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6,8,10 Pages

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GROWTH OF SERVICES SPELLS OPPORTUNITY FOR CHANNEL PARTNERS TODAY

As traditional channel partners look for better ways to engage with their customers, there is a huge potential in terms of delivering services around solutions for the partner community.

This is a tremendous opportunity to capitalize on new endeavors and address the growing need for solution enablement, education and migration to new age technologies for the enterprise customers.

As industry analysts such as Gartner and IDC have evaluated, cloud computing is an important development driving the IT market. Now that Internet access has been deemed a basic human right by the United Nations, the possibilities around the Internet of Everything have expanded as well.

All these trends when put together, create a great setting for channel partners to offer services

around these technologies and get closer to their set of customers.

Also, there needs to be education and enablement practices that are key to successfully evaluating and fully capitalizing on business opportunities for the enterprise.

Solution providers and technology partners who have an eye on the ever-changing technology landscape, will continue to grow and create opportunities for themselves and also add big value for their existing and future relationship with their end customers in SMB or the enterprise segment. And delivering the right services will take them a step ahead.

Dinesh Shyam Sukha
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SMART CITIES OFFER A BETTER QUALITY OF LIFE



More than two thirds of the world's population will live in cities by 2050, up from 50 percent today. This prediction, from the United Nations, has encouraged governments worldwide to turn to smart city planning as the best way of coping urban growth related problems.

Given the planet's limited oil and gas reserves, water shortages in large urban areas, the increasing challenge of waste treatment and disposal, and growing demand for clean energy it makes sense to plan for the future.

Senior corporate executives attending the "Smart

City Forum" on June 2, suggested that technologies and services linked to the Internet of Things (IoT), open data and automation can be used to improve quality of life by facilitating lower energy consumption and environmental pollution. "With smart systems, we can do more with less," said Benedetto Vigna, Executive Vice President of STMicroelectronics, a French-Italian semiconductor manufacturer headquartered in Geneva, Switzerland. Urbanization creates unhealthy city climates and contributes significantly to climate change.

In contrast, a smart city uses digital technologies or information and communication technologies (ICT) to enhance urban services, reduce costs and resource consumption and to engage more effectively and actively with its citizens. Major technological, economic and environmental changes have generated interest in smart cities that can address climate change, economic restructuring, ageing populations and pressures on public finances.

Cities in different countries have joined with the ICT industry in efforts to boost the efficiency and effectiveness of building, energy and transportation management. This trend suggests vast business opportunities for firms engaged in shaping the cities of the future. By definition, a smart city is built on awareness and real-time control of critical city infrastructure. Indeed, urban residents and their smart devices are key actors in ensuring the smart city does more with less. Infrastructure evolution using smart sensor nodes enables new services like traffic monitoring, weather stations and improved security, Vigna pointed out.

A smart city can install remote activation and dimming controls to save energy. Such systems can also be used to monitor lamp failure and connect stations for air quality, security and traffic controls. Smart-connected cars make for a safer, more efficient and

greener journey via optimal routes to avoid traffic and minimize fuel consumption. In addition, active safety measures make driving safer and provide information for city traffic controllers on a real-time basis.

Smart gas meters allow power generators to match consumption more efficiently and give users more control over their usage. Smart meters supply real-time information to consumers and consumption, quality and outage information to providers, leading to more flexible tariff schemes and billing.

A smart city could also use connected garbage cans that allow better management of garbage collection and related services, allowing for collection only when necessary and avoiding overfilled cans that lead to frustration and dumping. A smart city requires big data processing cloud computing, smart personal devices, smart sensor systems, smart actuating systems and smart energy, Vigna said.

Leopold Beer, regional president at Bosch, a German multinational engineering and electronics company said that sensors driven by microelectromechanical systems (MEMS) are essential for people to interact with the digital world and smart cities will have far-reaching impact on how people live.

Bernd Barkey, chairman of the European Chamber of Commerce in Taiwan and co-organizer of the forum, said the development of smart city systems does not require more energy consumption. On the contrary, such measures would make Taiwan a more livable, comfortable and profitable place.

Business opportunities linked to smart cities include open development systems to make it easier and faster for creators of devices for smart cities to develop prototypes.

Ford Lio Ho Motor Company President Thomas Fann, Alliander NV strategist Bram Sieben and TUV Rheinland Taiwan Chief Operating Officer Bodo Kretzschmar also shared their views at the forum.

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LENOVO APPOINTS ROHIT SANDAL AS NEW INDIA HR HEAD



Rohit Sandal
Lenovo India, HR head

Analytics.

Lenovo, the world's largest PC maker and an emerging PC+ leader, announced the appointment of Rohit Sandal as the company's India HR head. Subhankar Roy Chowdhury, the erstwhile India HR head, will take on a larger mandate as the Global Head HR Strategy, M&A and

"We are delighted to have Rohit Sandal on board", said Amar Babu, Managing Director, Lenovo India. "People have always played a critical part in Lenovo's success across the globe. Rohit joins us at an opportune time in our journey to be the frontrunners in the PC+ era. Given his proven track record, we are confident that Rohit will be able to build on this strong foundation and seamlessly integrate talent across our newly acquired businesses."

"I am excited to join Lenovo, an organization reputed for innovation" said Rohit Sandal. "I look forward to the opportunities ahead and I'm excited to be a part of an energetic team where cultures of multiple countries are embraced and people are encouraged to learn from other markets. It is an opportunity for me to build a stronger organization that will drive the company towards its next phase of growth."

EPSON OPENS ITS FIRST EXCLUSIVE EPSON EXPERIENCE ZONE IN CHENNAI LOCATED AT MAGNUM COMPUTER



Epson, a global leader in digital imaging and printing solutions announced the launch of its first Exclusive Epson Experience Zone (e³) in Chennai. With the launch of the Exclusive Epson Experience Zone (e³) Epson will showcase its wide range of product offerings for Home, Commercial and Office applications under one retail roof. The Exclusive Epson Experience Zone (e³) is located at Magnum Computer, Old no.89, New no.189, V.M. Street, RK Salai Mylapore (Near Krishna sweets), Chennai to maximize its reach to consumers.

