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## TECHNOLOGY CHANNEL NEWS MAGAZINE

Andhra Pradesh | Telangana | Pondicherry | Tamilnadu | Karnataka | Kerala  
Vol-8 Issue-10, May 15, 2014 (Monthly Magazine), ₹40/- 16pages



IP Cameras  
Apple Accessories  
KVM Switches



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# CHANNEL DISMAYED BY HP'S MISMANAGED CRACKDOWN ON FAKES

*The way it is being handled, will badly hurt dealers and future business prospects*

Global IT major, HP is engaged in a campaign to put a stop on selling of fake cartridges, however, the manner in which this is executed is giving a strong feeling that the exercise is not healthy and could have been done in a better and coordinated manner.

Recently, there is a big issue going on in the state of Andhra Pradesh and this relates fake cartridges selling by few distributors or dealers, the third party agency of HP raided the shops in Nellore and Ananthapur this month and registered FIR against the dealers and the channel partners were arrested. The dealer says he is unaware of the HP fake cartridges and it is difficult to identify the difference between original cartridges and fake cartridges while buying. This is what he said, "I did not buy any fake cartridge. This can happen to anyone and this is the wrong strategy by HP for arresting an innocent dealer in the market."

He says that today this has happened to him and in future this can happen to anyone. The dealer usually buys from the registered distributors, but in case of no stock availability with distributor he has to buy from the local market and the identification is difficult whether he is buying a genuine stock or not. He says rather catching hold of innocent dealers in small places they should directly catch hold of the racket which is operating from big cities in India.

This kind of raid will in fact badly affect the sales

of HP in that region because dealers will hesitate to sell HP cartridges due to fear. Unlike electronics industry, IT market is organized, but HP has all the financial as well as technical muscle to create a system where there a dealer can identify the stocks before buying.

As per the survey done by CellIT, most of the dealers say that selling fake cartridges is a crime and they are against this and they also say that there is no mistake to raid and catch hold of the dealers but HP should first identify the genuinity of the dealer and then take the step of filing a FIR.

If the dealer is genuine and he was cheated by some other person by selling duplicate product to him, then HP should work towards a plan to raid on the person who is really doing this and not the innocent channel partner who is selling unknowingly. There may be few cases where actually the dealer is doing fake business knowingly and this is where HP needs to focus to curb this malpractice. The way, HP is doing it will only hurt the dealers and also its own business for the long term.

HP should also strictly instruct all national distributors and sub-distributors to bill the cartridges with serial number as a compulsory policy, so that it can be identified who is wrong and even the dealers should purchase if serial number is mentioned.

Dinesh Shyam Sukha - Editor



## EDITORIAL

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### THE APP IN NEED IS AN APP INDEED



Consider this scenario. You are at the mall shopping for your favourite outfits and accessories. Simultaneously,

you are chatting with your friends on Whatsapp. Your friends accompanying you are calling you for trying another outfit. But as the things turn out, your joy is short-lived. You suddenly sniff the stench of fire coming out of nowhere. All of a sudden, you see people running for cover as you realize that the mall has caught fire due to certain reasons. You start panicking and you feel that fire brigade will show up in few minutes. You keep waiting but it doesn't. By the time, it arrives, most of the shops have been ruined and property worth crores has been set on fire. In the end, you realize that you wish you could have a technology which can get instant help at the time of emergency. Now, this agony can be the thing of past as there is a technology which can get instant help during the time of emergency. Smart 24x7 Response Services Pvt. Ltd has designed the safety mobile Application in the name of "Smart24x7 - Personal Safety App". The special feature about the safety App is that it helps victim to connect with his near and dear ones.

## INTRODUCTION: RDP

Vicky, Director, RDP Started with a mission to provide simplified.. affordable.. computing.. solutions to a nation, whose market size is above 11 million units (CY-'12) and growing more than 4% YoY.

Thin Clients / Server Based Computing, is one of the best alternative computing solution against conventional computing solution (Desktop PC) brings tons of advantages to organizations across all dimensions and taking part in organizations productivity.

Founded by a group of Technocrats, coupled with decades of expertise in assisting organizations and companies throughout



Vicky, Director, RDP.

India and world towards their computing needs.

Innovation is our DNA - at RDP, a quest for innovation is at the heart of everything we do. RDPians in RnD Dept. has developed and deployed transformative thin client solutions to some of the most complex needs in government, industry, science, and education.

RDP's state-of-the-art manufacturing facility in Hyderabad, India is in compliance with internationally recognized standards and ensures that every product has the attributes of Quality, Identity, and efficacy.

The teams of highly trained and qualified staff provide wealth of experience to ensure a high quality standards are maintained throughout the manufacturing process.

We use a flexible and consultative approach to achieve the best possible level of client satisfaction and crucially deliver best results. RDP has an excellent and experienced resource team of Techno-sales Executives, Project designers, developers & Certified Onsite Support Engineers.

RDP has end-to-end expertise in managing thin client projects from concept to completion of any size. We work closely with customers to establish a comprehensive understanding of their business, its needs and its goals.

We lay out a thorough technical plan of action to ensure their needs are addressed and goals are accomplished.

RDP is a results oriented company, with a passion to help our partners and clients in their quest for excellence. With over 1000 clients in India and abroad, RDP has the experience, resources and the technological expertise to help organizations succeed in computing needs, they deliver the best .



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for Micromax **Tablets & Data Cards**  
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Maharashtra and Kerala



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## SAKRI GROUP AND KASPERSKY TAKES ITS DEALERS TO BANGKOK IN BUY & FLY SCHEME



Sakri group and Kaspersky takes its dealers to Bangkok in Buy & Fly Scheme. Around 130 members from Pan India attended the pleasure trip for 3 nights and 4 days. Kaspersky has one of the biggest network in India and most of the major dealers

sell the product as it has the maximum customer demand. Sakri being the National Distributor for Internet Security range of Kaspersky offered the scheme to the dealers for pleasure as Bangkok is always a favourite destination.

## ABHIJIT KISHORE APPOINTED HEAD OF ANDHRA PRADESH OPERATIONS FOR TATA DOCOMO



Tata Docomo, the unified telecom brand of Tata Teleservices Limited, announced the appointment of Abhijit Kishore as Mobility Business Unit (MBU) Head – Andhra Pradesh Circle for Tata Docomo. As the MBU Head, Abhijit is responsible for over-

seeing company's operations and business in the highly competitive Andhra Pradesh market. Abhijit understands the dynamics and nuances of the telecom industry very well, given his vast experience in telecom industry. Abhijit has served multiple roles at Tata Docomo and before taking up the new role as MBU for AP market, Abhijit was the Geography Head - Gujarat Circle, Tata Docomo. In the career spanning more than 20 years, Abhijit has worked with some of the leading corporates across diverse industries, including Bharti Airtel, Reliance Communication and HCL Infosystem. He has done his graduation from Delhi University and has also done his PGDBM from FORE School of Management, New Delhi.

