The Verizon channel partner program is focused on adding value. It tailors opportunities for systems integrators, value-added resellers, agents and solution providers to meet client needs, especially those looking to tap into Verizon’s expertise in cloud, mobility and connected devices, also known as the Internet of Things. With the Verizon Partner

Program, Verizon is addressing a broad range of industries, including solutions for the healthcare, financial services, energy and utility, retail hospitality, automotive, manufacturing, transportation, distribution and the public sector.” he adds on.

As per the views of Neeraj Mediratta, CEO, Ace Data Devices, according to a report in 2014 by IDC, the digital universe is doubling in size every two years and will multiply 10-fold between 2013 and 2020 – from 4.4 trillion gigabytes to 44 trillion gigabytes.

“This surge in data is exploding for multiple reasons, including the proliferation of wireless technologies, smart products, software defined businesses and the Internet of Things (IoT). Parallel to this, the total Cloud Storage market is expected to reach \$46.8 billion by 2018 with a CAGR of 40.2% as per research of Markets and Markets. This transition to cloud backup will ride on perceived lower TCO, faster and easier deployment and reduced capital expense,” he explains.

“In addition to offering market-leading Abhrraya cloud data backup protection and all the benefits of our brand reputation for reliability and security, Ace Data also helps channel partners with business advice including marketing strategy and technical support. In 2015, Ace Data will be focusing on enabling our partners with this specialized backup

technology so that they have an end to end management of customers’ data which will create new avenues for revenue while simultaneously move our channel partners higher up in the value chain,” he adds on.

Stuart Fisher, Managing Director, APAC- Sophos says that worldwide security spend is migrating to Cloud at a much faster rate. It is estimated that by 2015, 22% of Worldwide SMB investment in Security Software and Services will be invested in Cloud Security. Emerging countries have seen a double digit jump in the number of Cloud Providers and channel partners (resellers).

“With Sophos cloud and the partner dashboard, we make it easy for partners to provide multiple services around Sophos Cloud. Partners can offer security management services and help their customers embrace BYOD while eliminating the need for on-site visits, thus reducing their service costs. According to AMI research, Cloud consulting and related value added services - such as training and implementation - contribute the highest proportion to partner revenue in mature countries. In emerging countries, remote managed services are the largest revenue generator within the cloud technology space,” he explains.

# WI-FI ON SMARTPHONE - THE TETHERING GUIDE



Without even we noticing it, most of the latest smartphones have this capability of Wi-Fi that very few people take advantage of. A feature called tethering lets a smartphone go beyond talk, email and Web surfing to act as a mobile hotspot that can supply Web access to nearby computers, tablets and other devices. This is what Wi-Fi driven tethering is all about.

What’s more interesting is that, tethering lets smartphone users always have the Web with them without taking any extra equipment along. Like dedicated mobile hotspot devices, these phones connect to a mobile data network and then act as a Wi-Fi router, distributing the bandwidth to nearby clients.

Once a user is tethering, you don’t have to worry about finding a public Wi-Fi hotspot or having another device to buy, lug around, keep charged and accidentally leave behind. That is why it is becoming popular today and a lot of smartphones are being used as hotspots.

## Tethering with a hotspot phone

Tethering is the ability to share a smartphone’s Internet connection with computers or other converged devices such as other smartphones or tab-

lets. It can be accomplished by connecting the devices with a USB cable, a Bluetooth wireless link or a Wi-Fi connection.

Connectivity is becoming very important these days and that is why Wi-Fi hotspot tethering is also quite important because it’s convenient and can service more than one device at a time -- and because just about all laptops and tablets have Wi-Fi built in these days.

## So how does a hotspot phone work?

After connecting to the mobile phone data network, the smartphone can distribute its Internet connection to several clients via a Wi-Fi connection. Any Wi-Fi-enabled computer or tablet can connect to it, and the real bonus is that the Wi-Fi router is inside your phone so there’s no extra stuff to carry with you and no other device to recharge.

