what leaders say about
SECURITY SOLUTIONS
in the cover story this month

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COVER STORY

ASSOCIATION NEWS

VENDOR WARRIORS LIFTS BITA CRICKET CUP 2015

Bezawada IT Association (BITA), the IT Association which was formed 100 days back in Vijayawada organized cricket series starting from 1st march and completed by playing the final match on 5th april. Vendor warriors, the vendor's team sponsored by Canon lifted the final cup. Totally 90 players from nearly 40 dealers, distributors and vendors played the series. The sponsors in the series were Dlink, Kaspersky, K7, Zebronics, Systech, Digisol, Quickheal, Lenovo, Hp, Samung, Logitech, Wpg, Microsoft, Tvs, Canon, Epson, Dell, Ricoh, Mercury and aoc. The winner cup was sponsored by Ricoh and runner cup was sponsored by Dell, Hp, and Lenovo.

On the final match day, the closing ceremony was celebrated in Hotel Illapuram at 7pm with nearly 400 dealers, vendors & distributors and their family members. Everyone enjoyed the dance program, ramp show, dj and various entertaining events. Felicitation was done to Mr. Subba Rao of Kl Computers and Mr. Raj Kumar Baid of Baid Electronics for their services to our it industry.

One of the major highlight of the program was giving health insurance of Rs. 2 lakhs to around 30 BITA members, and also looking to the social responsibility BITA donated Rs. 55,000/- to the mother of salam, as salam who was working in delta cargo met with a train accident and is no more with us.

The program ended up successfully with a gala dinner.

CDAN CRICKET LEAGUE 2015 IN NELLORE

INSTALLATION CEREMONY DAVANGERE INFORMATION TECHNOLOGY DEALER'S ASSOCIATION (DITDA)

Under the guidance of FITDAK, on 2nd May 2015 DITDA is organizing its installation ceremony for the dealer fraternity of Davangere. The event will be attended by the dealers of Davangere, Koppal, Chitradurga, Hospet, and Bellary. Around 60 registered dealers with their staff and also unregistered dealers may attend. FITDAK executive committee will be a part of the event along with guests from respective associations of Mysore, Mangalore and Hubli.

We hope that this event of DITDA with the expected participation of total 300 members will be a grand success as the IT Partners will be benefited by meeting each other from various regions, said, Liyakat, Ali Basti, President, DITDA.

WHY 4G IS IMPORTANT FOR SOLUTION PROVIDERS?

Moving forward, solution providers can play a key role in the adoption of 4G driven applications for the enterprise and SMB community

Over the past recent few months, there has been an increase in 4G data usage by the end users and an equally big increase in the number of handsets compatible with 4G networks are now available in the market.

This is good news for the handset vendors as well as service providers as more and more people will now be able to consume more data. This is also big news for the system integrators as well as solution providers, as now with 4G becoming a reality, there will be a lot more enterprise users looking for data rich application that can easily run on 4G services.

Most importantly, the rise in 4G usage follows Airtel's move in November 2015 to reduce 4G tariffs to the same level as 3G ones. Only Airtel offers 4G in India. But this fourth generation network, which is five times faster than 3G, is expected to get very hot as Reliance Jio steps into it in a few months time.

So once 4G is available on PAN India basis, enterprise applications such as HD video conferencing, video transfers, real time applications and IoT driven applications can have a new meaning and this is where solution providers can play a big role in terms of staying ahead of the curve and providing what the market needs.

Dinesh Shyam Sukha
Editor

RDP LAUNCHING WORLDS FIRST HD MOVIES PLAYING ZERO CLIENT

A New Technology in the network based computing comes to live today as RDP the leading Computer Hardware manufacturing Company in India very soon unveiling its stylish full HD Playing Zero Client "AL-400" in the Indian Market. The time has gone where people have restricted themselves for not leveraging Multimedia applications in Server based windows platforms. RDP Zero Client AL-400 is a game changing Device that overcomes the draw backs of existing Traditional thin Clients in the market by providing rich and un compromised Multimedia Streaming. It gives full HD Display with 1/3 the cost of typical full HD Compatible PC's and traditional Thin Clients/ Zero Clients in the Market.

Core Competencies of this product

Rich Multimedia Support: Users will experience real PC-quality videos scaled up to 1920×1080 resolution at full frame rates without any lagging and choppy kind of experience like traditional thin clients

Configurable Desktop Experience: In virtualisation network display quality is biggest challenge for traditional thin clients/ Zero Clients in the market, surpassing those drawbacks RDP Zero Client AL-400 gives a smooth Desktop Experience by reducing the consumption of CPU resources and network bandwidth.

User friendly Management tools: There is no skilled IT staff or training course is required to manage the system. RDP Zero Client AL-400 provides the IT administrators a user-friendly interface with increased manageability

Broad USB Peripherals Support: AL-400 transparent USB technology peripherals never require specialised client drivers to work. It supports a wide range of USB devices including memory device, headphone, printer, scanner, U key, card reader and USB converters.

Reliable & High Quality Audio : AL-400 enables reliable audio playing and recording in any Windows systems, without hidden limitations or additional configurations.

CREATING WINNING PROPOSITIONS WITH SECURITY SOLUTIONS

The recent number of successful attacks and data breaches that exploit the lack of authentication mechanisms is constantly increasing and with this trend, there is an increased demand towards securing the IT infrastructure. This trend is shared across every business sector and driven by sophisticated technology. Hence, it is fast becoming a great opportunity for the channel community to position themselves in this security space and create winning propositions.