At the inauguration of the Exclusive Epson Experience Zone (e³) in Chennai, Mr Toshiyuki Kasai, President, Epson India., said, "In keeping with our growth strategy, we are pleased to unveil the first Exclusive Epson Experience Zone (e³) in Chennai. This is Epson's 13th such outlet in India. The Exclusive Epson Experience Zone (e³) is designed to provide consumers with an immersive experience of Epson's fantastic range of products under one roof"

TALLY APPOINTS P.L COMPUTERS AS ITS DISTRIBUTORS FOR ANDHRA PRADESH



In a grand event on 10th June, 2015 at Hotel DV Manor Vijayawada, P.L.Computers were introduced as the distributors of Tally products for the state of Andhra Pradesh. Close to 40 Tally partners, most of them major IT vendors attended the event which essentially was a connect meeting between them and P.L.Computers. Partners placed their introductory order at the event itself marking an auspicious start to this new relationship. The event also witnessed attendance from IT vendors who weren't Tally Partners. Most of them left with a strong belief in the Tally business and the growth opportunities it presents with it.

"This new association with Tally Solutions brings with it high expectations and great excitement. We are very glad to be a part of the family and we truly believe that this business will help us achieve greater heights." He also shared his views on the importance of Tally business for all IT vendors in the current scenario where selling IT product is completely dependent on price and challenged by online sellers, "Due to these factors, we are experiencing an erosion of even our best customers. Under these circumstances Tally provides us a platform to reach out to our customers and prospects and share our IT expertise with them and be in regular touch with them" said, Jayant Jain, P.L.Computers.

Representatives from Tally Solutions talked about the various ways Tally has been working with partners to ensure a delightful customer experience from all Tally products, services and solutions further strengthened by the recently launched partner program 'Vridhhi'.

D-LINK APPOINTS NEOTERIC AS ITS VALUE ADDED DISTRIBUTOR FOR FUTURISTIC PRODUCT RANGE

With enhanced focus on futuristic networking & in a bid to expand its distribution network,



Tushar Sighat
Executive Director & CEO,
D-Link (India) Ltd.

D-Link (India) Limited announced the appointment of neoteric infomatique as its Value-added distributor. neoteric, one of India's leading distribution company in the country will act as the promoter & facilitator of D-Link's futuristic networking range across the length & breadth of the country.

In recent times, D-Link has introduced a gamut of futuristic networking range that aims to benefit the new age digital consumer lifestyle. D-Link's range

of futuristic products include Wireless AC Series of Router, mydlink Enabled Camera, Baby Camera, Media Streamer, Range Extender, IoT Range of products. neoteric as a value added distributor will work towards propagating D-Link futuristic networking range & create a strong customer pull in the market.

Commenting on the strategic development Mr. Tushar Sighat, Executive Director & CEO, D-Link (India) Ltd. said, "D-Link as an enabler of connectivity solution has products that are exclusively designed for today's tech savvy customer, aspiring for a digital lifestyle that is also future ready. With focused approach as an integral part of our core business strategy, we intend to garner customer attention on this new age technology. It is our endeavor to enable the masses to benefit from our futuristic networking range. As a result we have roped in neoteric as our value added partner to take our futuristic lifestyle technology to newer markets & widen our customer base. We are also confident that this partnership will further contribute to our persistent growth"

DELL RECOGNIZES CHANNEL PARTNER ECO-SYSTEM FOR CONTRIBUTION TO THE COMMERCIAL SEGMENT



Dell, the world's fastest-growing large integrated IT Company recently hosted the 'Dell India Partner Summit', the largest channel partner and ecosystem event for Dell India till date. The summit was a gathering of 100 top performing preferred and strategic Channel Partners and Distributors of Dell in Prague from 14th – 17th May, 2015. The theme of the summit was 'Partnerships' and aimed at further engaging closely with them to understand their challenges and seek feedback, sharing ideas, and discussing strategies and programs to improve sales.

Anil Sethi, Director & General Manager, Channels,

Dell India said "The partnerships we have built with our Channel Partners have played a critical role in Dell India's success in the commercial business over the last one year across all aspects of the datacenter. The Partner Summit - 2015 was an opportunity to further strengthen these partnerships, strategically align ourselves with our channel partners and maximize effectiveness through this route-to-market. The platform raised important discussions surrounding improving customer satisfaction and ensuring smoother transactions. We are looking forward to another year of great partnerships and phenomenal success through the Channel Route."

Sudharsan R, Commercial Marketing Head, Dell India added: "Dell will remain committed to helping develop the channel ecosystem and geared to solve customer pain points through a solutions based approach, using Dell's end-to end technology solutions portfolio. Listening is an important part of our strategy, both to our customers and channel partners. The summit allowed us to engage and listen more closely to partners to further enhance the quality of our partnership and engagement."

Dell felicitated top performing channel partners and distributors with awards in terms of revenue, commitment and contributions to the Dell Commercial Business. Among the 16 key awards presented included the Dell Excellence Award presented to IRIS Computers Ltd for Exemplary Contribution to the IT Industry in India.

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GOING STRONG AND GROWING WITH MEMORY

Memory has always been an integral component of India's IT scenario and today is no different, global as well as Indian brands are vying for the Indian market segment where there are huge opportunities that lie ahead, as a result, memory presents a great opportunity in front of the channel community to go strong as well as ensure growth for themselves as well as their customers.

Indian Market Scenario

As per the views of **M A Mannan, Country Manager, Corsair Memory India**, Channel partners play a



very key role during any purchase. They are the opinion leaders for majority of customers and their advice matters the most.

"In such cases, recommending best in class memory brand can be very crucial to maintaining trust among their consumers. Most of the sales happen from repeat customers which is a sign of trust. Also, channel partners should not be focused more on the price aspect. Customers usually stretch their budget for quality. It is time what matters the most! A faulty memory module would demand time for repair/replacement, which consumers just hate!" he explains.

As per the views of **Richard Tan, MD & Director, ADATA Technology India**, DRAM Modules or Memory as it is popularly known in the channel fraternity is still one of the important PC component and still gives channel ample opportunity to earn high margins.



"An industry observation in the last couple of quarters is that the PC segment – especially the Gaming PC segment is once again picking up. Secondly in Gaming PCs the requirement on DRAM modules is slightly higher as compared to the general PCs. The minimum configuration that the users are nowadays going in for Gaming PCs are 4GB and above. Also the ASP (Average Selling Price) of these is much better that gives higher margins," he explains.

According to **Rajesh Goenka, Vice President Sales and Marketing, Rashi Peripherals**, Memories are



of two types one is the traditional DRAM and the second is flash based; which comprises of USB drive, Micro SD, Camera cards and SSD. Both businesses have different business dynamics.