Wi-Fi tethering requires that the phone have a Wi-Fi chip built in, but smartphones already have this for connecting at Internet cafés or at the office. The hotspot ability is enabled by software and doesn’t add to the bulk of a phone at all.

## Is the setup hard to do?

Anyone who’s set up a Wi-Fi router or used a mobile hotspot can enable Wi-Fi tethering quite easily today. To get the phone to act as a Wi-Fi hotspot, you need to start the tethering app by

tapping on its icon; it usually has some variation of “mobile hotspot” in its name so it’s hard to miss.

The details vary based on the smartphone that you are using, but after clicking a box to turn the hotspot on, you’ll typically need to configure it by typing in a network name, choosing its encryption type and designating a security password. Setup takes a couple of minutes; when you’re done, the phone is ready to be used as a hotspot.

## How difficult is it to connect devices to a smartphone’s hotspot?

Actually it is no more difficult to connect a notebook or tablet to a hotspot smartphone than it is to connect one to a home or office Wi-Fi router.

The network name and configuration shows up on the Wi-Fi connection screen, and you are required to type in the network’s password the first time you connect. After that, you can set it up to connect automatically.

The phone can supply an Internet connection to as many as 5 to 8 clients quite easily, depending on the model. Be warned, though -- the connection speed is often not enough to spread across several users, and you might be disappointed if you are using a single smartphone to connect five or six devices.

Typically, the phone’s Wi-Fi signal has a range of about 100 feet, so it works well in a temporary office, at the beach or even in the largest hotel suite. One thing to keep in mind is that, as with Wi-Fi routers, the signal’s strength and bandwidth decline as you get farther from the hotspot.

## Can you tether and talk on the phone at the same time?

It is important to note that this depends on the phone and network it lives on. Most 4G phones today can do this without a problem; phones on older CDMA-based 3G networks cannot do this on the other hand. If this is an important factor, it’s best to consult our chart and the carriers themselves to determine if a particular phone can support voice and data at the same time.

**TP-LINK®**  
The Reliable Choice

Lay Back & Enjoy Your  
**Wireless Life**

300Mbps  
Wireless N Router  
TL-WR841N

HOT  
SALE



## Features

- Two 5dBi antennas ensure stable wireless network.
- WDS wireless bridge for network extension.
- Bandwidth / Parental Control.
- One-Button security.



### Distributors:

#### GOIP Global Services Pvt. Ltd.

Chennai Mob : +91 9500083919  
Bangalore Mob : +91 9900229555  
Hyderabad Mob : +91 9949805333

#### Amicus Communications

Kerala Mob : +91 9847538386

#### Ashish Computer World

Coimbatore Mob : +91 9361070222

#### Rahul Industrial Enterprises Pvt. Ltd

Chennai Mob : +91 9380153855  
Bangalore Mob : +91 9901296915

#### Digicom

Kerala Mob : +91 9847060111

#### Roop Technology Pvt. Ltd.

Hyderabad Mob : +91 9361070222

#### Ecaps Computers India Pvt. Ltd

Chennai Mob : +91 9942922168  
Madurai Mob : +91 9842202335  
Coimbatore Mob : +91 9942922668  
Bangalore Mob : +91 9845752409

TP-LINK India Private Limited

Website : [www.tp-link.in](http://www.tp-link.in)

Toll Free : 1800 2094 168

**3Year**  
Warranty

# THE ONLINE BUSINESS HAS BECOME IMPORTANT FROM THE POINT-OF-VIEW OF BUILDING THE BRAND PROFILE

**Rajesh Doshi**  
Founder-Director of Zebronics

INTERVIEW



**What are some of the big priorities for Zebronics today?**

We aim to utilise the R&D Division to further strengthen our product portfolio, making it more consumer centric, suited to

Indian operating conditions and user preferences. We would like our designs to be based on Indian consumer preferences in terms of both aesthetics and styling as well as technologically suited to local usage conditions. Once we have our own designs, we can get our empanelled OEMs to manufacture to our specifications. We will be giving the OEMs, the design parameters to which we want them to conform." This initiative will also help Zebronics in reinforcing its brand differentiation and uniqueness among the value-conscious consumer segment, and staying ahead.