As businesses adopt mobile & cloud based technology, solutions and infrastructure for streamlining business operations, cost efficiencies and to drive growth, they are prone to authentication related vulnerabilities for their ERP applications, web applications, remote network logins, VPNs, Corporate Emails, and Cloud based Infrastructure. This is where security solutions are becoming extremely important today.

As per the views of **Altaf Halde, Managing Director - South Asia, Kaspersky Lab**, according to the latest reports by the SMB Chamber of Commerce and the Ministry of Micro, Small and Medium Enterprises, India currently has more than 48 million SMEs and this segment is one of the key contributors to the growth of the economy.

"One thing to be noted is that because of increased reliance on computing and the Internet, all businesses are more vulnerable to malware and cybercrime attacks against their computers. Valuable business information, online financial transactions and sensitive data are all at risk. Smaller businesses face the same security risks as large organizations, but often don't have the time or resources to configure and manage complex IT security solutions and these are the key focus areas why we are

Sr. No.	DDOS attacks 'Consequences'
1	61% Lost access to critical info
2	38% Lost the ability to trade
3	38% Suffered reputational damage
4	33% Lost business opportunities
5	29% Faced lower credit ratings
6	29% Faced lower credit ratings

Sr. No.	DDOS attacks 'Expenses'
1	65% IT Security Consultants
2	49% Software or Infrastructure costs
3	46% Lawyers, Solicitors
4	41% Risk Management Consultants
5	40% Auditors, accountants
6	28% Corporate image consultants

targeting Indian SMB market for security solution.

According to the results of a study conducted by Kaspersky Lab and B2B International, DDOS attacks on SMBs and Enterprises has resulted in considerable consequences & Expenses – with average figures ranging from $52,000 to $444,000 depending on the size of the company." He explains.

"A successful DDoS attack can damage business-critical services, leading to serious consequences for the company. That's why companies today must consider DDoS protection as an integral part of their overall IT security policy. It's just as important as protecting against malware, targeted attacks, data leak and the like. For many organizations these expenses have a serious impact on the balance sheet as well as harming the company's reputation due to loss of access to online resources for partners and customers." Altaf adds on.

Speaking about the various verticals being targeted by the company, Altaf Halde from Kaspersky Lab says that India always has red-carpet for security solutions. All the big business entities have well-established office set up, IT department headed by a specialist etc. However, there are many small office-set up which do not have proper infrastructure with them.

"Kaspersky will definitely explore those opportunities with our special solutions which will act against the malicious objects, phishing pages, virus etc. The MSME (Micro Small and Medium Enterprises), as called in India, has provides huge opportunities for us. For small businesses, we do recommend our Kaspersky Small Office Security solution. It removes IT expertise to operate while providing business-grade technologies. At the same time it offers a leading anti-malware engine along with a software vulnerability scanner that can identify any machine that could be vulnerable to cyber-attacks. Since small businesses are quickly adoption mobile devices, our Small Office Security software comes with malware protection and anti-theft features for them. It is best to bring in a security solution that will give you the maximum benefits against common threats at a minimum price. Along with malware, data protection and ensuring continuity of service for business critical systems, must be high on their priority list." He explains.

According to **Anil Gupta, AVP – India Sales, eScan, SMB** is the largest growing market for Anti-virus products. More and more business are moving towards online transactions in a big way.

"According to a forecast by IDC, Small and mid-size businesses (SMBs) will spend more than $5.6 billion on IT security products and services in 2015. Overall, small business IT spending will grow five to six percent each year leading up to 2015, predicts the research firm. Trends such as consumerization of IT, cloud technology, bring-your-own-device (BYOD), etc. are holding attention business from various segment and sector. Moreover, as Smartphones and tablets are increasing becoming important part of business networks, they also have become potentially disastrous endpoints that can lead to data theft. Due poorly implemented mobile security solutions and policies or no policies at all, SMBs can suffer business continuity and financial loss. According to IDS, around 19 per cent of small businesses identify improving security and security management as a key IT spending priority and the figure nearly doubles to 36 percent for medium-sized businesses. IDC classifies an organization with less than 100 employees as a small business and 100 to 999 employees as a medium-sized business. Such increasing awareness with respect to IT security is undoubtedly influencing small business IT buying decisions," he describes on.

As per the views of **Kailash Katkar, CEO & Founder - Quick Heal Technologies Pvt. Ltd.** data security and cloud adoption are key focus areas while targeting the SMB market in India.

"In SMB the investment in IT is to drive business growth is done provided the value is directly linked to business objectives. SMBs expect technology providers to provide insights on the relevance of technology to and impact assessment on business. Vendors also need to invest in enabling this sector to understand its needs/requirements," he adds on.

As per the views expressed by **Pankaj Jain, Director, ESET India**, the company is focusing around the emerging markets.