## F-SECURE APPOINTS AMIT NATH AS COUNTRY MANAGER INDIA & SAARC

**Amit Nath**, Country Manager, F-Secure, India & SAARC

F-Secure, a global security leader announced today a key appointment to strengthen the company's position



in India. Mr. Amit Nath has joined F-Secure as Country Manager, India & SAARC and will be responsible for company's India relations, strategy and growth for channels mid market and enterprise business.

Sales, Marketing, Operations,

Program Management and Management functions. With his strong background in security industry and his strategic and operative experience, he will be responsible for positioning of F-Secure as a strong and channel – driven Security Company.



## JAGANNATH PATNAIK TAKES UP GLOBAL DISTRIBUTION FOR MAX SECURE SOFTWARE



'NNR IT Solutions'. The Company will be the Global Distributor for Max Secure Software's Anti-Virus and Mobile Security range of products.

This agreement to distribute Max Secure range of products in India and Overseas was signed on 2nd May 2014 during the inauguration NNR IT Solutions head quarters in Pune. Via this agreement NNR IT Solutions will help Max Secure to grow its business and strengthen its position in the Indian IT market. NNR will help Max distribute its products and services to channel partners and customers across the Country.

Commenting on this occasion, Mr. Sanjay Pradhan, Founder & CEO - Max Secure Software said, "We are happy to associate with NNR IT Solutions to reach out to a large number of channel partners in India

and Overseas. NNR will help us represent our security software range of products of IT security solutions that address PC and Mobile concerns faced by users and businesses every day. We are sure with NNR IT Solution's expertise in channel distribution, we will boost our sales in India and Overseas this year. This partnership will enable the Company to enhance its product portfolios and would provide access to the attractive opportunity in the SOHO and SME segment though a strong channel network and will also create a greater brand recall."

N. Jagannath Patnaik, CEO, NNR IT Solutions further added, "Its indeed a proud moment for me and my team. With our expertise in channel development over the years and considering our longstanding relationship with our partners we look forward to have a deeper penetration in the Indian market to reach out to the end customers. We aim to make Max Secure Software one of the top 3 Security software players in India by the end of this year."

India is expected to have the largest Internet user base in the World by 2015. The Indian market has tremendous potential for Antivirus solutions and NNR IT Solutions would effectively tap into that space. Over the years, Jagannath's role as a technology evangelist has been reckoned with, for spreading awareness and inculcating the habit of usage of Antivirus software amongst Indian users. His keen sense of understanding the market pulse has helped him secure a great relationship across IT Dealers, VARs and distributors. He has been instrumental in bringing software piracy down in India by a great extend.



**14.4Mbps 3.5G BROADBAND ADAPTER**  
DG-BA3314

- Plug and play installation
- Supports SMS, phone book, volume statistics vis software, voice call and USSD support
- Micro SD slot for mass storage of up to 32GB



**PORTABLE POWER BANK 3G ROUTER**  
DG-HR1160M

- 3G USB dongle connection
- Up to 150Mbps wireless speed
- Create 3G hotspot
- 4000mAH battery with power bank



**3G MI-FI ROUTER**  
DG-HR1060MS

- 3G Wi-Fi hotspot
- Connect Wi-Fi enabled devices like Smartphones, Tablets etc.
- 8 devices can work on a single connection



**AUTHORIZED DISTRIBUTORS:** ANDHRA PRADESH: HYDERABAD : Data Systems - 9866604477 • VIJAYAWADA : Data Systems - 9989623356  
• VISAKHAPATNAM : Data Systems - 9247308687 • KARNATAKA: E Caps-080-22238704 / 9845499971, Matrix Technologies Inc.- 080-22247256 / 9945686962, Satya Infotech Private Limited- 080-41507722 / 9448386875, Texonic Instruments- 080-25036600 / 9844033100

**AUTHORIZED PARTNERS:** ANDHRA PRADESH: HYDERABAD : Shree Technologies - 9394887665, ONGOLE : Virat Systems - 9246462940, RAJAHMUNDRY : Digital Solutions - 8096653000 • SECUNDERABAD : Lapis Technologies - 9246946468, Nest Comp - 92465 26796, Raj Infotech - 9246211536, Sai Computers - 9246184658 • VISAKHAPATNAM : Digital Solutions - 9948889000 • VIJAYAWADA : Expert Systems & Software - 9246492715, Sri Sairam Technical Agencies - 9848366205 • KARNATAKA: Net Tech Info Solutions Pvt. Ltd. - 0836-2235121 / 9900193228, Oxford Infotech - 080-41147117 / 9448477688 • TAMIL NADU : Naresh Computers - 9884214345, Ocom - 9600003516, R.K Infotex - 9841536196

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## DELL SERVICES EXPANDS ENTERPRISE MOBILITY OFFERINGS WITH NEW PARTNERS

Dell Services announced it is giving customers enhanced solutions and strategic support for their enterprise mobility strategies through two new partnerships. Partnerships with Apperian, Inc., the leading platform for securing and managing enterprise mobile apps, and Kony, Inc., the fastest growing cloud-based mobile application development platform (MADP) in the industry will help Dell customers through the development, deployment and management of their enterprise mobility applications. These partner capabilities will complement the innovative and award winning Enterprise Mobility Management (EMM) offerings Dell has introduced into the marketplace.

“Mobility is extremely strategic and critical to our customers who are looking to enhance their business outcomes. By pairing up with these companies we will be able to offer our customers more choice and further help them create and manage applications that adhere to the policy and process requirements of their organizations, yet answer the unique demands of the mobile worker,” said Raman Sapra, global head - Business Innovation Services, Dell.

## VIEWSONIC INTRODUCES THE PREMIUM SUPERCOLOR TECHNOLOGY

ViewSonic is officially announcing the integration of its latest SuperColor™ Technology into their projector product series, ranging from value to high-end models. SuperColor™ Technology offers better color reproduction capabilities that can consistently deliver the most accurate colors on each point of the screen. It boosts the quality of projected images to match the image quality of our well-known lines of monitors as well. A leading visual solution provider and color expert, ViewSonic is the first company to apply such advanced color technology into its lines of products, enabling their devices to be used in a wide variety of industries where superior color performance is in high demand. Whether it is for business, entertainment, creative design or in-class lectures, ViewSonic’s visual solutions will enable users to enjoy true-to-life color accuracy in everything they present.

## HP LAUNCHES HP HELION PORTFOLIO OF CLOUD PRODUCTS AND SERVICES

HP introduced HP Helion, a portfolio of cloud products and services that enable organizations to build, manage and consume workloads in hybrid IT environments. HP Helion incorporates existing HP cloud offerings, new OpenStack® technology-based products, and professional and support services under a unified portfolio to help meet customers’ specific business requirements. HP also is extending its commitment to OpenStack technology and hybrid IT delivery—spanning traditional IT, public, private and managed clouds. HP plans to invest more than \$1 billion over the next two years on cloud-related product and engineering initiatives, professional services and expanding HP Helion’s global reach. As a result of more than three years of running OpenStack cloud services at scale in enterprise environments, HP understands that organizations require solutions that are open, secure and agile.