We also hope to enter to be entering into new markets in tier 3-4 locations across the country. That is very bold proposition for a vendor with low value products, as our products are well backed by warranty. Making sure that the backend in terms of support is well established, will be another of our priorities.

**Where is the big growth likely to happen?**

As stated above we are focusing to enter into tier 3 and 4 cities. We have a very wide network of channel partners numbering over 12,000, where products under the Zebronics brand are available. These offer unsurpassed reach even into next-tier markets and are backed by more than 100 service locations spread across cities and major towns.

As far as products are concerned, this year we plan to enter those parts of the consumer electron-

ics segment that really widen the addressable market in terms of consumption. That is, we will soon be announcing LED television products where we promise to deliver at the same pocket friendly levels that the Zebronics brand is known for. We also have products and models lined up for the security/surveillance/CCTV segment and in tablet PCs.

These new product lines will help us achieve next phase of growth.

Besides, this year, we plan to establish a Zebronics branded line-up for personal and corporate gifting. Many new products are planned in this segment and will include products priced at several levels such as portable speakers, power banks etc.

Mobility and music are becoming major drivers of growth with younger consumers being the ones spending most. As a result, further expansion and aggressive focus of our very popular and appealing Sound Monster range of speakers and headphones is on the anvil.

**How important is the channel partner community for Zebronics? How can Zebronics products help channel partners in terms of growing their business prospects?**

We are extremely strong with the channel and there has been increasing good recognition and acceptance of the Zebronics brand.

We are introducing at least 4-5 new products every month, to which, again, the channel reacts extremely well. Our partners were able to go back to consumers with attractive products every so often, that helped in spread of word-of-mouth and took our business forward.

We want to re-assure our partners that increasing awareness and brand presence of Zebronics will mean good times for the channel community.

**How do you see online business as a future?**

The online business has become important from the point-of-view of building the brand profile. Of course, many recent studies and news reports have reported of its growth in recent times. At Zebronics however, our direct online sales contribute to only a very small percentage of the overall business. We

are still very strong in the traditional Indian business models, in which personal equations, bonding and relationships play a role. I believe, in our Company, the channel partners will continue to play an important role for quite some time to come.

**As government is promoting MAKE IN INDIA, do you think IT hardware and accessories manufacturing will increase in India due to the new government plans?**

Yes. With labour costs increasing in some of the Asian and far-eastern countries that have traditionally been the source, and the improvements in logistics and supply-chain mechanisms in India, local manufacture and assembly should surely pick up. However, it is a little too early to comment in detail as the government's push has just about begun. As far as Zebronics is concerned, we are gearing up for a major announcement. This has been a part of our long-standing goals and planned accordingly since quite some time. Though, it will get impetus with the government's make-in-India programme.

**Can you please brief us about your manufacturing capabilities in India?**

We are expecting to make a major announcement related to our manufacturing in the late part of this year, it would be premature to say anything on the subject at this time.

**As Zebronics is into different segments like Electronics, Mobiles & IT, which segment will be the main focus in 2015?**

As mentioned above our focus in 2015 will be on the consumer electronics and new product areas that we are planning to enter, like TVs and tablets, security equipment. Our sound monster range of speakers would be further expanded and be aggressively focused upon.

However, we will continue to introduce new models in our traditional product lines, consumers should expect many innovations resulting from our R&D in the popular line of Sound Monster speakers and headphones, laptop accessories, the wide range of peripherals and other accessories.