"Our key focus areas while targeting Indian SMB market for security solutions will be for emerging markets, unique support model and customized pricing strategies. The market for security solutions in SMB has never been greater than today. Our market share is doubled compared to last year. ESET has witnessed 50% growth in sales this year." He adds on.
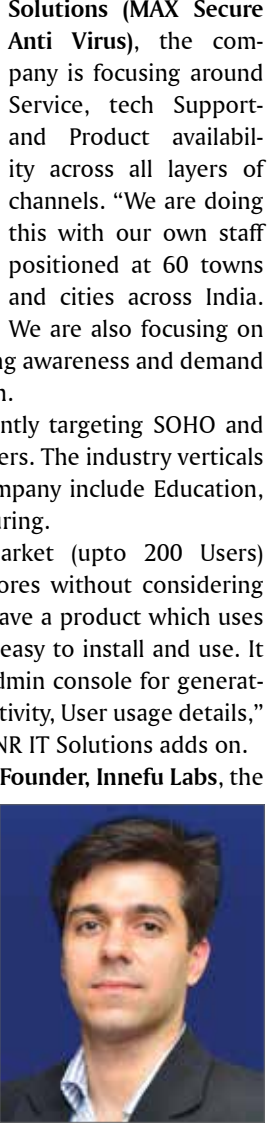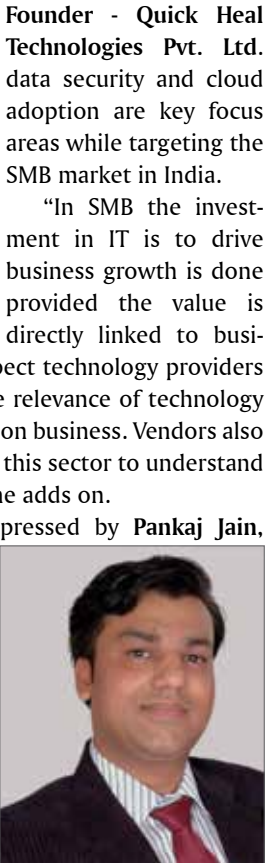
According to **Jagannath Patnaik, CEO, NNR IT Solutions (MAX Secure Anti Virus)**, the company is focusing around Service, tech Support- and Product availability across all layers of channels. "We are doing this with our own staff positioned at 60 towns and cities across India. We are also focusing on dealer training and creating awareness and demand in the market," he adds on.

The company is currently targeting SOHO and SMB segment with 200 users. The industry verticals being targeted by the company include Education, Healthcare and Manufacturing.

"The Indian SMB market (upto 200 Users) would be around 100 Crores without considering the SOHO segment. We have a product which uses simple technology and is easy to install and use. It comes with centralized admin console for generating the reports on virus activity, User usage details," Jagannath Patnaik from NNR IT Solutions adds on.

As per **Tarun Wig, Co-Founder, Innefu Labs**, the company provides wide range of cyber security solutions including AuthShield two factor authentication, open source intelligence, link analysis with pattern matching and fuzzy logic, social media monitoring and email encryption products are focussed on providing enhanced protection to digital assets and business information stored digitally onsite or at remote or cloud based systems while reducing dependency on human factors in securing them.

"Although all our solutions can be used across all verticals, presently we are targeting IT Software development, Manufacturing and BFSI Sectors. According to a report issued by Frost & Sullivan, the global OTP market will approach US $1.1 billion by 2016 and the sector for software OTP is growing at a compound annual growth rate of approximately 10.3 percent. Every year millions of passwords are compromised, causing thousands of companies to experience data loss, reputation damage and decreased revenue. Almost every SMB is using mail servers to exchange mail communications," he explains.

Product Innovations

Talking about the targeted verticals and the innovations being driven by eScan, **Anil Gupta, AVP – India Sales, eScan**, says that, the company will be targeting all the major verticals such as education and training institutes, clinics and laboratories, manufacturers, real estate, tours and travels, finance firms, etc.

"60 to 70% of the AV potential today lies in SMB segment. We are now focusing on SMB and corporate segment and we are among the top 3 players in the market. Be it small and medium businesses (SMBs) or enterprises, all business rely on technology and networks and hence, face concerns with respect to IT security. Having said that, SMBs face significantly similar challenges as large enterprises. However, they are not as well equipped with substantial resources to defend against network security threats as larger businesses due to cost constraints. We have specially designed comprehensive security solutions for SMBs, eScan for Small and Medium Businesses (SMBs) with Cloud Security in order to fulfill their needs in terms of in-depth defense against evolving threats with a very low cost of ownership. eScan range of security solutions for SMBs comprises of a centralized web-based administration console that helps the network administrator set policies on client computers to prevent malware infections and increases productivity through web access control and application control, thus help implement high levels of IT security to ensure business continuity just as enterprises," he explains.

Speaking about the innovations being driven by Kaspersky, **Altaf Halde from Kaspersky Lab** says that Kaspersky is one of the top 3 vendors in the B2B space. This area continues to be one of our prime focus area in the country as well.

"Kaspersky Lab's security solutions are not only built to address today's problems, but also to anticipate and prevent tomorrow's. The company develops innovative technologies that address market-specific needs such as excellent protection levels, adaptability to changing circumstances, scalability, compatibility with different platforms, high performance, superior fault tolerance, ease of use and high efficiency. From their inception Kaspersky Lab's solutions are developed in-house, harnessing all the advantages of the company's extensive and predictive security expertise and intelligence, ensuring that the company's customers are better protected and more informed." He describes.

Products for very small business

Kaspersky Small Office Security is designed to provide effective protection against all types of Internet threats and is easy to install and use without special administration tools. Sensible default settings let you protect all your systems effortlessly, giving you the peace of mind to focus on running your business without worrying about security.

As far as product innovations are concerned, **Kailash Katkar from Quick Heal** says that the company is introducing new products in the enterprise space as security has gradually evolved from being

a marginal concern to being more business centric. "These will be aimed at newer delivery platforms and appliance models and not be restricted to integrated solutions only but are aimed," he explains.