## ASUS LAUNCHES ITS 1ST EXCLUSIVE STORE IN TRIVANDRUM

ASUS, a leading brand, driven by the strength of mastering technological innovation and design perfection for the ultimate life-enhancing and computing experience, today, announced the launch of its first exclusive store Trivandrum, Kerala. The new outlet will feature the entire range of



Touch notebooks, Ultrabooks, Tablets, Phablets and Notebooks including the recently launched products which have been launched in India till date. The ASUS Exclusive Store - Logitech Infoway Pvt

ltd is located at TC-2/209(8), Ebenezer Building, Opp. Chaithanya Eye Hospital, Kesavadasapuram, Pattom PO: Trivandrum – 695033.

## MCAFFEE INDIA ANNOUNCES CONSUMER PROMOTION - “WIN WITH MCAFFEE”

McAfee, part of Intel Security is offering Indian customers a chance to win assured gift on purchase of McAfee consumer products during its limited time promotion – Win with McAfee.



This offer is valid from 1st May to 30th June 2014 and consumers win assured gifts including Bluetooth speakers, wired head

phones, wireless mouse, movie vouchers and pen drives on purchase of McAfee consumer products - McAfee Live Safe, McAfee Total Protection, McAfee Internet Security and McAfee Antivirus Plus. To avail this offer, consumers can visit their nearest authorized McAfee reseller.

McAfee’s consumer suite of products are designed to work together, integrating anti-malware, anti-spyware, and antivirus software with security management features to protect PCs, devices, social networks, identities, family, and home network against cyber threats. McAfee’s innovative security products allow consumers to use parental controls; work and shop online more securely and protect lives in the digital world.

## EMERSON NETWORK POWER ANNOUNCES ‘HOWZZATT OFFER’

In keeping with the cricket fever, Emerson Network Power, a business of Emerson and a global leader in protecting and optimizing critical infrastructure, has unveiled the ‘Howzzatt Offer’ for its channel partners across India. The ‘Howzzatt Offer’ is valid from April 1, 2014 to June 30, 2014 and is applicable on the sale of UPS systems upto 20 kVA.

The scheme is valid for purchases from Ingram Micro and neoteric infomatique ltd. and is applicable only to VARs and NSPs of Emerson Network Power India Pvt. Ltd. The scheme offers channel partners the freedom to choose their target slabs and take home gifts of their choice on achieving them. The minimum sales target has been kept as low as Rs. 50,000. Partners stand to win prizes such as smartphones, tablets, and laptops under the ‘Howzzatt Offer’. They can also choose their own gifts as per the achieved sales targets by logging in to the online gift redemption mechanism on Emerson.bvcrewards.com

## FOXCONN TO SET UP SERVERS FOR CLOUD COMPUTING WITH JOINT VENTURE OF HP

Foxconn, world’s leading manufacturer of computer components and systems is establishing joint venture with Hewlett-Packard (HP) exclusively to manufacture servers for cloud computing and offering related supporting services. The partnership came into effect on May 1, 2014.

Terry Guo, President at Foxconn said, “Development of cloud computing has thoroughly changed the global server supply chain, for suppliers should be able to provide total solutions with design capability to respond to client’s demand and ability for global production, shipment and complete after-sale services.”

Meg Whitman, CEO at HP said, “The partnership reflects innovation in HP’s server business model through combining Foxconn’s R&D capability and manufacturing expertise, with HP’s market leadership in cloud computing products and related services to enable both companies to offer cloud computing solutions which will change existing market game-playing rules.”

## ZOTAC TEAMS UP WITH KAIZEN INFOSERVE

ZOTAC International, a global innovator and manufacturer of graphics cards, mainboards and mini-Desktop PCs, has appointed Kaizen Infoserve Pvt Ltd as its service provider for motherboards and mini pc’s PAN India. ZOTAC launched in India 7-years ago and became the number one VGA brand in 2013. ZOTAC ZBOX mini-Desktop PCs are the first mini-Desktop PCs to enter the Indian market with Intel Core i3, i5 and i7 options.

“ZOTAC has grown leaps and bounds since we started in 2007. In order to expand our reach in tier 2 and tier 3 cities we have tied up with Kaizen. This tie up will result in better service to ZOTAC customers and deeper reach in the Indian market. Kaizen has more than 30 service centers and the expertise for motherboards and mini pc’s”, says Mr. Deepak Gupta, country manager for ZOTAC India.

Kaizen Infoserve provides tech support to many technology hardware companies apart from ZOTAC. It’s tech support reach includes Europe, USA, Middle East, Asian countries, India and the Indian Sub-continent.

**NEW SOLID STATE DRIVE FROM ADATA TECHNOLOGY**



ADATA™ Technology, a leading manufacturer of high-performance DRAM modules and NAND Flash application products, announced the launch of the Premier Pro series SP920 solid state drive (SSD) here in India. Designed to meet the high-performance requirements of multimedia file transfers, the SP920 comes in a 2.5" form factor, and is equipped with the latest generation Marvell controller implementing the SATA III 6Gb/sec specification.

SSDs continues to become mainstream storage selections for a cross-section of user types, largely due to the higher demands placed on primary system disks by operating systems, games, and high definition media. The SP920 is designed for high performance across a wide range of demanding applications, but it is especially fast in the transmission of multimedia files (uncompressed data). 4KB random read / write speeds are as high as 98,000/88,000 IOPS, with sequential read and write speeds of up to 560/500 MB/sec. In addition to these impressive numbers, the SP920 maintains consistently high read and write speeds even when the disk is 90% full. This is in contrast to some solid state drives that suffer performance degradation as the drive nears capacity.

**KINGSTON RELEASES LARGER CAPACITY MSATA DRIVES**



Kingston, the independent world leader in memory products, announced the addition of 240GB and 480GB capacities to the existing SSDNow mS200 mSATA SSD line. Kingston's SSDNow mS200 mSATA solid-state drive allows system builders and enthusiasts a cost-effective performance boost with quicker boot time and application loads while requiring less power than HDDs.

The mS200's small-form factor is perfect for notebook, tablet and Ultrabook™ PCs, as well as a variety of embedded systems. It can also be used as a caching device with motherboards that support Intel® Smart Response Technology (SRT) to improve system performance. mS200 has read speeds up to 550MB/s and write speeds up to 520MB/s.

The 30GB, 60GB, 120GB, 240GB and 480GB mS200 mSATA SSDs have a caseless, PCB-only design with no moving parts and are backed by a two- or three-year warranty, free technical support and legendary Kingston® reliability.

**TRANSCEND RELEASES JETDRIVE SSD UPGRADE KITS TO BOOST MACBOOK PERFORMANCE AND CAPACITY**



Transcend Information, Inc., a worldwide leader in storage and multimedia products, is proud to announce the launch of its JetDrive™ SSD Upgrade Kits aimed at MacBook computers. The JetDrive Upgrade Kits are ideal for professional photographers, videographers, and graphic artists looking to enhance the performance and capacity of their MacBook system, and even includes an easy-to-use drive enclosure for converting the original SSD or HDD into a new USB 3.0 portable storage device.