"DRAM is more of a system Integrator based product which goes inside the PC box. This is very price sensitive as the rates keep fluctuating almost weekly if not every day. Smart resellers keep a track of the

demand in the local market and the DRAM exchange which indicates the worldwide pricing trends. They plan their stockings accordingly, broadly there are few opportunities that enable the partners to earn fat margins, and partners are always on the lookout for the same," he explains.

As per the views of **Umesh Modi C.E.O, ZION, IT** business now has become very challenging. Dealers struggle to manage their costs. Hence they are forced to cut costs. But this needs to be done keeping a long term perspective.



"Unfortunately, dealers have become 'Penny wise Pound foolish' these days. Memory is the first product which comes under the hammer. In order to save on costs, they chose inferior memory modules which come from unauthorized channels and are without warranty. Hence, when these come for warranty, which has a real high chance, they end up losing the entire cost of the module. We urge channel partners to opt for Genuine memory modules, as they ultimately save money in the long run. We, at ZION, offer a silver coin for every module that comes under warranty, along with instant replacement. This ensures extra profit to the channel when any module comes for warranty!" he explains.

Key Focus Areas

According to **M A Mannan, Country Manager, Corsair Memory India**, Corsair has successfully dominated this segment with its Vengeance and Dominator series of RAMs. "With quality on our side, we focus more on channel strategy. Corsair has memory for every customer according to his budget vs for entry level, Vengeance for gaming and overclocking and of course Dominator- the world best and fastest dram. We would like to educate our partners about our unparalleled technology in RAMs. Corsair memory modules have wide-spread usage in gaming, designing, healthcare, editing and more. We have invested our time and money in building Corsair in India and there are certain perks in associating with a world class brand like ours. We welcome our partners and customers to connect with us for information on our products," he adds on.

Talking about some of the key focus areas, **Richard Tan, MD & Director, ADATA Technology India**, ADATA as a brand in DRAM modules is pretty strong in Kerala, Gujarat, West Bengal, Bihar and NCR region. "These areas put together account for almost 45% of revenue from DRAM segment. In rest of the regions though ADATA is presence is significant but so are competitive brands as well." He explains.

Talking about the key focus areas, **Rajesh Goenka, Vice President Sales and Marketing, Rashi Peripherals**, says that Rashi works with all tiers of channel, and provides not only distribution but service too. This enables partners to have complete business satisfaction and confidence. In today's scenario, there are many non-branded players which are the biggest challenge we face. Hence, we need to improve awareness of branded products with local warranty in the market and this is the key for our success," he explains.

Umesh Modi C.E.O, ZION, says that, our focus is now 2 pronged. On one hand, we focus on the system

integrator who wants to build good quality, headache free systems. This integrator might be building desktops, thin or mini PCs, or even servers.

"We have a dedicated team working with server partners and Thin PC Assemblers who focus on building robust server client solutions for corporates. Our second key focus area of focus is the end consumer who has the knowledge to build his own PC. Mainly gamers and PC enthusiasts are our targets. We do this by regularly interacting with them through campus activities, gaming events, both online and in cafes, as well as through our facebook page. Our facebook page www.facebook.com/zionram.in has more than 23000 followers, majority of whom are between 15 and 25." He adds on.

Opportunities and Challenges

As **M A Mannan, from Corsair Memory India** says, it is the Tier II & III cities, where channel partners can make the most out of Corsair. This is where recommending Corsair would help partners and the company to grow. Also, online and LFRs are able to churn numbers consistently.

"We deal with our channel partners exceptionally well and extend our full cooperation to them. Our partners have had no unpleasant customer feedbacks and always had a healthy image in the market. It is very important for us to have the same synergy among us to move ahead. Our responses to their queries are quick and efficient. By promoting brand Corsair the channel partners fetches a fair amount of margin which is evading other entry level brands," he adds on.

Speaking about the challenges, **Richard Tan, MD & Director, ADATA Technology India**, One of the biggest challenge for a successful DRAM brand is availability of modules through GRAY or parallel channels. This though may not be too bad for a brand as its availability only shows its popularity – but the distributor business bleeds a lot because of this. Secondly, after sales support suffers because of this – as most of the SKUs do not carry global warranty and because of which the end customer suffers.

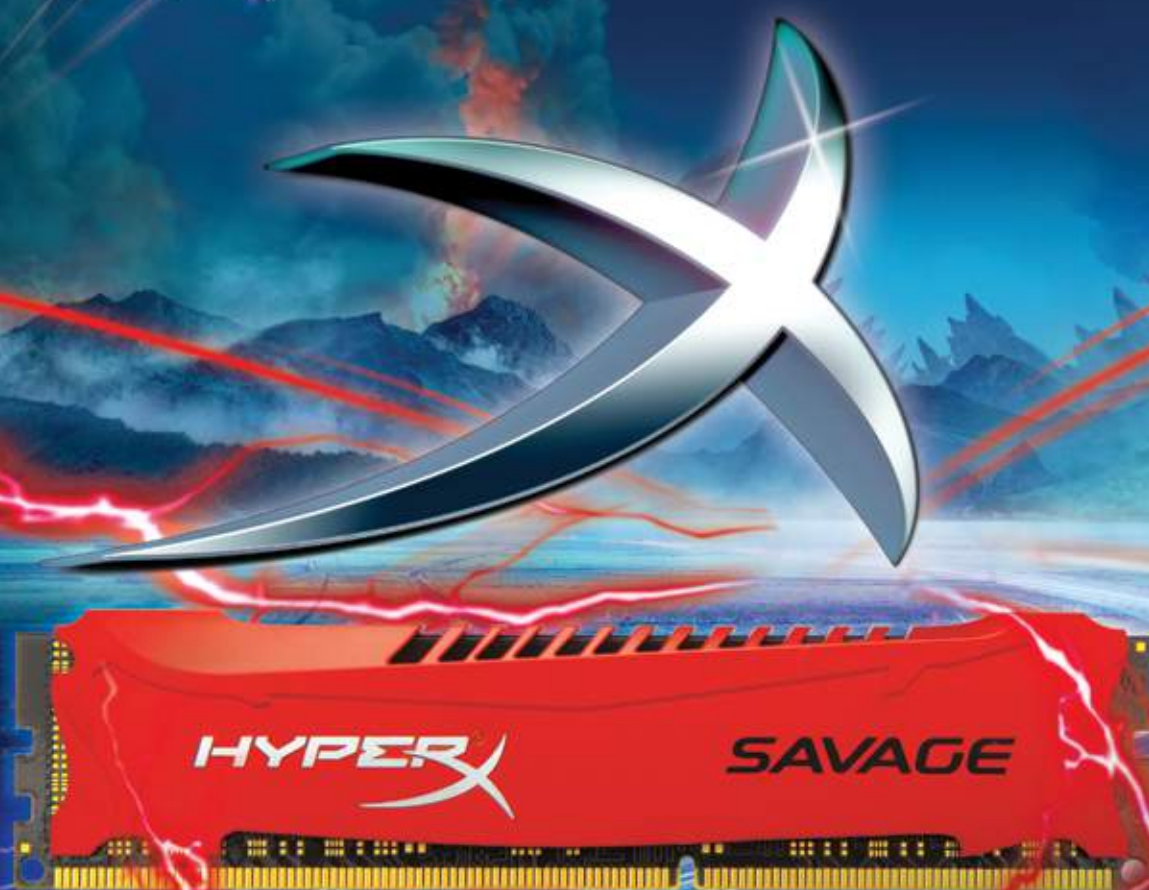
"A channel partner needs to keep pace with the changing business and technology needs. On must be ready to adapt to changing to business dynamics accordingly. Keeping abreast on the technology front definitely helps to overcome the challenges faced. To serve this segment a partner must be ready to learn and unlearn about the technology and provide solutions rather than just the products. The best way to serve the customers would be to be able to assemble a whole PC rather than selling components," he explains.