According to **Pankaj Jain from ESET**," Using our decades-long experience and industry-leading expertise, and by performing extensive research among our current and future clients, we are now delivering our new, robust and unified business product portfolio. Small businesses and large enterprises require solutions that provide the best user experience and the highest level of protection. ESET's new business products can handle simple and complex network configurations, and local or global operations, including multi-lingual environments, while delivering the highest performance and effectiveness. At the core of this new product range is ESET's all-new remote management console, ESET Remote Administrator. With an improved user experience, a new-look GUI, and seamless functionality, customers can drill down into the smallest details, adjust settings with equal granularity and monitor and control their business' IT security status via a web console. With the ESET's next generation of business products, our goal is to make its technology safe and reliable - so that our customers can get the most out of it, focus on their business and enjoy the benefits it brings them and allows them to do more. We recognize that technology is a key enabler for any modern business. So ESET products ensure that technology is always on customer's side: we keep it safe, ensure that it works, and make managing digital security as hassle-free as possible." He explains.

Talking about the product innovations, **Tarun Wig, Co-Founder, Innefu Labs**, says that Innefu Labs is the only company in the world to provide 2FA to mail clients thereby ensuring that the customer's mails cannot be compromised.

"Most multi-factor authentication solutions available in the market today are dependent on end point applications for integration. While VPN and Firewall vendors have made provisions for 2FA, most other application vendors have not made any such provision in their programs thereby providing a backdoor to hackers to get in. Innefu AuthShield integrates second factor of authentication (2FA) using a protocol decoding mechanism. This is a patent pending technology which integrates 2FA at a protocol level rather than integrating the solution at client end interfaces. The integration at protocol level ensures that AuthShield can be integrated in even those applications which do not inherently provide support for 2FA including SAP, Microsoft Exchange, Oracle communication messaging servers, Database Queries etc." he explains.

AuthShield is designed to Secure

Corporate Email - In the recent past, hackers have started targeting the business mail ID's of senior representatives. While most webmail interfaces provide options for integrating 2FA, there is no provision to integrate 2FA for mail clients such as Microsoft Outlook, Outlook express or mail clients available in smart phones. Innefu AuthShield's unique protocol decoding engine directly integrates 2FA with any mail server such as Microsoft exchange, IBM Lotus Domino, Oracle Communication Messaging servers, or any of the multiple mail servers using POP / POPS / IMAP / IMAPS protocols.

SAP ERP - Most of the SAP breaches are caused due to a single factor of authentication used by clients to log into SAP. Innefu AuthShield 2FA maps the physical identity of the user to the server and increases the security of financial and other critical systems running on SAP.

VPN - Although, VPN technology ensures the privacy of data transmission over public domain by

creating an encrypted "tunnel" through the public network, it does not protect unauthorized access to the organization's assets. A simple username and password is used to protect the access to VPNs. So, information that is secure while in transit may just be ending up in the wrong hands at its final destination. Innefu AuthShield 2FAcan be easily integrated with multiple VPN variants as it is designed to work with RADIUS Protocol as well as LDAP and Active Directory Repositories. Integrating with AuthShield two-factor Authentication Solution reduces the risk of Identity Fraud can protect both SSL and IPSEC VPN variants.

Remote Server Login - Protecting remote server logins with strong two-factor authentication is the easiest and most cost-effective way to secure enterprise infrastructure against today's cyber threats. Innefu AuthShield 2FA makes it easy to deploy two-factor authentication across enterprise server infrastructure.

Web Applications – Sensitive information is provided to the enterprise stake-holders through multiple web applications. Conventional user name, password authentication is no longer sufficient to stop this information from getting compromised. Innefu 2FA two factor authentication Web API can be easily integrated with multiple web applications developed in any technology (.Net, JSP, PHP, Ruby on Rails etc.). Custom plugins are available for third party applications where standard API's cannot be used or integrated.

Cloud Infrastructure - As cloud computing continues to expand and revolutionize business, the need to consider security around cloud applications is evermore paramount. Passwords are considered weakest link in security in Cloud Infrastructure. When a user logs into a cloud app, they are redirected to Innefu AuthShield 2FA system where they must authenticate. If the authentication is successful, the user is redirected to their Cloud app where access is granted.

The Channel Focus on Security Solutions

Talking about the role being played by the channel community, **Tarun Wig from Innefu Labs**, says, "We presently follow a hybrid channel model. We sell directly and also through select partners.

We also hold regular partner events where our channel community provides feedback on the product and the latest client requirements.

We are planning to increase our revenue generation from SMB sector by at least 75% in the financial year 2015 - 2016. With the increasing dependence of SMB on IT assets we believe that this goal can be easily achieved," he explains.

Speaking about the channel strategy, **Pankaj Jain from ESET**, says that channel partners are the company's biggest strength.

"We are 100% channel-focused with all sales exclusively coming through partners, channel-specific marketing, management personnel and resources. These long-term strategic business partnerships are pivotal to our go-to-market strategy and fundamental to our success. That is why ESET is driven to cultivate key relationships with leading technology companies, value-added reseller (VAR) and system integrator partners. ESET's Partner Program has been designed to provide outstanding benefits and to maximize joint business opportunities by teaming up with our Channel Partners. With this program, ESET's partners will be able to satisfy the needs of Consumers, SMB and Enterprise customers while growing their profits with high margin solutions," he adds on.

According to **Kailash Katkar from Quick Heal**, the enterprise channel plays a huge role in ensuring the availability of products and services and in strengthening our market presence.

"We rely heavily on our partners to reach to our end customers. The SMB market is seeing a CAGR of about 15 per cent Y-o-Y and this growth is expected to propel the IT spend to cross 100,000 crores (USD 18.5 billion) by FY2018. We perceive the SMB market as an incremental revenue opportunity for enterprise business. Considering the market opportunities and our offerings, we have high expectations from this segment in the near future," he adds on.