**NETRACK LAUNCHES NRS-E SERIES RACKS FOR HIGH DENSITY APPLICATION IN DATA CENTERS & SERVER ROOM**



Netrack, a leading solutions provider for data centers and end-to-end IT server racks, announced the launch of UL certified NRS-e series ultra rigid enhanced racks to suit high density applications running in data centers and server rooms. These racks assure 100% compatibility with all equipments conforming to DIN 41494 industrial standards. The NRS-e series also posses additional features like intelligent locking and rack monitoring. (IP & Standalone)

NSR-e series a ultra rigid frames are designed and welded with 4 pillars consisting of 14 gauge steel sheet with 6 folded profile welded steel sheet to top and bottom reinforce. The frame is additionally supported depth wise by welding 6 depth rail of which 4 is folded 75mm16 gauge profiles. The top cover is provisioned for mounting exhaust blower and consist adjustable duct to free the exhaust hot air through false ceiling to PAC unit. The front convex perforated steel door is provided with lock & key and back perforated /plain dual steel door with lock & key and plain dual side panels with free standing on plinth.

NRS-e series is available in 22U to 48U with 600 X1200 & 800 X1200 configurations.

**TOSHIBA ANNOUNCES HIGH CAPACITY HARD DRIVES FOR SURVEILLANCE APPLICATIONS**



Toshiba, a committed technology leader announces the MD03ACA-V series, a high-capacity hard disk drive (HDD) for surveillance applications. Toshiba's purpose-built line of 3.5-inch HDDs is available in capacities up to 4 TB. The 6Gb/s SATA drives spin at 7200rpm and support the industry-standard 512n sector lengths with RV compensation to keep performance under multiple HDD configuration, making the MD03ACA-V series best suited for customers looking for 24/7 video surveillance storage.

The robust design of the MD03ACA-V series provides storage to various video recorders, including surveillance digital video recorders (SDVR), surveillance network video recorders (SNVR) and Hybrid SDVR, delivering 24/7 operation with a mean time to failures (MTTF) of 1 million hours. With up to 4TB of storage, the Toshiba's MD03ACA-V enables support for higher resolution data streams, addresses the need for longer surveillance video retention periods, multi-streaming capabilities, wider temperature resistance and uninterrupted write applications.

**CADYCE LAUNCHES 8-PORT USB KVM SWITCH: CA-UK800**



Cadyce's CA-UK800 8-port USB KVM Switch allow sharing of one local keyboard, mouse, and monitor to access and control upto eight servers or PCs. With the Cadyce KVM switches users can experience superior video quality with resolution up to 2048 x 1536 px, multi-platform support for PCs and Macintosh, channel selection and operation by using push buttons and keyboard hot keys.

Features:-

- USB and PS/2 Keyboard and Mouse supports on Console
- Supports Microsoft IntelliMouse, IntelliMouse Explorer, Logitech NetMouse & Other compatibles
- Channel selection and operation by using push buttons and keyboard hot keys
- Supports DOS, 95 / 98 / 98SE / ME / Windows 2000 / Windows XP / Windows 7 / Windows 8 / Linux and MAC etc
- Supports High resolution 2048 x 1536
- LED indicators for easy port status monitoring
- Hot Pluggable and Plug N Play.

**BIOSTAR BRINGS OUT HI-FI Z97WE MAINBOARD, WITH INTEL SMART TECHNOLOGIES**



BIOSTAR, maker of embedded/IPC solutions, graphics cards, and motherboards has introduced Intel's next generation Haswell based motherboard, the Hi-Fi Z97WE. It comes with many BIOSTAR in-house features such as "Hi-Fi" audio technology.

The Hi-Fi Z97WE is an ATX form factor board that features Intel socket 1150 support. It has 4 memory slots for up to 32GB of RAM. The on-board LAN controller also supports 10/100/1000/2000 with "Teaming" mode. The on-board HDMI supports 4K and 2K resolutions.

It includes the usual high-end motherboard features like USB 3.0, HDMI and PCI-E slots, as well as the newest PCIe development, the "M.2" form factor. The M.2 standard is the newest and smallest form factor implementation of the SATA Express interface (which provides support for PCI Express 3.0 and Serial ATA 3.0), with the addition of an internal USB 3.0 interface. It supports multiple functions for add-in cards, including the Wi-Fi, Bluetooth, satellite navigation, near field communication (NFC), digital radio, Wireless Gigabit Alliance (WiGig), wireless WAN (WWAN), and solid-state drives (SSDs).

**GIGABYTE LAUNCHES FULL RANGE OF 9 SERIES Z97 AND H97 MOTHERBOARDS**



GIGABYTE TECHNOLOGY Co. Ltd., a leading manufacturer of motherboards and graphics cards today launched their new 9 series motherboards based on the Intel® Z97/H97 chipsets with support for 4th and 5th generation Intel® Core™ processors.

"GIGABYTE is excited to launch 4 new series of motherboards for the Intel 9 series chipset, each offering a host of new and unique GIGABYTE features matched with GIGABYTE signature quality and durability," commented Henry Kao, Vice President of GIGABYTE Motherboard Business Unit. "Our 9 series motherboards also offer a future proof platform to our customers by supporting the latest 4th generation Intel Core processors including the soon to launch refresh and unlocked CPUs, as well as future 5th generation Intel Core processors, ensuring they will be able to take advantage of current and upcoming Intel technologies."

**SAVERA MARKETING LAUNCHES HIS R9 280X GRAPHIC CARD SERIES IN INDIA, EQUIPPED WITH AIR COOLED GPU OF IPOWERCX2**



Savera Marketing Agency, one of the leading IT distributors in India, launched HIS R9 280X graphic card series, equipped with turbo boost clock, cooling GPU iPowerIceQX2 in India. HIS R9 280X graphic card is powered with AMD 2nd generation GCN technology, the graphic card delivers optimized gaming performance automatically up to 2.5 times faster. It also offers 4.5 times computer performance and 95% lower GPU Idle Power Consumption. It enhances the stability in critical gaming condition. Turbo boost clock, iPowerIceQX2 makes the card quieter than the reference cooler. The card is below 28dB when watching movies, surfing and working. HIS brings the latest innovations that redefine the GPU by enabling both gamers and developers with unprecedented audio and performance enhancements for compatible games. With using this card, users can experience a 3 screen into a single LCD screen. Moreover, HIS also provides the professional customer service and technical supports to their valuable customer. HIS R9 280x protects PCB components from damage and dust and creates a beautiful modern design unlike any other graphics card in history. It also offers a substantial improvement over the previous generation. HIS R9 Series graphics cards continue to serve as a driving force behind the Unified Gaming Strategy.

**ASUS LAUNCHES Z97 AND H97 SERIES MOTHERBOARDS**



ASUS announced a full range of ASUS-branded motherboards powered by the brand new Intel® Z97 Express and H97 Express chipsets, and including support for 4th, New 4th, and 5th-generation Intel® Core™ processors (Haswell, Haswell Refresh, Haswell Refresh K-series / Devil's Canyon). ASUS Z97 and H97 Series motherboards are fully-featured and perfect for any desktop PC build, whether it's a high-performance PC, a potent gaming rig or a multimedia entertainment center. With ASUS-exclusive technologies to enhance performance and reliability, plus support for the latest ultra-high-speed SATA Express and M.2\* storage technologies, the ASUS Z97 and H97 Series take PCs to the next level.