Talking about the challenges, **M A Mannan, Country Manager, Corsair Memory India** says that the biggest challenge in this space is to compete against lower-end models. Even though they suffice the basic needs of a user, the difference of using a Corsair module against a lower version is huge in the long run. The decay in terms of performance in Corsair modules is almost negligible.

"Also, mobile devices have slowly started to gain acceptance as a primary computing device. Experts say that even though a PC has its specialized usage, the growth of mobile devices has affected this segment for now. The consumers have to make the tough decision. It's a dilemma between Quality & Price. And as consumers we always prefer Quality! The burst of internet has suddenly filled us with knowledge and consumers are making smart choices when it comes to buying. Also, the growth of mobile devices has sparked our interests in gaming. People are now spending their

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leisure times in these activities. This will eventually help us tap this market with promises of better performance, graphics and experience on a PC!," he explains.

Speaking about the challenges and opportunities in this segment, **Hugo Lee, Sales manager- South Asia, Transcend** says that DDR4 memory module series has got huge opportunity in India.

"The series includes DDR4 2133 MHz UDIMMs, RDIMMs, ECC-DIMMs and ECC SO-DIMMs, which are fully compatible with the latest Intel Xeon E5-2600 v3 server family processor, Haswell-E CPU



with X99 chipset and micro servers," he explains.

Talking about the challenges, he says that the mobile DRAM is the expected to grow based on the good performance in Q1 2015 and Samsung's 23nm production. "However the mobile DRAM growth and the PC DRAM is plummeting. We put more focus on industrial application. For example, Transcend's DDR4 series boasts superior performance, 1.2V ultra-low power consumption, and increased reliability. All these features make it perfect for cloud computing, virtualization, and high-performance computing technologies," he is quick to add on.

As per the views of **Umesh Modi C.E.O, ZION**, there is still huge opportunities in this area. Still a huge chunk of memory modules used in India are either sub-standard Chinese products or pulled out modules. These may seem cheap in the beginning. But ultimately end up more expensive when they fail when we look at cost of replacement and headache to get it replaced at consumer site.

"We have been regularly educating our channel partners across India the disadvantages of such memory modules. This is done through dealer meets as well as personal visits by our sales team. Lately we have been interacting with our channel partners through whatsapp as well as emailers to educate about perils of using inferior products," he adds on.

Speaking about the challenges, **ZION C.E.O Umesh Modi** said that one of ZION's major challenges today is the stagnation of Indian desktop market. "On one hand, we have the inferior quality memory modules which flood the markets through unauthorized channels. On the other hand, we have big MNCs with global reach who want to buy Indian market share. Everybody is fighting for the same market. We believe, the key to sustaining under such challenging times is offering good quality memory modules on a consistent basis. Zion has been doing so over past 17 years!," he explains.

Innovations Galore

Talking about the innovations, **MA Mannan, Country Manager, Corsair Memory India** says that both Vengeance and Dominator RAMs come with built-in heat sink for faster heat dissipation. The entire body of the module is covered with metal to ensure that the heat generated from the chips are distributed equally and spread over the body. This helps in over-clocking and ensures longer life!

"We have refreshed our lines of memory modules and made improvements based on customer and expert feedback. Our lines of Vengeance and Dominator RAMs are a big hit among professional gamers and enthusiasts. We have a hassle-free after-sales service that minimizes the liability of partners in case of damage. So essentially partners just have to sell and forget. Customers have an easy access to service stations all over India. They can even courier their damaged product and get a quick replacement. We offer trust and quality to our partners and customers. It is a simple equation simplified further by our hard-working team at Corsair India!," he explains.

Giving details about some of the innovations, **Rajesh Goenka, Vice President Sales and Marketing, Rashi Peripherals** informed that Rashi Peripherals is promoting various bundle initiatives based on compatibility and values advantage to the partners.

"This is a win-win advantage for partners, system indicators and end customers. We also conduct training programs to improve the channel knowledge. "ONE STOP SHOP" from sales, marketing to servicing Rashi does them all," he adds on.

Speaking about the innovations being driven by **ADATA, Richard Tan, MD & Director, ADATA Technology India** says that ADATA has always been at the forefront in bringing out new technology.

"Last year ADATA was the first to introduce DDR4 technology worldwide, in the recently concluded Computex in Taipei – Taiwan we have created a world record of overclocking ADATA Z2 DDR4 3400 MHz DRAM modules to a whopping 4034MHz. We work very closely with leading motherboard vendors in bringing out the latest technology that is available on a wide range of motherboard platforms. We can easily boast of being the leading DRAM manufacturer who's DRAMs are tested and certified to be working on the widest range of boards. When a customer buys ADATA DRAM – he not only gets the best quality product that are rigorously tested but also have equally well supported after sales and service support spread across throughout India through our service centres." He adds on.

Speaking on the innovations, **Hugo Lee, Sales manager- South Asia, Transcend** says that except DDR4 Transcend extended its memory expert skill to car video recorder, expansion card/HDD/SSD for Mac, and body cam.

