

# CELL IT

TECHNOLOGY NEWS MAGAZINE

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DIGITAL INDIA WEEK

**4<sup>th</sup> Page**

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## KVM Switches



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## HOW CHANNEL PARTNERS CAN GAIN FROM DIGITAL INDIA, MAKE IN INDIA

The ongoing emphasis of the government towards digital India and make in India has got great potential for the channel community as well.

Digital India Week launched by the Prime Minister Shri Narendra Modi on 1st July, 2015 aims at encouraging people's involvement towards digital enablement and creating awareness among them. This can open up a number of opportunities on enabling networking, communications and most importantly designing digital solutions – for the solution providers and system integrators as well as the overall channel community in India.

Digital India has been envisioned as an ambitious umbrella programme to transform India into a digitally empowered society and knowledge economy. It comprises of various initiatives under the single

programme each targeted to prepare India for becoming a knowledge economy and for bringing good governance to citizens through synchronized and co-ordinated engagement of the entire Government.

**Digital-India-Week**

This programme has been envisaged and coor-

minated by the Department of Electronics and Information Technology (DeitY) in collaboration with various Central Ministries/Departments and State overnments. The Prime Minister as the Chairman of Monitoring Committee on Digital India, activities under the Digital India initiative is being carefully monitored. All the existing and ongoing e-Governance initiatives have been revamped to align them with the principles of Digital India.

Independent Software Vendors or ISVs from various parts of the country can come forward to create innovative applications that can be integrated with the 'Digital India' initiative and create more value for themselves on the long run.

More than anything else, these initiatives by the government can go a long way towards encouraging on creation of digital infrastructure which can be of great benefit for the channel ecosystem in the country. And of course local manufacturing in India can surely catapult the partner profitability to the next level. So Digital India is a good thing happening for channel, lets wait and watch.

**Dinesh Shyam Sukha**  
Editor

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## MODI LAUNCHES 'DIGITAL INDIA WEEK' TO EMPOWER PEOPLE VIA IT

Prime Minister Narendra Modi launched the "Digital India Week" as part of the larger initiative to empower the people and extend services better with the use of information technology and its tools.



Minister also unveiled a logo for Digital India, an umbrella programme that seeks to transform India into a digitally-empowered, knowledge economy with a host of initiatives for a synchronized and coordinated engagement of the government and its agencies.

For this scheme, the prime minister has already been named chairman of a high-powered monitoring committee and all existing and ongoing e-governance initiatives will be revamped to align them with the larger principles of "Digital India", according to an official statement.

The larger goal of Digital India includes broadband connectivity in all panchayats, Wi-fi in all the schools and universities and public wi-fi hotspots in all important cities by 2019. It will be deployed in delivering services in areas like health, education, agriculture and banking.

The vision is centred on three key areas:

- Digital infrastructure as a utility to every citizen
- Governance and service on Demand
- Digital empowerment of Citizens

## INDIA INC LAUDS LAUNCH OF DIGITAL INDIA



Reliance Industries Chairman Mukesh Ambani on Wednesday committed an investment of Rs.250,000 crore on "Digital India" and said he expected the group's initiatives under it will create over 500,000 direct and indirect jobs.

He said his group, under the Reliance Jio platform, will roll out an internet protocol-based wireless broadband infrastructure across all States in India. Reliance Jio will also set up a nationwide distribution network for 150,000 small vendors to sell and service devices.

"This marks an important milestone to engage with renewed energy to transform India's digital infrastructure for the next generation users and the unconnected," the chamber's president Jyotsna Suri said in a statement here.

"Public-private partnerships will play a significant role in shaping the future of Digital India pro-

gramme, by bringing efficiency along with much needed funding required for sustainability and scalability," she added.

"With the launch of Digital India Campaign, the prime minister has unveiled the digital empowerment of citizens which also aims to provide broadband highways, universal access to mobile connectivity, public internet access programme, e-governance and reforming government through technology," PHD Chamber of Commerce and Industry president Alok B. Shriram said in a statement here.