**BORN TO BE THE FASTEST! ASROCK ULTRA M.2 GEN3 X4 32GB/S SOCKET PROVIDES THE ULTIMATE TRANSFER SPEED**

As motherboard manufacturers unveiled their new



Intel® 9 Series products one after another, we can see the proliferation of PCIe Gen2 x2 M.2 interface on Desktop motherboards

very clearly. However, ASRock Inc. took the lead among other competitors once again. This time it's the Z97 Extreme6 which boasts "Ultra M.2 PCIe Gen3 x4" socket stands out. With its doubled transfer bandwidth, ASRock Ultra M.2 is able to completely break through the speed limit of SATA3 6Gb/s and blow others away!

**AMD FLAGSHIP PROFESSIONAL GRAPHICS DELIVER THE ULTIMATE REAL-TIME 4K EXPERIENCE**

AMD launched the AMD FirePro™ W9100 professional graphics card designed for the next generation



of 4K workstations accelerated by OpenCL™ (Open Computing Language). With cutting-edge graphics, up to 2.62 TFLOPS

double precision of industry leading GPU compute power1 and ultra-high resolution (4K) multi-display capabilities, video, design and engineering professionals can work at a whole new level of detail, speed, responsiveness and creativity. With an industry first 16GB of ultra-fast GDDR5 memory, workstation users can multi-task efficiently across up to six 4K displays2, load massive assemblies and data sets to manipulate them, or edit, color-correct and layer in multiple effects to 4K video projects, all in real-time. Powered by AMD's latest Graphics Core Next architecture, AMD FirePro W9100 gives creative professionals supercomputing-class performance from a single GPU.

**ASUS REPUBLIC OF GAMERS ANNOUNCES STRIKER GTX 760 PLATINUM GAMING GRAPHICS CARD**

ASUS Republic of Gamers (ROG) announced Striker GTX 760 Platinum, a brand-new gaming graphics card powered by the NVIDIA® GeForce® GTX™ 760



graphics-processing unit (GPU), a beefy 4GB of high-speed GDDR5 memory and engineered with exclusive

cooling and power-stabilizing technologies. The GTX 760 GPU is greatly desired by many gamers for being the performance sweet-spot, while Striker GTX 760 Platinum's DirectCU II cooling, CoolTech fan, DIGI+ voltage-regulator module (VRM) and Super Alloy Power components ensure cooler, faster, quieter gaming that also provides great overclocking potential. Sporting ROG's signature red-and-black livery and the color-coded ROG LED load indicator, Striker GTX 760 Platinum delivers superb out-of-the-box gaming experiences in style and brilliant innovations to accelerate gamers ahead of the pack.

**ONE-TAP CONNECTION PERFECT TO CHAT OR LISTEN RAPOO A500 NFC BLUETOOTH SPEAKER**

RAPOO, global leaders in providing cutting-edge wireless peripheral products, announced the launch of the portable 'RAPOO A500 Bluetooth speaker' which is NFC-enabled, allowing user to enjoy music in the most convenient way! Most



of the new-generation mobile phones are equipped with the Near Field Communications (NFC) technology to facilitate easy connection and data transmission between the devices with just one-touch pairing. The

latest NFC-enabled A500 Bluetooth speaker offers simply amazing and outstanding sound quality.

The RAPOO A500 features the most advanced Bluetooth 4.0 technology with the NFC capabilities which allows easy, one-touch pairing by simply tapping it with one's smartphones or tablets that support Bluetooth NFC, it saves the hassle to search for the connection and input the pairing.

**SANDISK INTRODUCES WORLD'S HIGHEST CAPACITY MICROSDXC MEMORY CARD AT 128GB**

SanDisk Corporation, global leader in flash storage solutions, announced the new 128GB SanDisk Ultra® microSDXC™ UHS-I memory card, the world's largest capacity microSD card in India. Smaller than the size of a fingernail, the new SanDisk Ultra microSDXC card enables consumers to use their phones and tablets as if storage limitations were never



a concern, allowing users to capture thousands of songs and photos, and hours of video on a single, removable card. Until now, consumers had

to spread out their content between multiple products because the memory on those devices was not able to hold enough data in one place. This 128GB microSD card is going to be popular as the preferred removable storage option, giving users fast, secure and reliable access to their personal data archives."

**PLUSTEK ENRICHES THE SMARTOFFICE FAMILY WITH ADDITION OF SMARTOFFICE PS286 PLUS**

Plustek, the image solution leader, enriches SmartOffice ADF scanners family with the announcement of SmartOffice PS286 Plus. A productive and professional scanner, SmartOffice PS286 Plus can scan a variety of document till A3 size including plastic cards

and business cards at an optimum resolution of 600 dpi. Targeted at the front office usage of the SMEs, hospitals, law firms, CPA firms, BFSI, education, health care, government, hospitality industry, service centers etc., the SmartOffice PS286 Plus, is a highly versatile and affordable single pass duplex

color scanner in the sheet-fed range. The specialty of this scanner is that with Plustek's special protection sheet, A3-sized document can be easy scanned and generated side by side in a joined image. The user just needs to fold the A3 paper into A4 size and place it into the protection sheet to scan.

**SONY XPERIA Z2 TO BE AVAILABLE FROM 12TH MAY, 2014 ACROSS INDIA**



Sony India launched its most anticipated Premium Smartphone, the Xperia™ Z2 in India, at MRP Rs. 49,990/-. The smartphone combines Sony's best design, display, sound, camera and camcorder experience, as well as an exclusive entertainment offer. The Xperia™ Z2 Android smartphone is designed with the user in mind, drawing on Sony's expertise in premium craftsmanship. Evolving Sony's stunning OmniBalance design, the device has a slimmer and more comfortable feel by having the glass panels encased in a single, solid aluminium frame with smoother edges. This dust-resistant and waterproof (IP55 & IP58) powerhouse blends beauty with function. It also offers the brightest and most vivid viewing experience ever on 5.2" Full HD TRILUMINOS™ Display for mobile with Live Colour LED powered by X-Reality™ for mobile. Sony Xperia™ Z2 has the best of Sony's proven camera technologies, including the Award-winning "G Lens", 20.7 MP "Exmor RS for mobile" CMOS image sensor and "BIONZ for mobile" image processing engine.

**PORTRONICS UNVEILS INDIA'S FIRST WI-FI PORTABLE SCANNER- 'SCANNY 6 WI-FI'**



Portronics, the emerging pioneer in innovative, portable and digital devices, proudly announces the launch of its first Wi-Fi portable scanner in India – Scanny 6 Wi-Fi. The revolutionary new 'Scanny 6 Wi-Fi,' is the latest one to join the series of portable scanner – it's the first and one of its kinds that comes with the Wi-Fi feature.