"Transcend's latest DrivePro 220 car video recorder equipped with Lane Departure Warning System and

Forward Collision Warning System for extra safety, the DrivePro 520 dual lens car video recorder that can capture the footage from both inside and outside of the vehicles at the same time, and the DrivePro700 body camera aimed at the police officers and security staff as a protective measure.

In addition, Transcend's industrial-grade product portfolio is comprised of a wide range of memory and flash-based products. This includes the next-generation DDR4 memory modules and a complete lineup of industrial SSD solutions, ranging from 2.5" SATA III SSDs, Half-slim SSDs, mSATA SSDs, mSATA mini SSDs to the latest M.2 SSDs.

As the concept of Internet of Things (IoT) is rapidly becoming mainstream, this year Transcend will show the innovative industrial applications based on four fields - Internet of Things, Internet of Vehicle, Smart Home, and Industry 4.0. To highlight the ultimate stability and great compatibility in diverse industrial applications.

Talking about the key advantages coming from Transcend, **Hugo Lee, Sales manager- South Asia, Transcend** says that, Transcend provide high quality product. DDR4 memory modules are fully compliant with JEDEC standards and undergo strenuous 64 bit kernel, single-core and multi-core testing to ensure the best quality possible. All DDR4 models carry Transcend's renowned Limited Lifetime Warranty.

Talking about the innovations being driven by **ZION, ZION C.E.O Umesh Modi**, said that on the marketing front, we are doing the "Silver coin for RMA" promotion which is a one of a kind promotion in India. None of our competitors are doing it. "Also, from time to time, we run unique promotions. For gaming, we are organizing the Xtreme Gaming League in Mumbai which will host more than 1000 amateur and professional gamers. The unique proposition is the prize that we are giving away. The winning team gets a chance to go to Goa ! More details can be found on www.zionram.in/xgl. On the product front, we are developing new Gaming rams under the ZION XTREME Gaming Series. These Rams are highly stable even when overclocked as well as working ahead of schedule to launch the full range of DDR4 memory modules!" he explains.

Talking about some of the key advantages for channel partners, **Umesh Modi from ZION** says that for partners, we bring Peace of Mind. "They know that on selling ZION Memory modules, their profitability is assured. Even if it comes for warranty, they make money via the silver coin promotion. Not only this, ZION memory modules are compatible with all motherboards. Hence, a dealer can confidently recommend ZION, where another brand didn't work. For the end consumer, we bring high performance and reliable and instant post sales support. Any consumer can walk into our service center without a purchase proof anywhere in India and claim warranty," he adds on.

KINGSTON IS A CHANNEL FRIENDLY COMPANY AND WE BELIEVE IN GROWING WITH THE CHANNEL PARTNERS



Vishal Parekh
Marketing Director,
Kingston Technology India

What are some of the key focus activities that Kingston is planning when it comes to positioning of its HyperX brand in India?

HyperX is our niche high performance product division. We already have a wide range

of HyperX products including SSDs, Memory modules, Headsets and even USB drives. The roadmap for HyperX this year is exciting and we will be rolling out products that are designed mainly for professional gaming, PC enthusiasts, overclockers and media professionals.

With quite a few niche HyperX products planned for launch this year and a strong channel presence, we are positive to further strengthen the position of HyperX in the market.

What would be the big role of channel partners in terms of pushing HyperX in India?

Kingston is a channel friendly company and we

believe in growing with the channel partners. With our product and market expertise, we provide a platform for our network to improve and grow in terms of revenue and reach. With strong relations with our channel partners, we are able to provide useful first-hand information on the price fluctuations and help them prepare to seize market opportunities. We consider our channel partners as an important part of Kingston as they do contribute to our brand image.

Please share with us the essence of HyperX by Kingston? What is the primary idea behind this and how do you want to take it forward in a country like India?

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HyperX is known throughout the world for quality, performance and innovation and this brand isn't new to the Indian market. As mentioned earlier, HyperX is our high performance division encompassing high-speed DDR4 and DDR3 memory, SSDs, USB Flash drives, and gaming accessories. As it commands a premium mindshare with our target audience, it is relatively easier to educate them about the new products that we will have available for them soon. We also support the E-Sports community in India and encourage it to collaboratively grow stronger.

We are sure that with a better understanding of the upcoming technologies, capabilities of our products and proper usage, this will be a positive year for our stakeholders in India.

What kind of value addition is going to happen with regards to announcement of this new brand by Kingston?

Our HyperX products have received good traction already and we only intend to grow from here. We

now have products strategically designed to cater to specific user requirements. Broadly speaking, based on performance and value, the HyperX lineup is divided into HyperX Predator, HyperX Savage and HyperX Fury. The same logic applies to the Memory modules as well as Storage products. We have announced quite a few products this year, like the HyperX Savage Memory, HyperX Savage SSD, HyperX Predator PCIe SSD, HyperX Predator DDR4 memory and HyperX Fury DDR4 memory, and will have many more coming to India.

What kind of growth are you expecting from India and how will this growth be achieved?

India is a vast market for both, Storage and Memory modules. With more geographies to cover, we also have a vast spectrum of requirements to cater to. Being an expert in the global industry, Kingston has made available the best products and solutions to the Indian market. Thanks to our supportive channel partners, we have been able to provide the best-in-

class products to our customers at a highly competitive price.

With this strong network and positive feedback from the customers, we expect to achieve a better market and mind share.

What are the key differentiators for Kingston in India when compared with other vendors operating in the similar market scenario?

We do not draw comparisons with others in the market. We believe in enhancing our products, services and the overall experience in a way that is beneficial for our customers.

Kingston was one of the first to showcase the DDR4 memory to the world at CES 2014 and have already introduced many solutions thereafter. We have a bouquet of products that enhance the customer's extreme computing experience. What makes us better is the use of new technologies, like the DDR4, USB 3.1 and USB 3C, and making them available to the customers at a value price point, as soon as possible.

THE 8TH CONFEDERATION OF IT ASSOCIATIONS ANNUAL SUMMIT 2015 "TOWARDS DAWN"



The 8th Confederation of IT Associations (CONFED-ITA) Annual Summit 2015 took place in Confluence Banquets & Resorts near Mahabalipuram on 23rd and 24th May with the theme "Vidiyalai Nokki" meaning "Towards Dawn". Around 500 to 600 IT dealers, System Integrators, Solution Providers from various Tamilnadu and Pondicherry district associations attended the event. It was highly colourful event with dealers wearing a common colour Violet T-shirt which showed the strength of the association. Event started with a prayers song and oath by all the members in the hall.