Talking about the importance of channel partners, **Jagannath Patnaik from NNR IT Solutions** says, "We are a channel centric company as such we depend on channels for growing our business in this segment. We provide regular training to channels. We are looking at least growing 25% in this segment for this financial year," he explains.

Talking about the growing relevance of channel partners for Kaspersky, **Altaf Halde from Kaspersky Lab says**, "We are a channel centric company and as our business depends on our partners' success,

we - at Kaspersky Lab - do our best to ensure our partners prosper. We do not sell directly to customers - so all business is managed and fulfilled by our channel partners. Literally, our partners success is our success. In current security scenario, awareness is key to every challenge. However, we witness that businesses are not well informed about cyber threats. They look for solution only when the damage is done. This has been resulting into major data losses, worth in millions and that's where our partners comes into picture as they play a very important role in sharing critical analysis of data lost due to cyber-attacks across the globe with real-time examples from Kaspersky Lab research study, making enterprises aware of its consequences and explain about appropriate solutions from Kaspersky Lab to counter such threats. Our partners work closely with SMBs and understand their specific requirements and challenges which makes it easier for SMBs to adopt the security solution in a manner relevant, financially viable and most beneficial for their business.

"Traditionally, we have been strong in the SMB segment and various surveys point that we are among top 3 players in endpoint security globally. While consolidating our SMB footprint in India we are expecting a decent growth opportunity in this segment. Majority of our B2B business comes from the SMB space. We are working very closely with our partners in the tier 2 and tier 3 cities of the country to address this market segment. We also work closely with industry forums that cater to SMB markets." **Altaf Halde, Managing Director - South Asia, Kaspersky Lab** adds on.

Throwing light on the company's focus towards channel community, **Anil Gupta from eScan**, says that due to shrinkage in margins from Box products, more and more channel partners are moving towards service oriented segments to sustain and increase their earning and hence are turning solution providers."From our current share, we are looking at increasing to almost 50 – 55 % over the previous year," he adds on.

SECURITY SOLUTIONS FOR INDIAN SMB MARKET

Girish Gargeshwari
Director- Sales (India & SAARC), Intel Security

"We understand the needs of SMBs and have developed security solutions that provide the right protection at the right price. Our easily deployed and managed small business security solutions don't require any additional investment hardware; hence SMBs can secure their business even if they don't have a dedicated IT staff. SMB security from Intel Security offers complete small business antivirus and anti-malware protection, along with email and web security that defends from spyware, adware, hackers, Internet scams, ID theft, phishing schemes, and other online threats. Based on the proliferation of cybercrime within this market, we believe that we need to elevate the minimum threshold of security required for SMBs to protect their company. Due to their size and IT budget constraints, SMBs often have little to no security strategy in place to protect their company or seek cost-effective endpoint security solutions.

Intel Security's go-to-market strategy is through the channel and we work with approximately 1200 SMB focused partners today. Considering the highly fragmented nature of the Indian IT market, we realize that educating as well as creating value for our business partners is vital for our growth. To ensure that our partners are adequately trained and aware of the wide expanse of our security portfolio of solutions, we've conducted extensive technical sessions and introduced multiple promotional campaigns for partners. We also conduct multi city roadshows in Tier 1 cities to reach out to customers directly as this helps in building product awareness in tandem with demand generation through direct marketing efforts."

SHWETA COMPUTERS AND PERIPHERALS AS NATIONAL DISTRIBUTOR FOR INTEL SECURITY CONSUMER PRODUCTS

Lalit Kothari
CEO, Shweta Computers

Intel Security announced the appointment of Shweta Computers and Peripherals as a national distributor for its portfolio of consumer security products. With its pan-India network, Shweta Computers and Peripherals will work towards Intel Security's goal of making its consumer security products readily available to consumers in every geography.

The appointment of Shweta Computers serves as a strategic move to strengthen Intel Security's presence in the consumer segment and underscores its commitment to the Indian market.

As part of the agreement, Shweta Computers will be offering end-to-end support to customers for Intel Security's portfolio of solutions across its partner networks in the channel and e-tailer segments in India, says, Lalit Kothari, CEO, Shweta Computers.

K7 COMPUTING AND SAKRI IT SOLUTION CONDUCTS CHANNEL BUSINESS DEVELOPMENT MEET AT VIJAYAWADA

Sakri IT Solution, in association with K7 Computing, conducted a channel business development meet at Vijayawada- Fortune Murali which covered K7 product portfolio, sales roadmap, channel policy, offer and scheme for the quarter along with the best practices to increase market penetration of K7 products. The meeting was attended by 60 top IT channel partners in Vijayawada.

During the session, Bharat Kumar, Regional Sales Manager, K7 updated channel partners on the current product portfolio of K7 Computing and educated them on key technology specifications to focus on while selling K7 products. Sachin Mahajan, National Sales Manager, Sakri IT Solution shared their experience; regular channel interaction was done, FAQs ensuring that all the queries and questions of the participants were addressed.

COMPUTER DEALERS ASSOCIATION TIRUNELVELI (CDAT)2015-16 INSTALLATION CEREMONY

ASSOCIATION OF INFORMATION TECHNOLOGY-TRICHY (ACTT) ELECTS NEW TEAM

Association of Information Technology-Trichy (ACTT) conducted elections on 15th of April 2015 where Mr. Kuberan of VBK Computers was the election officer Incharge. Trichy is one of the major upcoming cities in Tamilnadu with many new showrooms and new establishments. The new team includes **M.Shanmuga Sundaram** of Unique Systems as the President, **A B Manivel** as Vice-President, **P.Padmanabhan** as Secretary, **S.Sudhakar** as Treasurer, **S.Sivaraman** and **J.Rajesh** as Joinst Secretary. **H.Wilson** and **K.Manikandan** as the executive committee members of the Confed-ITA.