Scanny 6 Wi-Fi pairs with any mobile phone/ Tablet or laptop having a Wi-Fi connection; using a browser or an Android / iOS App. Scanny 6 Wi-Fi scans and then sends the scans instantly via wi-fi to the Wi-Fi scan app on the computer, where one can organize, create searchable PDFs or send images to the cloud. It can also send scans directly (wirelessly) to iOS and Android devices with an included App.

The Scanny 6 Wi-Fi runs on rechargeable batteries and can scan anywhere without the requirement of a computer. It not only scans but stores the Scans too; until it is synchronised via USB or Wi-Fi.

**LG ROLLS OUT PREMIUM SMART APPLIANCES THAT "CHAT"**

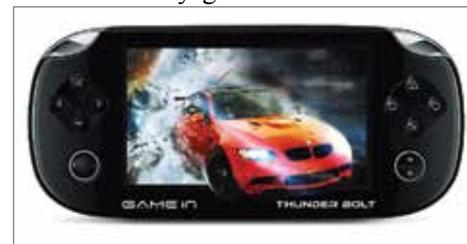


LG Electronics (LG) announced the launch of its premium smart appliances with revolutionary HomeChat™ messaging service in South Korea. HomeChat™ employs Natural Language Processing (NLP) and LINE, the popular mobile messenger app with over 300 million users, to let homeowners communicate, control, monitor and share content with LG's latest smart appliances. Introducing a whole new level of convenience, the company's premium smart appliance lineup includes a camera-equipped refrigerator, a washing machine that allows users to start and download washing cycles remotely via HomeChat™ and a Lightwave oven that supports NFC and WiFi for convenient control from any location.

"Today's intelligent home appliances offer a variety of useful functions but many consumers still find setting them up an extremely complicated process." said Seong-jin Jo, president and CEO of the LG Electronics Home Appliance Company. "Not only does LG HomeChat help simplify and enhance our products, they also deliver a unique user experience, adding even more value to our customers' lives."

**EA AND DISNEY GAMES TOP TITLES NOW PRE-LOADED ON MITASHI THUNDER BOLT2, FIRST OF ITS KIND ANDROID GAMING CONSOLE**

Mitashi GameIn, announced that Thunder Bolt 2 will now come pre-loaded with top popular titles from EA & Disney games worth Rs. 1000. The



top titles that are pre-loaded on Thunder Bolt2 are 'Need for Speed: Shift', 'Hit Out Heroes', 'Toy Story: Smash It', 'The Game of Life' and 'Cricket T20 Fever'. Thunder Bolt 2 game console runs on Android Jelly Bean to give better graphics-tweaked Android games. With the readily available 9 Lakh amazing games and apps from Google Play Store, kids can easily download, play and enjoy their favourite games, and do lot more with Thunder Bolt 2.

Mobile & social gaming has exploded in last two years, and Mitashi's Thunder Bolt 2 takes it a leap forward. Classic titles from EA and Disney Games have been exclusively customized for the Android platform of Thunder Bolt 2 so that the new gen kids have quality gaming for them which also establishes gaming capabilities of this dual core machine. Mitashi has pulled off this major coup that will redefine the parameters of Indian gaming industry by bringing together the two giants EA and Disney.

## AKITDA CELEBRATES 10TH ANNIVERSARY WITH AGM & STATE CONVENTION



AKITDA, All Kerala IT Dealers Association celebrated its 10th Anniversary with Annual General Body Meeting and State Convention on 11th May, 2014 Mamman Mappilla Hall at Kottayam. The AGM of the All Kerala IT Dealers Association started in the afternoon session, its one of the premier events in the IT industry of South India. The focus was on the new business strategies in this changing time. Transport and Forest Minister Sri Thiruvanchoor Radhakrishnan inaugurated the AGM. T D Joseph (State Treasurer KVVES) also attended the function. A grand rally was organised and dealers took part in the procession towards the convention center

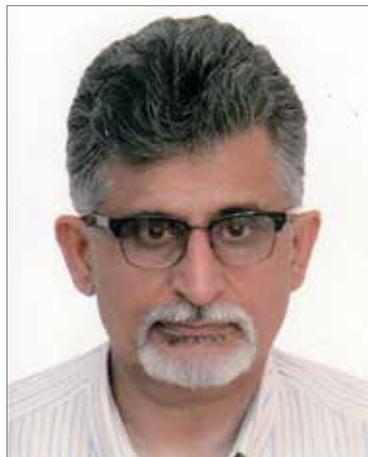


through the heart of the Kottayam city at 4.30pm.

The Main event State Convention-2014 started at 5.30pm. Hon'ble chief Minister of Kerala Sri Oommen Chandy was invited to inaugurate the function but due to some work he couldn't attend. The function and Charity Welfare Program "Snehasparasham" was inaugurated by Hon. Finance Minister Sri KM Mani. Organ Donation agreement was inaugurated by Sri. Mathew Thomas MLA by handing over to Fr. Devis Chiramel (Chairman Kidney Federation of India). Sri VN Vasavan Ex. MLA (Chairman Rubco) presented the Keynote address. President of South India IT Association-Karthikeyan, Past Presidents of Confed-ITA Kuberan & Muthuswamy, Present Secretary of Confed-ITA Balakrishnan Chinnasamy also attended the event. Sri Santhosh Kumar (Chairman Municipal Council Kottayam), Sri Ettumanoor Radhakrishnan were some of the dignitaries graced the occasion. With various entertainment programs and gala dinner, the program ended with grand success.

## PCAIT "DISPUTE SETTLEMENT COMMITTEE" HELPING ITS MEMBERS TO RECOVER THEIR AMOUNTS FROM DEFAULTERS

Payment defaults in business are norm of the Day. Lengthy and painstaking judicial procedures for its recovery are a tonic for defaulters. In wake of this, we have bestirred the "Dispute Settlement Committee" with active participation of our President Sri Alok Gupta and Committee Member Sri Anuj Modi. Since the election of new Executive council last year, this committee has helped its members recover long pending dues from erring partners and customers.



Going a step forward, "Dispute Settlement Committee" is experienced in providing institutional Arbitration and Conciliation Services to desirous Members, Partners, Distributors and OEM's in the "ICT" fraternity in the milieu of Arbitration & Conciliation Act 1996 of Alternate Dispute Resolution (ADR).

## AIT-BEGALURU CONDUCTS BACK TO SCHOOL FOR BUSINESS SKILLS

Association for Information Technology, Bengaluru (AIT) conducted Back to School for Business Skills Workshop for its Members on Saturday, 10

May 2014 from 09:30 am to 01:30 pm at Hotel Chalukya, Bangalore.

There were four sessions during this programme:

The first was a Training Session with the theme "Six Levels of Service"

wherein the trainer Raja Gopal spoke about the various levels of service from criminal service, basic, expected, desired, surprising and unbelievable service. The session was highly interactive.

Next was the keynote address by Ms. Meera Raman, Associate VP, Marketing & Communications, Tally Solutions Pvt. Ltd. She spoke about her perspective of how to counter the challenge posed



by Online Stores to the channel community. The channel needs to work on their USP of face-to-face communication with the clients, give higher levels of service, provide effective solutions as well as offer competitive pricing. In addition, she explained how the channel should use on line tools like facebook, linkd in, whatsapp, etc. to improve business.