The Chief Guest of the Summit were A.M. Vikrama Raja, President of Tamilnadu Vanigar Sangangalin Peravai and also Ishari K Ganesh, Chancellor of VELs University. In his speech, Vikrama Raja appreciated the efforts of Confed ITA and also gave confidence by extending his complete support in fighting the unethical practice done by online traders. He also stated that their trade association will sit with government and discuss on the issues and nationwide movement among traders will be brought if things doesn't come under control. Ishari K Ganesh was highly impressed with the Violet colour code of the members in the hall and offered discount to the members who would like to join their children's and known to the VELs University.

Senthil, the new incoming president and the chairman of the summit is youngest president ever in Confed ITA. At the age of 35, he is a person of action and makes things happen instead of waiting for things to happen. He has set many such examples under his leadership in Sneham IT Dealers Association in Chennai, especially fighting against online business activities. Lots of hopes has been put on him by the dealers of Tamilnadu and Pondicherry to get major changes in the Confed ITA. Senthil dreams of online portal for the association members to compete the present online traders. The plan is to start an online portal which can route the leads to the dealer community and finally giving business to the dealers. There seems to be mixed reaction about this idea among the dealers, few dealers stated that this would benefit and few other dealers stated that there should not be any business in Association. Time will give the correct judgement whether this will work well or not, but idea seems to be great, said, one of the member.



The other main posts of the new team for 2015-2016 includes J Ramesh Kumar appointed as the Secretary, T Rajesh as the treasurer, GV Ramanan as the Vice-President, P Prabakaran as the Joint Secretary(1), Pratheesh Mathew as the Joint Secretary (2).

Muthu Pillai, the past president of Confed-ITA explained the benefits of corporate insurance in

the event which could be helpful to the district associations. Chartered President Karthikeyan and Past presidents Kuberan and Prakash also gave their note expressing their wishes for the success of the new team. All the Guests, Past Presidents and EC members were felicitated with a memento and a shawl. Natarajan, the recent past president handed over the charge to Senthil and team on the dais expressed his concern on the online business practices and extended his wishes to the new team.

Erode District Information Technology Association was honoured with the Best Association Award for doing various activities in their tenure like Blood Donation Camps by collecting 240 units in single stretch and in that around 135 were fresh donors as the main motto behind this was increasing new donors. Edita celebrates the birthday of their members with cake and by giving memento, the other activities being election awareness campaign in the bus stand and railway station by informing not to waste the votes, Fire safety awareness camps in the main areas, Road safety awareness program was also done, Speakers were invited in the association like doctors to educate about the health and safety of the members, go green drive was taken and every blood donor was given a sapling and also it was informed to them that one who can show the growth of the plant will get a gift so that all saplings are planted, family get-together was organised, expo was conducted. Edita also joined with all traders association of Erode to educate 110 various association members, by educating importance on computers like how to use net banking so that the usage of computers increase and finally it could benefit the dealers. One of the major work done was giving basic shop keeper insurance policy for burglary and theft to all the members of association, says, Balaji J, President, Edita.

Tirupur Information Technology Association (TITA) was felicitated for winning the cricket cup.

One to one discussion opportunity was given to the district associations to discuss on the issues relating to their associations and problems in general. Evening event blasted in full fresh green open area with beautiful dancing performances, songs and ending with a gala dinner. The event was hailed by one and all and received great appreciation for organising such a program.

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WHO'S THE BOSS: ARE YOU CONTROLLING THE PAPER IN YOUR OPERATION, OR IS IT CONTROLLING YOU?



Kodak

Talk to office workers that are inundated with massive amounts of paper and you'll hear a consistent set of challenges. They're desperately seeking a better way to manage documents. They want to work smarter, not harder. And they need to unlock the power of information while saving time and money for their organization to be more successful. To help realize this potential, Kodak Alaris is releasing an updated line of document scanners that reverse the build-up of paper and make businesses more productive. The new KODAK i2420, i2620 and i2820 Scanners build on the award-winning i2000 Series Scanner platform, adding new features and enhancements that address the challenges faced by users with heavy-duty desktop scanning needs. Improvements to the new desktop scanners include the ability to read barcodes on scanned pages to provide information to applications and databases. The new models also feature larger input trays and faster scanning speeds. Since its introduction, businesses have embraced the i2000 Scanner line for its combination of productivity and versatility. The outstanding image quality means information is captured clearly for more accurate OCR, and integrated Perfect Page technology corrects image imperfections to minimize the need for rescanning. With the inclusion of KODAK Capture Pro Software Limited Edition, users can test the popular application and upgrade to the full version if they need to address more complex batch scanning requirements.

ASROCK GAMING REINVENTS ROUTERS WITH G10



ASRock Gaming's G10 is a 4T4R router with 8 dipole high power antennas hidden inside the crimson colored irregular polygon. It adopts technologies such as 802.11a/b/g/n/ac, Beamforming, Multi-User MIMO and a lot more. You might be wondering, "but what does that all mean in plain English?" G10 provides the strongest and widest coverage of wireless internet with speeds up to 1733Mbps! Aside from its remarkable performance as a router, it also has plenty of added touches. Firstly, it bears two USB 3.0 ports for connecting printers or building an easy network-attached storage system (NAS). Second of all, it comes with a detachable 2-in-1 dongle that may either serve as a travel access point (AP) or an HDMI dongle with 2T2R 11n WiFi for projecting

your handheld device's screen onto an HDMI compliant monitor, otherwise known as Miracasting. To induce even heavier breathing, ASRock Gaming promises advanced IoT (Internet of Things) technology on the new G10 routers. Via the infrared transmitters and receivers hidden inside, it can learn the infrared codes of other devices such as televisions, air conditioners or video game consoles. Allowing users to remotely control those aforementioned devices using the ASRock Router APP on a mobile phone or tablet, or even simultaneously streaming and gaming on multiple devices. Lastly, this gaming router supports Gaming Boost natively, which identifies and intelligently manages your internet traffic. Allocating more bandwidth for your online games or video game consoles automatically, so that gamers may have a more stable and smoother gameplay.