BEST CAMERA SMARTPHONES IN INDIA

A camera is perhaps becoming one of the most important parts of a smartphone and that is why we at CellIT, are presenting some of the best smartphones in India with great camera functionalities.

Xiaomi Mi 4

Chinese smartphone maker Xiaomi has launched its flagship, Mi 4, in India for Rs 19,999. The successor of Xiaomi Mi 3, this smartphone features a stainless steel metal frame and a 5-inch Full HD display that has Corning Glass with One Glass Solution (OGS) technology protection. The phone also has changeable plastic back covers. Xiaomi Mi 4 is powered by a 2.5GHz Qualcomm Snapdragon 801 quad-core processor and 3GB RAM. It will be available in 16GB storage variant. The phone runs MIUI 6, a new version of the company's operating system, based on Android 4.4 KitKat.

This wonderful smartphone sports a 13MP rear and 8MP front Sony stacked CMOS camera and a 3,080mAh battery.

Micromax YU Yureka

Micromax's new CyanogenOS-powered YU Yureka smartphone was made available only in January 2015, but it is doing very well today. The Amazon-exclusive smartphone, priced at Rs 8,999, sports a 5.5-inch Full HD IPS display with 80-degree viewing angles and Gorilla Glass 3.

Powered by a 64-bit 1.5GHz Qualcomm Snapdragon 615 octa-core chip and 2GB DDR3 RAM, the phone has 16GB internal storage expandable up to 128GB via microSD card.

YU Yureka features a 13MP rear camera (f2.2 aperture, 75.4 degree angle, capable of 1080p video capture) with Sony EXMOR CMOS sensor and a 5MP front camera with 71 degree field of view.

It comes with a 2500mAh battery which the company claims delivers 210 hours of standby time.

Lenovo A6000

India's cheapest 4G-enabled smartphone, Lenovo A6000 was launched in India in January as a Flipart-exclusive product. Priced at Rs 6,999, this smartphone has a 5-inch IPS HD display and runs on Lenovo's Android 4.4-based Vibe 2.0 UI. Powered by the 64-bit 1.2GHz Qualcomm Snapdragon 410 processor and 1GB RAM, the phone comes with 8GB of storage space.

A6000 sports an 8MP rear camera (with auto focus and LED flash) and a 2MP front facing camera. The dual sim phone supports 4G LTE connectivity with support for both FDD 1800MHz (Band 3) and TDD 2300MHz (Band 40) in addition to other popular connectivity options including Bluetooth 4.0 and 3G. Featuring a 2300mAh battery, the phone has two speakers and Dolby Digital Plus sound.

Samsung Galaxy Note Edge

The most expensive Android smartphone in India Samsung Note Edge is priced at Rs 64,900, Samsung Galaxy Note Edge comes with an extra screen on the side that operates as a panel separate from the primary display. The phablet boasts of a unique design, wherein the right edge of the screen is curved and provides quick access to frequently used apps, alerts and device functionality.

Samsung Galaxy Note Edge sports a 5.6-inch Quad-HD+ (1600x2560 pixel) Super AMOLED display. It is powered by a 2.7GHz Qualcomm Snapdragon 805 quad-core processor and runs on Android 4.4-based TouchWiz UI.

The smartphone features a 3.7MP front camera and 16MP rear camera. It has 3GB RAM and 32GB internal storage, expandable up to 128GB via MicroSD card. It has a 3000mAh battery with support for quick charging.

HTC Desire 526G+

HTC Desire 526G+, priced at Rs 10,400, sports a 4.7-inch qHD display (960x540p). Powered by a 1.7GHz octa-core processor and 1GB RAM, the phone also has an external storage slot that supports memory cards of up to 32GB capacity.

Desire 526G+ runs Android 4.4.2 KitKat OS and comes with HTC BlinkFeed home screen that offers customized streams to deliver news and social updates.

The new Desire smartphone features an 8MP rear camera with LED flash for capturing pictures and a 2MP front camera for selfies. In terms of connectivity, the dual-sim smartphone supports 3G, Wi-Fi, Bluetooth 4.0, FM Radio and GPS. Powering up the phone is a 2,000mAh battery.

Asus FonePad 8

The FonePad 8 is Asus's first 8-inch Android tablet and the device also comes with voice calling feature. The tablet is available in Black and Gold colour variants at Rs 13,999.

Fonepad 8 sports an 8-inch WXGA (1280x800p) IPS display. Powered by a 1.33GHz quad-core Intel Atom Z3530 processor and 2GB RAM, the tablet comes with 16GB internal storage expandable via microSD card (up to 64GB). Asus Fonepad 8 runs Android 4.4 with Asus Zen UI running on top. It sports a 5MP rear camera and a 2MP front-facing camera, and comes with a 4,000mAh battery.

HOW SDN CAN TRANSFORM THE NETWORK FOR ENTERPRISE

Yarob Sakhnini, *Regional director, MEMA at Brocade*

In the last 12-18 months, Software Defined Networks (SDN) has been much touted as a data centre saviour – one that can transform the network, unlock critical intelligence, and help deliver the new services and powerful analytics needed to run in-demand applications for today's businesses and consumers. IDC has even gone so far as to predict that the industry will be worth $8billion within the next three years.