This was followed by a session on Lateral Thinking by Guruprasad. Several interesting problems were put forward to make the attendees think out-of-the-box for solutions. The importance of looking for different types of solutions on a 360 degree platform and to choose the best solution, was emphasized.

The last session was again by Raja Gopal on "Illusion to Reality" which encompassed focused actions to attain goals, to make Dreams into Realities.

The programme was well attended, and was sponsored by Tally Solutions Pvt. Ltd.

## TITA CONDUCTS AGM IN TIRUPUR



Tirupur IT Association (TITA) Conducted its Annual General Meeting on 26th April 2014 at Hotel MKM Rich in Tirupur. TITA invited all the IT dealers of Tirupur in the event both members of the association and also non-members, Totally around 125 Members were present in the event and everyone was enthusiastic as there was lot of attraction. Recently elected Confed-ITA president Natarajan and secretary Balakrishnan attended the event. On the same day the year book published by TITA "ITA vin Suvagal" was launched in the occasion. The book was highly praised and it was all the hard work of the editor Murali Kumar, says, Pratheesh Mathew, Vice-President, Tirupur IT Association. Microtek was the main sponsor for the event, MROTEK and Solar care were the co sponsors.

## NEW TEAM OF CONFED-ITA GEARED UP TO DO ITS BEST

Confed-ITA, the biggest IT association of South India selects is new team for the next financial year and the respective office bearers are geared up



to take their responsibilities and start their work aggressively. Coimbatore, Erode, Madurai, Delta and Tiruvannamalai associations are part of this leadership covering the entire stretch of the state which would help the partners address the issues at the regional level. No doubt like the previous leaders Kuberan and Muthu Pillai, the present leader

Natarajan will show its best performance due to his previous experience in local association. Almost everyone in the new team has worked in their local association. The team is a perfect mix of a one technical diploma holder, one commerce graduate, two master's degree and one pursuing masters in engineering.

The new team is also getting ready with the preparations of 7th Confed Summit 2014 which will be held at Holiday Inn resorts, Goa from 14th to 16th June. The registration fee for Confed-ITA members is Rs 5000 includes 2 night and 3 days stay with food. The official programmes is on 15th June from 9am to 7.30pm. So far 450 members have been registered and the expected is around 550. The events main Sponsor is HP and the one of the co-sponsor is Lenovo and the team is under process to finalise another co-sponsor and also entertainment sponsor. Totally 12 stalls are planned with 8x8 size, few stalls have already been booked and interested can contact on this the mobile number 9894055625.

The new team includes President Natarajan Muthuswamy, Secretary Balakrishnan Chinnasamy, Vice-President Saravanan Venkatesan, Treasurer Kamalakkannan Perumal, Joint Secretary-1 Senthil Kumar Shanmugam, Joint Secretary-2 Sunil P Govindan.

## RICOH SCHEME-SUMMER COOL OFFER PRESENTED BY COMPUTER POINT

There are many schemes running presently in Ricoh, Recently Computer Point owned by Balamurali presented the gifts to their dealers who have completed their scheme.



It was Buy Ricoh 3510sf all in one Laser printers 4 nos and you get a 1.5 ton 5star rating branded A/c absolutely free and also for 2no of 3510sf printers you get a 6 grams gold coins. The first winner was Mr. Kumar of Sri Lakshmi Narasimha Computers Guntur and other winners were

Srinivas of Sri Medha computers and Raheem of Star computers & printers. The gifts were handed over by Ravi, Sr.Marketing Executive, Computer point, Vijayawada.

## INDIA TO LEAD DEMAND FOR TABLETS IN ASIA-PACIFIC REGION



Global chip maker Intel Corporation is betting on India and three other countries to lead demand for tablets in the Asia-Pacific region.

India will be the biggest beneficiary of the growth in tablets among the four Asian countries with highest (16 percent) demand in the APJ region," Intel director for software and services group Narendra Bhandari told reporters here Thursday.

Though Intel estimates the overall tablet demand in Asia Pacific and Japan (APJ) to be 32 percent in 2014 as against 47 percent in 2013, India, Indonesia, Japan and Australia will account for 59 percent of the total demand in the region.

"With about 200 million middle-class potential customers in India, we are seeing a lot of traction for tablets and 2-in-1 mobile devices in the 7-9 inch screen sizes at different price points," he said.

To cash-in on the growing demand for tablets and new mobile form factors like 2-in-1s, the company's Indian subsidiary is working with global OEMs (original equipment manufacturers) such as Acer, Dell, HP, Lenovo and Panasonic to roll out Intel-based tablets starting at Rs.10,000.

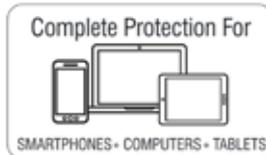


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## WD'S PRODUCTS ARE DESIGNED WITH THE CUSTOMER IN MIND AND ENGINEERED TO WORLD CLASS PRODUCTION STANDARDS

*Khalid Wani, Sales director, Branded products, India, Middle East & Africa, Western Digital*



**WD is top selling brands in storage in Indian market now, what made it so?**

This is thanks to a combination of delivering innovative, class leading products and strong after sales support. Our recently launched My Cloud personal cloud storage device is just one example of our relentless focus on delivering state of the art products that offer customers the best user experience. The WD experience continues even after someone has purchased a product as we have invested in making it as easy as possible for customers to receive service and support - if the situation arises where a customer has to have his product replaced, he can either drop it off at one of our designated drop point locations (over 60 across India) or he could have the product collected right from his doorstep and, likewise, have the replacement product delivered to him.

**What kind of latest technology products you are dealing with?**

In the consumer segment mobility and remote data access are hot topics. Consumers with mobile computing devices such as ultrabooks, tablets and smartphones either want to travel with a portion of their data, or they want access to all their data from any device and from anywhere that they may be. For those who wish to travel with their data, we've launched portable drives such as the My Passport Ultra that offer up to 2TB of capacity and for those that want a slimmer solution still, we also recently launched the My Passport Slim in India - the 1TB drive measures just 110 x 80 x 12.3mm (L x W x H). For consumers

that own multiple computing devices and want to share and access their data, the My Cloud is the solution of choice. With a My Cloud a consumer can centralise all his data on a single storage point in his home and can access this data from any of his computing devices. Remote data access is also provided via the My Cloud's personal cloud feature that allows a consumer to upload and download data from the device using either the desktop application (for desktops/notebooks) or our My Cloud app for smartphones and tablets. With a one-time upfront cost and offering up to 4TB of capacity, the My Cloud is far more cost effective than paid-for cloud services.

**We have been regularly listening about the new initiatives by WD in cloud segment; name the few products you have been operating in the Indian market?**

Our recently launched My Cloud is a complete solution for users to organize, centralise, secure and access digital content. Data stored on a My Cloud can be accessed from any device, from anywhere in the world. By simply connecting a My Cloud to the Internet, consumers get the anywhere, any-device access they can get from the public cloud, without having to pay monthly fees or giving up control of their personal data. Using My Cloud, users can share files, stream media and access content anywhere with no monthly fees and feel secure in the knowledge that their cloud resides in their own home under their exclusive control.