KINGSTON RELEASES USB TYPE-C FLASH DRIVE



Kingston, the independent world leader in memory products, announced the release of DataTraveler® microDuo 3C USB Flash drive. DataTraveler microDuo 3C has a dual interface that works with both standard USB Type-A (3.1, 3.0, 2.0) and USB Type-C™ ports. USB Type-C is an up and coming reversible connector standard that allows for slimmer and sleeker devices in the future. It enables a single port to function as a point for data transfer, video output, charging and even power external devices. DataTraveler microDuo 3C is an ideal way to provide up to 64GB of extra storage for the very latest smartphones, tablets and Mac computers while also working with current generation devices. Shipping later this month, the simple plug-and-play drive offers fast USB 3.1 performance with read speeds up to 100MB/s and write speeds up to 15MB/s. The lightweight and small-form factor DataTraveler microDuo 3C complements portable devices and is easily transportable.

D-LINK BRINGS THE ULTRA-FAST WIRELESS AC3200 ROUTER TO INDIA



D-Link (India) Limited announced the availability of DIR-890L, a new high performance 11AC Ultra-Fast Wi-Fi Router. Ushering in the bold new look of D-Link® home networking range, DIR-890L part of ULTRA Performance Series of 11AC Wi-Fi Routers is built with the speed, coverage and processing power needed to support the most bandwidth-demanding applications and devices.

Resembling a spaceship, DIR-890L by D-Link brings an aggressive and stylish look to home networking with a premium red finish that is designed to match the ultra-

performance delivered by this new routers. In addition, the sleek form factor features a broad base with angular points. With Six high-powered antennas D-Link DIR-890L optimizes coverage & offers extreme performance in a modern form-factor for today's homes. Powered by Tri-Band Technology and with speed up to 3.2Gbps, DIR-890L delivers the necessary ultra-performance to power even the most demanding connected homes, making it the best wireless home router.

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



Cadyce, a global leading networking and lifestyle brand has recently announced the availability of their USB 3.0 Universal Docking Station Model: CA-U3DS, Cadyce is making their USB product line faster, reliable and more affordable with the new additions to a thriving line of USB Accessories.

The CA-U3DS is an USB 3.0 Universal Docking Station which will deliver all the connectivity of a desktop with a simple USB 3.0 cable from your laptop, Ultrabook, Macbook and Tablet. With the help of CA-U3DS user can get connected with up to 10 devices or accessories through a single SuperSpeed USB 3.0 port. In short, Cadyce USB 3.0 Universal Docking Station offers extra potential to your computer by adding more USB ports, extra displays, speaker and microphone through a single USB cable. Now you can add DVI/VGA and HDMI connections supporting two additional monitors with the Resolution up to 2048 x 1152, a gigabit Ethernet port, six USB ports and audio input/output jacks for headsets or speakers. It will help users to easily add a keyboard and mouse, external hard drives, printers, webcams, etc. to complete your connectivity solution.

canon LAUNCHES WORLD'S HIGHEST RESOLUTION FULL-FRAME DSLR CAMERAS



Canon India Pvt. Ltd., India's No. 1 Digital Imaging Company, is all set to revolutionize the digital imaging industry with the introduction of World's highest resolution full frame DSLR cameras – EOS 5DS and EOS 5DSR.

With this launch, Canon moves a step further to provide photographers with uncompromising image quality through the newly designed EOS models. Perfect for commercial, studio, portrait, landscape and architectural photography, the ultra-high resolution of these cameras allow for large-format printing and extensive cropping capability while maintaining fantastic image quality. The company also introduced the XC10 4K Professional Video Camera that features a compact, lightweight and versatile design for convenient 4K/Full HD video shooting and 12 Megapixel digital still photography.

CHANNEL PARTNERS PLAY A VERY IMPORTANT ROLE IN OUR GROWTH CONSIDERING THEY CONSTITUTE OUR GO TO MARKET STRATEGY

Ankesh Kumar, Director - Product Management (Channel, IT Solution) & Marketing, Emerson Network Power



What are some of the big priorities for Emerson today? How is the company moving towards fulfilling these priorities?

With a focus on the customer, Emerson Network Power's priority is to align its solutions with the business goals of our customers. Accordingly, we remain committed to keep our innovation engine running and transform into a one-stop solution provider for businesses to protect and optimize their critical infrastructure. In keeping with the current trends, we are fully equipped to service the large set of IT, communication and infrastructure projects and opportunities which are coming up in India.

From a company standpoint, we are geared up to adapt to the changing scenarios of the industry and our current focus is to target SMEs and SMBs considering the growing demand for cost efficient IT Solutions. Accordingly, we have channelled our marketing machinery focus on cooperative banks and the retail sector in tier II and III cities. Gradually we are also planning to increase our outreach program to smaller manufacturing segments like auto ancillary hubs. More organizations now realize the role of smarter and modular data centers as well as 24x7 connectivity in driving business growth. Accordingly, we are looking at good business opportunities by banking on our portfolio of Smart Solutions which includes smart rows and aisles and UPS Power Back Up systems.

Apart from the above, we expect the recent announcements on smart cities along with the focus on local manufacturing to stimulate demand from telecommunications and IT/ITES sectors. This is another area where we are aiming to become the fore runner with our high-efficiency industrial UPS solutions. We aim to build stronger awareness about technology trends, products and services to help organizations, including the government, bring in a positive change in the energy landscape, by providing flexibility and a holistic insight into power management.

How does the company look at the burgeoning SMB market - what role is being played by channel partners to target the SMB segment?

Recent initiatives and policy bolsters from the government, has led to India witnessing a burgeoning number of start-ups, SMBs and SMEs. This has opened up opportunities for companies such as ours to contribute and play a major role in the day-to-day operations of businesses. SMBs belonging to any sector, be it financial services, manufacturing, IT/ITES are constantly looking for cost efficient IT solutions that help them improve customer service and increase business efficiency.

As stated above, the surge in the number of SMBs aided by the growing economy, has also now led to increased demands for 24x7 connectivity for

businesses. With Emerson's experience in enterprise level datacenter design and build, we can now offer customers a very innovative concept of integrated infrastructure called Smart Solutions which gives provides large enterprise level agility to SMBs.

Channel partners play a very important role in our growth considering they constitute our go to market strategy. All our products and solutions are available through our channel partners, thereby elevating them as a solution provider status with complete critical infrastructure offering. Along with this, we have also enabled them with the right training and have also given them an understanding how we plan to achieve this with our channel promotional plan. Apart from the training, we are also enhancing their returns by continuously tweaking our policies for their benefit. What has elicited positive response from partners is the tie-up with PAYBACK so that our VARs and NSPs can now redeem their reward points from over 50 leading PAYBACK partner brands. This allows them to club their points and choose rewards of their liking on sales of the Emerson portfolio.