It has also been hailed as a significant cost-saver with Chris Weitz of Deloitte Consulting, estimating that firms using SDN can save up to fifty percent on their networking bills, accounting for 10-15 percent of IT budgets on average.

Amid all of the hype and excitement, it can be difficult for IT leaders to tell fact from fiction. So let's look take a closer look at what SDN is, why it matters, and examine some of the myths and fears that have built up around the technology.

A New IP approach to networking

By definition, SDN refers to the separation of the control plane from the data plane within a network. This will be critical to the development of a New IP since it allows an IT department to deploy programmatic controls and orchestration across the whole network, rather than having to provision, configure and manage specific devices on a case-by-case basis. While there are a number of benefits to this approach, there are three critical ones that really make SDN significant for businesses: automation, rapid application deployment and ease of network management.

SDN brings greater automation to an otherwise complicated world. Organisations that want to run an application within a public cloud environment would normally use a self-service portal to manually provision the required resources. This is not only time consuming, and therefore costly, it can also leave a business vulnerable to misconfigurations due to human error.

With SDN, customers only need to select the application they want to run in the cloud and the resources required. The intelligence of the control plane, through orchestration, will then intuitively deploy the service using the optimal configuration of compute, storage and network resources.

Being able to deploy and scale applications rapidly can make or break a business. If an employee does not have to manually provision the compute, storage and network resources needed to deliver an application, businesses are able to get new services up and running much quicker. In addition to easing employee access, SDN can boost a company's competitive advantage, as it's able to respond to the ever-changing business landscape and limit time-to-market on any new offerings.

Lastly, SDN will drastically alter how network infrastructures are configured and managed. By separating the control function from the rest of the network, SDN enables IT teams to manage network environments in a way that gives them an aerial view of the business.

What that means is, business no longer operate in a collection of siloes.

While greater automation, rapid application deployment and ease of network management have the ability to transform businesses, this is still early days for SDN. New solutions and approaches are being developed all the time but a fully software defined world is unlikely to become a reality for some time to come. .

The myths and misconceptions

As with any new technology, SDN hasn't been without its naysayers.. Before any business looks to implement an SDN solution, it's important to understand the truth behind some of the biggest misconceptions:

1.1. SDN doesn't work for small data centres: SDN is often talked about as being only suitable for large-scale data centres — those that provide cloud services that are public, private or hybrid. While these larger providers are naturally among the early adopters, the truth is that SDN can be hugely beneficial for all levels of data centres. Not least because it can make configuration, management and monitoring a much simpler task, which can greatly reduce the burden on the IT department– perfect for small firms with lean teams.

1.2. SDN will mean the end for many IT jobs: The notion that SDN-enabled environments will require less hands-on effort to keep them up and running compared to traditional networking environments is true, but it doesn't mean that the traditional network manager role will disappear. As businesses transition to SDN models, the demand for network skills will only increase and remain as it continues to evolve. What is true is that the type of skills needed in the New IP era will change – businesses and IT professionals should be aware of this and should be tailoring their training and development plans accordingly.

1.3. You don't need SDN if your servers are already virtualised: This is simply not true. It is the case that extending the principals of server virtualisation to the network by swapping out traditional hardware with a more agile virtualised network infrastructure will bring more of the same important benefits. However, SDN can also do a great deal more, in particular it can allow the network to extend into the server and provide efficient management and visibility of inter-server traffic. Why wouldn't you want more visibility and control?

1.4. You need to replace your entire data centre network to implement SDN: The 'rip and replace' method isn't a requirement of a successful SDN. With several ways to migrate from traditional networking infrastructure to SDN, it can be as simple as making SDN devices the default choice for your networking components as part of your existing hardware refresh plan or deploying SDN whenever new equipment is added for new projects or expansion.

Beyond the network of today

Misconceptions aside, it is clear that SDN has the potential to radically change the face of the data centre. It's ushering in a new way of networking that is, reducing costs, creating scalable businesses and equipping organisations for the greater demands of tomorrow.

However, SDN's future is closely linked to the establishment of clear and genuinely open industry standards. The creation of open standards is the only way to guarantee that network products will be interoperable regardless of the manufacturer, something which is vital to avoiding vendor lock-in and enabling that all-important holistic approach to network management. Thankfully, the shift to open standards in already underway with leading organisations, such as OpenDayLight, OpenFlow and OpenStack, putting pressure on the industry to take openness seriously.

As part of the New IP approach to networking, SDN has the potential to turn the promise of new and evolving technologies like cloud, Big Data, the Internet of Things and seamless mobility into a reality. While CIOs and IT Directors alike are still taking stock of SDN, its undeniable that businesses that want to be compete in the future need to be evaluating their existing infrastructures and thinking carefully about how SDN will fit in with their long-term networking strategies.

CHANNEL BUSINESS HAS THE POTENTIAL TO MAKE A GREATER IMPACT

Kailash-Katkar, CEO & Founder, Quickheal

What are the broad areas of focus for the company today?

The core focus will always be on securing data and the multiple platforms that it resides in.

Enterprise Security and catering to Financial Services (FS), and Technology Information, Communication and Entertainment (TICE) segments.

Repositioning our products to cater to large enterprises. We have recently launched a new brand for our Enterprise Solutions – Seqrite. The brand focuses on the product and solutions portfolio specifically designed to cater to security needs of enterprise network environments.