**What will be the strategy to tap the cloud market? Will you be going to target the SME segment?**

In the consumer space we believe that there is a lot of potential for the adoption of personal cloud storage devices such as My Cloud. A key part of our strategy is education in terms of both end consumers and our partners. There is a definite need for products like My Cloud as a growing number of consumers adopt multiple computing devices and want access to their data from any device, at any time and from anywhere that they may be. My Cloud is the perfect solution and we will be tapping multiple channels including social media to educate the end user on exactly what My Cloud can do for their digital existence. We will also be focussing on educating our partners so that they are fully aware of the features and potential of the product, so that they can convey this to their customers and field any questions that may arise. For the SME segment, the storage solution that we recommend is our WD Sentinel DX4000, which offers up to 16TB of storage and also offers remote data access. This solution is designed for deployment in small or medium sized organisations who don't employ dedicated IT staff.

**Where is the big growth opportunity in personal cloud space?**

The massive growth in data accumulation and generation has led consumers to demand higher storage capacities. Furthermore, increasingly mobile lifestyles have made remote data access a priority for consumers. While public cloud provides the convenience of accessing data from anywhere, storage capacity on a public cloud platform comes with an annual or monthly cost. Besides this, there are always concerns over the security of data on a public cloud. A personal cloud device like My Cloud addresses these concerns. Not only does a user get extra storage and have the freedom to access his data from any device, and from anywhere but he also has complete control over who can access the same. As more consumers become aware of these features, the personal cloud space is bound to grow further.

**What kind of channel support would you be giving on this initiative?**

We have always believed in empowering our channel partners and addressing their needs. We strive to build mutually beneficial relationships and ensure that we invest enough time and effort in reaching out to our partners, so we can listen to their concerns; provide solutions wherever required and train them on all our products so they can properly address their customers.

We regularly organize training programs for partners where each program is aimed at helping partners in a unique way. 'WD Master Blaster' provides updates and basic technical knowledge of new products and engages them with brand WD by providing marketing collaterals, arranging contests and awarding incentives. 'WD Ki Paathshaala' updates the resellers about new products, features like external or internal

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

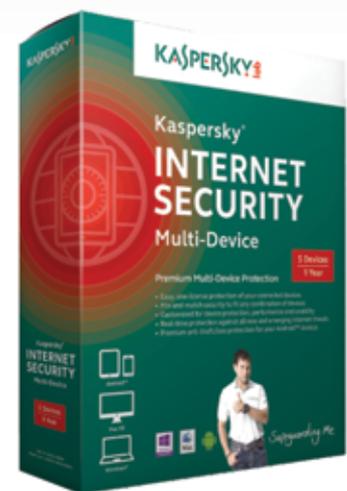


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HDDs, SMB products, and niche products in the home entertainment category etc. Similarly, 'WD Contact Program' helps to build relationships with channel partners in the upcountry markets and provide them with direct contact with the company.

**How do you want to compete with the existing big brand and why customers should go for your personal cloud solution with WD?**

WD's products are designed with the customer in mind and engineered to world class production standards. As the world's leading storage vendor we always endeavour to live up to the expectations customers have of brand WD and its products. Beyond offering class leading products, we stand by our products with top notch after sales service and warranty support across India. We believe that a user should be able to get a replacement product with the same ease as he purchased his product. This is where WD once again differs from other players in the market. WD provides 'WD Express', a door-to-door replacement service that

ensures that in case a customer's product has to be replaced, it is easy to do so. With 'WD Express', the product is collected from the user's address and once it passes our warranty criteria, a replacement drive is then delivered to the user at the same address. A customer can also drop off his product at one of our many drop point locations spread across India and then, once his product has been processed, a new product will be delivered directly to his doorstep.

**What kind of after sales service/warranty service you are offering to the channel as well as customers?**

Across India WD offers 'WD Express', which is a free service that can collect and deliver products to a consumer's doorstep. Besides this, WD also has over 60 drop points across India where customer can drop off their products. With both options the consumer can look forward to a stress-free replacement process.

## THE KEY FOCUS FOR US IS THE DIGITAL PRINTING EQUIPMENT PRODUCTION

*Vipin Tuteja, Executive Director, Technology, Channels & International Business, Xerox India*



**How is Xerox positioning these digital press solutions in India?**

Xerox has always focused on delivering end to end digital printing solutions to our customers to fulfill their exact requirements. The Xerox Color Press 1000 and IJP 2000 are our finest digital production presses which cater to a wide range of customer print applications. These newly launched digital press gives our customers an edge in meeting their key printing demands of vibrant images with smooth sweeps, crisp,

sharp text, page to page, job to job consistency, speed, excellent colour reproduction, front and back registration with offset like quality & productivity.

**What would be the go to market strategy to push these kind of solutions in the market?**

These devices are high end in nature and are capable of producing high quality prints at a fast speed. We have got a huge portfolio of devices in the digital printing segment. Furthermore, we have a robust channel ecosystem which helps us to reach out to more and more customers across the country. We have installed the first ever Xerox iGen 150, one of our marquee products recently in the southern market and have received a good feedback from the customer regarding the product. We have also launched two marquee products at the Print Expo 2014 and hope that the customers will have a positive feedback for these machines as well.

We have a wide partner network who cater to different segments of the printing market and we plan to push our solutions extensively through our wide partner network spread across the country.

**Please share some details about your growth plans for India? What kind of growth are you looking at?**

There are a couple of exciting news that we will announce in the next two to three months. It is going to be exciting in the production space. The key focus for us is the digital printing equipment production, which is growing year-on-year by 20% in India. We definitely think we are going to be one of the top players in this segment. Having said that, we want to do this in a profitable manner, while keeping up our promises on the deliverables.

**What are the big priorities for Xerox today?**

We had expanded last year to a total of 200 Tier I and II cities and 2014 will all be about consolidation. This year we will be looking to consolidate our present base and look at exploring new opportunities. We also have a couple of exciting launches planned for the latter half of the year and we expect those products to be readily accepted by our customers.

**How important is the channel community for Xerox today and how do you ensure to create unique relations with channel?**

Channel partners are very important for our business. They are the extended team and the face to the customers on most occasions. The channel partners are the ones who reach out to the customer and know the ever-changing marketplace and inform us of the changes in demand and the overall market at large. We value our channel partners and hence have different channel levers to make sure that the partners are ready and well equipped to do business profitably and to gain confidence of the customers.

We had also organized two large scale events in 2013 to reward and recognize the top performing partners. We had also received good response for the events and we saw huge number of participation from the channel partners. Xerox Partners League was about celebrating Channel Excellence. It was a platform for recognizing significant performances of Xerox Channel Partners who had contributed to the growth of Xerox in India. XPL was also in line with our philosophy of Xerox Partner First Channel Program with an overall objective – To Drive Growth Together.

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