Jaijit Bhattacharya, partner, international accounting firm KPMG in India said the Digital India vision is a game changer for India.

"The entirety of the vision also dovetails aspects of other policies of the current government such as Smart Cities and Make in India," he said.

Praise flowed in also from major multinationals present in India.

India Inc came out unanimously in fulsome praise of the Digital India initiative launched here by Prime Minister Narendra Modi.

Federation of Indian Chambers of Commerce and Industry (FICCI) described the launch as "digital transformation" for the economy.



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# "MFDs FOR SMB SEGMENT"



**Gautam Paul**  
Assistant Director, CSP  
Group, Canon India

**How do you look at India's MFD space and what would be the share of SMB segment contributing to the MFDs in India?**

Indian offices across various verticals are adopting Laser MFDs to improve their productivity, save cost, be more efficient and simplify their printing infrastructure. With SMBs becoming the growth engines of our country, Canon believes in supporting them in this journey by proving world-class technology at a cost which suits their budget. Canon wants to be the technology partner for SMBs by addressing their requirements by providing best-of-breed printers.

Canon color Inkjet MFD and Laser MFD are the best options to consider as these devices are equipped with features to address the requirements of SMBs and ensure that they get best quality prints. Laser printers mainly find place in the SOHOs, SMBs and Work groups. The SMB contribution to Canon Laser is around 20% and we look to grow in this segment. With the changing technological trends, SMBs are constantly updating themselves with these new trends. They are also beginning to equip themselves with technology that will help them focus on their core business objectives.

**How do you position your products and solutions in this space of SMB?**

The SMB segment in India is growing rapidly in size with a vast geographical spread. This growth has impacted various industries including the printing industry. Their office printing requirements are changing drastically. SMBs are beginning to understand the importance of maximising productivity and ensuring profitability. Canon Laser MFDs are equipped with multiple capabilities that are designed to simplify the printing environment and workflow of SMBs, making it an ideal office printer. Canon Laser MFDs – MF 221D, MF 217W, MF 226dn and MF 229dw – come loaded with a host of productivity and convenience features, some of them made by Canon, especially for the Indian user. The devices provide high-speed prints, sharp resolutions and office-ready features such as networking and security.

**What is your market share in this segment?**

The SMB contribution to Canon Laser is around 20% and we look to grow in this segment.

**What kind of value and advantage do you provide for channel partners to sell your MFD solutions in India?**

We have dedicated teams within Canon to work with B2B and B2G segments and our new MF 200 series will help address the requirements of these sectors. With the help of our new programs, we will closely work with the VARs and SI community to expand our reach even in tier II and tier III cities.

Canon will be launching new dedicated Partnership programs for VARs and SIs namely Canon Corporate Reseller Program (CCR) and Office Cartridge Reseller Program (OCR) to target the B2B markets. With their help, Canon will be focusing on cities namely Delhi, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad, Pune, Ahmedabad and Chandigarh for the MF 200 series.

**What are the big market segments or verticals that you are looking for pushing your MFDs?**

Government, SMBs, BFSI, retail and the education sector remain key contributors to the growth of MFDs. All the segments have different set of print requirements and business objectives and Canon will continue to cater to the requirements of these segments. We also have plans to focus on MAHE segment and are targeting a business growth of 25% by 2016.

**What are some of the big challenges that you see in this space today in India and how can these be overcome?**

All challenges pose an opportunity for any brand owner in the current scenario. Therefore we look at all the segments as our products cater to each and every need in terms of printing solution. Also segments are looking for one stop solutions rather than separate devices for each and every function. With the simplification of IT there is more adoption of technology amongst the SMBs.

**What kind of growth are you looking at from this segment of MFDs and what would be the contribution of SMBs?**

We are looking to grow substantially in the MFD segment, the introduction of MF 200 series is a key indicator of the same. The SMBs contribute currently about 20% to the MFD share of Canon. With the rise in demand for one complete solution that caters to all the needs of the user and MFD is appropriate answer to them rather than just a standalone printer. Also the opening of new opportunities to provide various additional features like (Canon Mobile Printing, Apple Air Print, Mopria) are converting the MFD to a smart MFD.