**HV-SF4210U MRP : ₹ 2999**

**HV-SF5510U MRP : ₹ 3499**

**HV-SK427 MRP : ₹ 999**

**HV-SK435 MRP : ₹ 499**

**HV-SK473 MRP : ₹ 499**

**PUNTA SP-A188 MRP : ₹ 14,990**

**HV-KB315 MRP : ₹ 549**

**HV-MS256GT MRP : ₹ 1099**

**HV-H91DJ MRP : ₹ 2499**

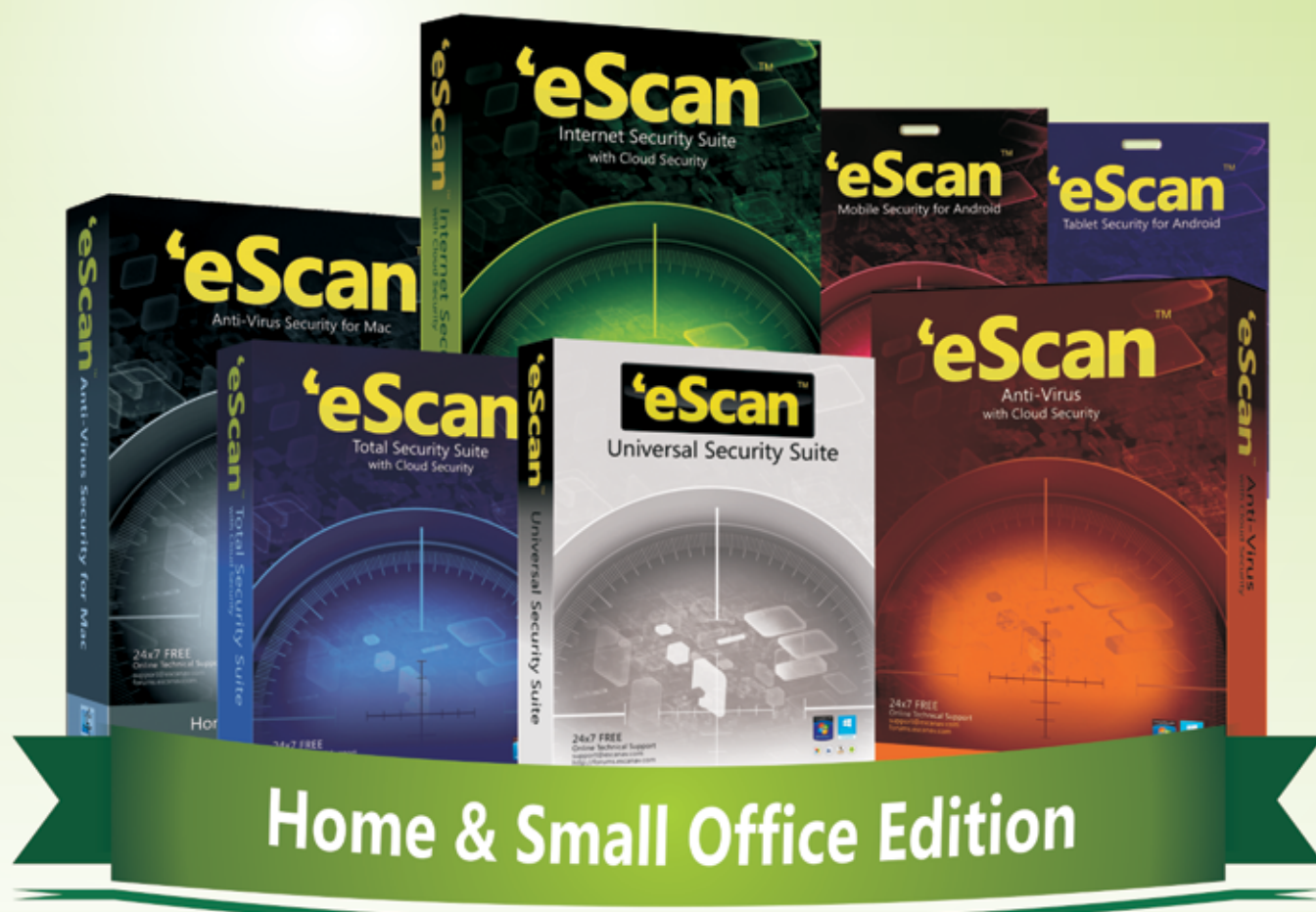
Imported and distributed by: Bayside Global Electronics Pvt. Ltd.  
 15-India Exchange Place, 1st Floor, Kolkata (WB) India-700 001  
 Email : sales@baysideglobal.com, Web : www.baysideglobal.com,  
 For Sales & Other Inquiry Call: +91 74167 77843