What are some of the trends that are likely to reshape the market dynamics for power solutions?

The increasing number of new start-ups and businesses in India is driving the demand for 24x7 power supply. For example if we take the manufacturing sector, one needs constant electricity to ensure production goes on unhindered. Even an hour without electricity can result in the business facing a loss, thereby affecting the profit of a business in the long run. This is one of the reasons that more companies are now looking at becoming energy efficient without compromising their agility and availability.

This is also driving more adoption of power solutions such as industrial inverters and UPS systems. When it comes to energy, India has had the dubious distinction of being 'power deficient' and this can stunt the development of any project. In light of this, we are also witnessing an increasing demand to go green and have responded to offer solar inverters which we believe, will play a huge role in fulfilling the increasing demand for cost efficient power solutions. It will become the go to power solution, for companies that are looking to sustain growth and reduce their carbon footprints.

Emerson Network Power, has recognized all these trends early on and is constantly researching and testing new innovative power solutions for businesses and customers. Below are two important points that have helped us continue with our endeavor.

- Renewable energy sources like Solar are helpful in tapping new markets, especially in the Indian scenario, as a lot of projects are coming up in smaller cities and towns with the number of SME and SMBs growing in tier II/III cities

- With increased spending announced for mega projects for solar power, the market awareness and demand for power solutions would increase considerably

What kind of innovative products and solutions is the company bringing in the market today?

For businesses to function in an organized and efficient manner, 24x7 continuous energy supply is crucial and although quite a few of SMBs have started thinking about datacenters, they haven't been able to invest in datacenters considering the resource and space limitations. Organizations generate large amounts of data and some of them have to make do with very limited IT infrastructure and with perhaps two to three servers. They do not have the capacity to invest in huge datacenters on account of space constraints and are always on the lookout for smart solutions that can help them save and manage

data without having to build new datacenter space. This approach, helps them increase their data center capacity, improve IT control and business efficiency without having to build a new datacenter, which would involve the company incurring huge costs.

Hence these companies are always on the lookout for smart solutions that are easy to deploy, modular and compact in nature and also energy efficient as these solutions come complete with the latest power management and cooling systems.

Emerson now offers companies solutions like Smart Rows, Smart Cabinets, Avocent Matrix and Avocent ACS, all of which are the current and most popular solutions available in the market.

Smart Rows- Smart Rows solve the problem all too common to IT management. They address IT needs without having to building new data center space.

Smart Cabinets- The Smart Cabinets solution enables Enterprise Class IT Infrastructure through the provision of integrated enclosure, power, cooling and service. Critically it also enables the most vital element namely offering 360° visibility of all system components. This enables review, real time monitoring as well as insight into system performance going ahead so Smart Cabinets customers can most effectively manage and plan their IT Infrastructure. Continuous availability in turn rests on the power and cooling infrastructure that supports these systems.

Avocent Matrix- Designed as a digital growth platform, the Avocent® Matrix Digital High Performance KVM product line creates a future-proof environment that customers can expand as new technologies become available, such as higher video resolutions, improved USB standards and video interfaces. It is highly configurable and scalable, and gives broadcasters the flexibility to manage their system now without worrying about what hardware they will need in the future. Some of the benefits are good personnel efficiency, cost saving and improved IT manageability.

Avocent ACS- The ACS 6000 console server series integrates advanced technologies, adaptive services and secure enterprise communications for high-end, large, enterprise data centers. These console servers offer the performance and reliability necessary to efficiently access and manage IT assets such as servers (UNIX, Linux and Solaris), routers, switches, public branch exchange (PBX) telecommunications equipment (DSU/CSU) and serial power devices.

Where are the big growth opportunities? How do you plan to tap these opportunities and what role will be played by the channel partner community?

In terms of opportunities, we have been reaching out to many SMBs and SMEs across India and have reached out to 700 potential companies. Our initial focus has been banks and retail, but now we are looking at tapping the manufacturing, finance and healthcare sectors too. In addition to this we are also reaching out to auto ancillary hubs and manufacturing hubs. These sectors are always on the lookout for complete and dynamic solutions that makes setting up a robust and agile IT infrastructure easy and efficient.

Our channel partners play a significant role as they help us in reaching out to so many of these SMBs and SMEs. The confidence in helping SMBs also ensures that our partners can then evolve to working easily with larger clients. We treat our partners as a natural extension of our business and this helps customers procure the best cost effective solutions that are easily deployable and are user friendly. Lastly it also helps them profit by offering post sales service assistance and technical support.

Ubiquitous HPC Supercomputers

The present day demand on IT solutions and applications for delivering high performance output is becoming ubiquitous and imperative. Notwithstanding the fact that small and medium businesses do not have a great amount of technological simulations in their day to day operations, there are realtime cases where the compute power from a single high-end server falls low on the power. A small and medium business cannot afford to acquire super-computers or Symmetric Multi-processing (SMP) servers, for its initial cost of acquisition being very prohibitive.

In majority of the cases, the SMP and high-performance power computers are proprietary, leading the SMBs with no way to get out of the clutches of such manufacturers, whose prices on a TCO are very expensive and may even drive the SMB to the wall. Many implementations of super-computers for small and medium businesses has been in existence for a paltry expenses on the acquisition cost.

NJ Dataprint Private Limited pioneers in building high-performance super-computers under the brand name of Resilient™ completely with the building blocks of commercially off-the-shelf (CoTS) servers and so called commodity components. In doing so, it still delivers enterprise class reliability and availability.



Some valuable use cases of such super-computers in the SMB are Render Farms, Financials and Securities, Virtual Reality, Game Designers, Automobiles and Aerospace, CAD designers, Oil and Natural Gas, Space Research, Weather forecast, Drug Discovery, Nano-technology, Forensics and Cryptography, Energy and Oceanography etc. The list ends with your thought process.

These super-computing solutions are bundled with high-performance storage, both with serial and parallel filesystem. The storage servers from NJ Dataprint Private Limited are designed and tailored for different demands of small and medium enterprise businesses to address big installations of video surveillance systems to high IOP/s primary storage for banking transactions, addressing data-transfer rates of 2 gigabytes per second to 150 gigabytes per second to and from the storage.

The integration of all these sub-systems are through a high-performance, high-bandwidth, fabric interconnect of upto 100 gigabits per second at a fraction of the cost of conventional interconnects. Several implementations and solutions are the proof of the ongoing thirst for solutions for high-performance cluster by NJ Dataprint Private Limited.



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