Building a strong foothold in the three high-level categories of IT infrastructure with which organizations are concerned – Network, Host, and Cloud.

How strong is your channel base and what are your plans to further increase it?

a)15,000 partners spread across 100+ countries

b)Global offices in Japan, Kenya, USA and Dubai The new offices are a conduit to service and enhance Quick Heal's relationships with the larger network of direct and potential partners and customers in these regions

c)Revised channel partner programs

d)We are rapidly expanding the team to deliver solutions and provide support for the enterprise segment

What kind of promotional & training activities you do for the channel to build the market?

a)Continuous improvements in the vendor-partner business relationship

b) Ensuring focus and skill development, or concentrated partner enablement,

c)Profitability, deliverables and improving sales capabilities, etc.

d)Incentive programs and the support tools that work with them (e.g., training, lead generation support, etc.)

How do you compare channel business with the present institutional business? Where do you find the major growth?

Channel business has the potential to make a greater impact because:

a)Links producers to buyers.

b)Customization of services offered: information, dedicated sales personnel, etc.

c)Provides the convenience of the availability, reach and penetration.

d)Allows consumer reach through a variety of ways – website, retailers, etc.

e)It also keeps the company on its toes as far as technology and industry trends are concerned.

Channel business has more growth potential.

How do you compete with other security vendors? What are some of the USPs of your solutions?

a)Comparatively we are a value-for- money product. This takes into consideration the quality of product, support we provide to end customers in India and abroad- this makes us stand out from the rest in the race.

b)Quick Heal's strength has been its strong

research and development with 400+ R&D engineers. State-of-the-art technology lab. Receives over 1.5 lakh unique malware samples daily

c)As far as logistics is concerned, all desktop and enterprise products are available ex-stock in almost all locations. 15000+ channel partners, 100+ countries

d)170 people strong Domestic & International support. Multi lingual support for 4 South Indian Languages & Regional level support in all Indian Languages. Multi-modal support through Phone, Email, Chat & Remote access. Incident Response Team for Enterprise Clients

As in online selling most of the brand products are sold lower than the MOP maintained in the channel, how do you tackle this major issue?

a)We have to ensure that nobody tries to under cut our brand and business in any way.That means they need to maintain the MOP, not undercut our partners, and comply with our business policies.

b)We have created a new Online Partner Program and we invite e-tailers, small and big, to sign up with us. But no one should display and sell our products without authorization from Quick Heal.

How do you see Union Budget 2015, will the budget help in any way to grow more business?

The 2015 Union Budget is quite forward-looking. It shows dedicated focus on the 'Make in India' initiative. It is a holistic approach the Government of India has proposed. We are hopeful that this would take care of the overall development, ease of doing business and social needs of the country, thereby help Indian businesses grow.

WE HAVE STARTED TO MANUFACTURE A LOT OF PRODUCTS INDIGENOUSLY AND THIS GIVES US A BETTER SCOPE TO UNDERSTAND

Jayesh Kotak. VP-Product Management and Marketing, DIGISOL

What are the top priorities for Smartlink today?

Smartlink wants to be one of the key drivers of the digital India with the range of our products like routers, dongles, CCTV cameras and IP Surveillance solutions. The core strength of Smartlink is 'Networking' and networking is an integral part of making digitally connected India a reality.

We have started to manufacture a lot of products indigenously and this gives us a better scope to understand the needs and requirements of our people and manufacture products which will suit them.

What kind of product innovations are being pushed by the company in the surveillance space?

We are offering the new Analog HD Surveillance System and they are backward compatible with the traditional CCTV systems.

How do you look at the changing market dynamics & opportunities in the networking space?

India is on its way to become digitally connected and we have the right product and services that will enable companies to adapt to such fast pace of this development.

What is your view on online sales in general? Can online business help your brands to take a better market share?

The 2 channels address different needs of different profile/ type of customers. We see them as complimentary business and yes there could be some overlap. We find bulk of our customers still preferring the traditional channels over online perhaps due to the install support that the traditional IT channels offer - besides instant delivery.

Traditional channel still plays a significant role in the DIGISOL setup. The fact is that a major share of DIGISOL's revenues in India is still chipped in by the channel. But, yes we are present at all most all online stores. The advantage of online is that your brand visibility increase to many fold. Prospective buyers study different products and brand online before making decision to buy online or offline. So definitely online presence is helping brands to reach out to its target audience.

What kind of sales & service support you offer to the channel?

We are among the very few IT companies which have its own Service Support division DIGICARE, which gives us an edge over our competitor. Our high quality and reputable after-sale-services are

strategically built to deliver customer satisfaction.

We offer first-rate integrated service and support through our special service division, DIGICARE, which consists of RMA centres, DIGICARE Technical Assistance Centre (DTAC) and Direct Service Department (DSD).

DIGICARE has evolved most efficient, skilled and professional state of service infrastructure.

We provide end-to-end product life cycle support which includes

1.Providing remote support to the channel partners and end customers on configuration of products in various networks.

2.Warranty support for repair/replacement of products when they go defective during warranty period.

3.Post warranty support to manage the trouble free functioning of the product.

How does the company align itself with the ongoing Make in India campaign?

Given our 20-year history of pioneering technologies in the networking equipment segment by setting up the very first manufacturing plants in India in 1993, we have been actively shaping the networking markets locally as per the global standards. Since we are the first one to introduce networking products in the Indian market, so you can say we created the Networking market in the country. Similarly we are the first one to start manufacturing in country with setup of the SMT lines. And with new Make in India initiative of Government we are excited to rejuvenate our manufacturing facility at Goa