[www.facebook.com/baysideglobal](http://www.facebook.com/baysideglobal)

[www.twitter.com/baysideglobal](http://www.twitter.com/baysideglobal)



# TRUSTED BY MILLIONS IN 190+ COUNTRIES



## VIRUS SE SAMPOORNA SURAKSHA

eScan Security Network	File & Folder Protection	Advanced Anti-Spam
Identity Protection	Advanced Parental Control	Gaming Mode
Two Way Firewall	Registry Cleaner	Call & SMS Filter
Disk Defragmenter	USB Vaccination	Anti-theft

\* Features may vary from product to product

Sales & Support centers across 35 locations in India



**Comprehensive Protection for**  
**SOHO • SMB • CORPORATE • ENTERPRISE**

MicroWorld Software Services Pvt. Ltd. Email: [marketing@escanav.com](mailto:marketing@escanav.com)  
CIN No.: U72200MH2000PTC127055

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

Toll Free No: 1800 267 2900

### Sales Contact

Mumbai: 022 6772 2900, Andhra Pradesh: 098499 14495, Bangalore: 098499 14495  
Tamil Nadu: 098402 22654, 098499 14495, Kerala: 097440 42303, 098499 14495, 097449 63130

# EXPERIENCE

The biggest imaging products international exhibition



**19-21, March 2015**

Bombay Exhibition Centre, Hall-II  
Goregaon, Mumbai, India

## EXHIBITION SCOPE:

- Ink cartridges & toner cartridges
- CISS, Ribbons, Equipment & Supplies
- Ink, Toner, Chips, Drums
- Printers, Copier Parts & Supplies
- Print Media, Photo Paper, 3D Printer & Other Supplies

Exhibitors  
from:  
India, U.S.A.,  
Europe, China  
& Korea



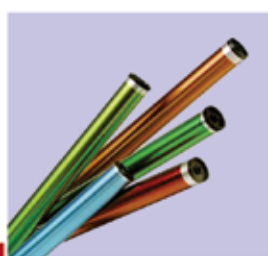
Learn latest  
re-manufacturing  
techniques  
with Technical  
classroom

Expand your  
sources for toner,  
cartridges and all  
imaging products

New  
entrepreneurial  
opportunities

Register :

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



For More Info Contact: **Indian Recharger Expo**

103, 1st Floor, Tara Bhawan, Near Central Bank, Lado Sarai, New Delhi-110030, India

Tel.: +91-11-4101 5774. Mob.: +91-9891101835

Email: [indianrecharger@gmail.com](mailto:indianrecharger@gmail.com), [nirmal@indianrecharger.com](mailto:nirmal@indianrecharger.com), Website : [www.indianrecharger.com](http://www.indianrecharger.com)

# FAMILY VACATION

GOLD - PHUKET - MACAU - SINGAPORE SCHEME

Global Distributor



**MAX SECURE™**  
ANTIVIRUS

**DHAMAKA**

**OFFER**



www.nnritionsolutions.com

(IN THE MONTH OF JUNE'2015 FOR 4 DAYS & 3 NIGHTS)

40 Gms Gold/ Bangkok - Pattaya Family ticket for 4 members For a pick up of 510000/-  
30 Gms Gold/ Bangkok- Pattaya Family ticket for 3 members For a pick up of 410000/-  
10 gms Gold / Bangkok- Pattaya Single Ticket - For a pick Up of 150000/-

DEALERS SCHEME - BILL OUT TO SECONDARY PARTNERS

OFFER VALID TILL 31ST MARCH 2015

Fly to Singapore with Cruise	475000
Fly to MACAU 3 Nights & 4 days	360000
Fly to PHUKET 3 Nights & 4 days	235000
Bullion certificate for 10 Gms Gold coin / Fly to Pattaya/Bangkok - 3Nights 4Days	150000
Bullion certificate for 6.0 Gms Gold coin	100000
Bullion certificate for 1.0 Gms Gold coin	30000
Bullion certificate for 15 Gms Silver Coin	15000
MAX Secure Bag for first 5000 Rs billing.	5000

\* T & C Apply

## CUSTOMER ATTRACTIONS

1. 4 Months Max Secure Mobile Total Security Complimentary while activating MIS and MTS.
2. Extra 4 months validity (16 Months License) on MIS and MTS.
3. Subscription starts from the date of activation.

## OUR KEY FEATURES

Supports Microsoft Windows: Windows 8, Windows 7, Vista, XP, 2008 & 2003 server, 2000 (SP 4)	User friendly
Compatible with 32 and 64 bit system	Max USB Guard
Cutting edge SMART SCAN Anti-Virus technology	Complete Removal
Offline Activation through SMS and Email	Speed up Gaming Experience
Less Memory and low CPU resource conception	Active Monitoring
Supports Pentium Class Processor, 256 MB RAM with 500 MB HDD Space	

## DEALERS BENEFIT OTHER SCHEMES

- 1) 3/5/10 CD's with 3/5/10 registration Keys Each key can be activated separately. Subscription starts from the date of activation.



Tech Support: +91 860 510 0500 / 844 629 9299 / 6266  
support@maxpcsecure.biz, www.maxpcsecure.com

NNR IT Solutions L.L.P

Sales Contact: +91 8983021090 / 9422080208  
email us: sales@nnritionsolutions.com / www.nnritionsolutions.com

## Our Residential Offices

Agra-08171733336, Allahabad-09389181900, Andaman-080010050/09434291952, Aurangabad-09272717172, Bengaluru-09916112711, Barabanki-09888802196, Bikaner-09214772777, Bhillai-09977702358, Bhopal-09977700389, Bhubaneswar-09040007808, Chandigarh-08283944944, Chennai-09841007045, Dehradun-09027185252, Delhi-09999053077/09885796050, Indore-09893007471, Jaipur-09602930622, Jabalpur-09425832766, Jalandar-09023416462, Jalgaon-09765391432, Jammu-09419100559, Kanpur-09999053077, Kolhapur-07743873811, Kerala-09847115454, Kolkata-09830631819, Ludhiana- 9888056577, 9876135122, Lucknow-07525995849, 9456261261, Madurai-9841007045, Mumbai-09552552748, Nagpur-07066819816, 9822474737, Nasik-09765391432, Palai-09450079766, Patna-09304448124, Pondy-09994987786, Raipur-09303904581, Sangli-09765391432, 08275030999, Trichy-09841007045, Varansi-8417061007, Vizag-09000996567, Zirapur-9888802196

Online transaction mein fraud se darte ho? Toh mera laptop le lo. Fraud-proof hai!

Kaise? Aise!

Quick Heal

Total Security with

Safe Banking



For more details, visit: [www.quickheal.com/totalsecurity](http://www.quickheal.com/totalsecurity)

Quick Heal Technologies (P) Ltd. ☎ +91 904 31 21 212 ✉ info@quickheal.com 🌐 www.quickheal.com

# ASRock

No. 1 in Motherboards



2014  
Tom's  
Hardware



# CAN'T STOP. WINNING.

National Distributor



Online Retail Stores



Service by



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

www.asrock.com