**Balakrishnan**  
EGM(Marketing),  
Konica Minolta, India

**How do you look at India's MFD space and what would be the share of SMB segment contributing to the MFDs in India?**

MFD's are one of those technologies which are progressively being adopted and primary reason for the growth of MFD's is its ability to augment the productivity, affordable printing, cheaper consumable cost, and easy managed print functionality.

Cloud printing services is another factor that has provided great market impetus and can be observed within the MFD market.

SMB, and IT segment has also led to the growth of the Indian MFD market. Small and medium businesses are understandably low on investment and infrastructure. They look at making smart IT investments. MFD, capable of being productive, affordable, and compact, provide them value for money. With small and medium businesses growing rapidly and their increased preference for MFD, the market for MFD is also steadily increasing and our strategy would be to tap that segment.

**How do you position your products and solutions in this space of SMB?**

Ongoing economic uncertainties force businesses to reduce costs and optimize their operations. This creates an opportunity for hardcopy vendors to promote their managed print services to a larger audience of small, medium, and large enterprises.

There is a continuous growth of print services as companies of all sizes recognize the benefits

print services can offer. Customers need consistency of delivery and appropriate go-to-market strategy, which may be multichannel, direct, or indirect. Alliances and partnerships are vital to ensure the largest portfolio of solutions suitable for all environments. Organizations are moving above and beyond cost savings into document solutions; even SMBs are keen to benefit from MFDs.

**What is your market share in this segment?**

Konica Minolta's market share in this segment is 30%.

**What kind of value and advantage do you provide for channel partners to sell your MFD solutions in India?**

In Konica Minolta, we consider our partner as an extended arm in the market. We provide our partners appropriate go-to-market strategy and regularly conduct road shows which help them understand the customers directly and build their trust. We understand partnerships are vital to ensure the largest portfolio of solutions suitable for all environments.

**What are the big market segments or verticals that you are looking for pushing your MFDs?**

We have focused on strengthening our channel partners and engage them in more channel programs initiatives, and also we are working closely with the education and public sector units in order to explore more into that zone.

**What are some of the big challenges that you see in this space today in India and how can these be overcome?**

The lingering economic uncertainties have led businesses to reduce costs and optimize their operations. This creates an opportunity for hardcopy vendors to promote their managed print services to a larger audience of small, medium, and large enterprises.

However many processes are still manual and paper based and therefore MFDs are still taking time to evolve.

There is paradigm shift in printer market setting in India as the new age printers are more than just a printing device; they are now one source solution devices. MFDs can reduce hardware cost options and gives you smaller footprints. Customers are now looking for products that are stable, efficient and at the same time affordable.

**What kind of growth are you looking at from this segment of MFDs and what would be the contribution of SMBs?**

At a practical level, we just can't assess the opportunities that MFDs can provide to minimize printing volumes today. Beyond optimizing printing, MFDs can already help capture paper documents into digital form and expose the content of the document through scan-time character recognition and forms recognition. This applies to scanning and then searching paper documents, such as legal contracts and evidence, as well as to recognizing the cover sheets on incoming faxes and routing them digitally to the intended recipient's email inbox.

At a strategic level, MFDs are purchased to reduce both printing costs and IT-side support burdens; one should also see it as a way to help organization carry out the document-centric aspects of its core business as efficiently as the peers or competitors, or more so. A major implication is that one must involve line-of-business people in planning MFDs, as well as usual IT and purchasing stakeholders.



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# 10 SMARTPHONE APPS TO MAKE BUSINESS MORE PRODUCTIVE

As smartphone adoption is getting increased, so it is the popularity of applications or simply - Apps - Here are 10 top picks (in no particular order) for simple productivity apps.

## Meeting Mapper and Meeting Mapper Fierce, from Point N Time Software



Meeting Mapper is an intuitive and elegant application for iPads that makes it easy to gather up and “map” (thus the name) the information you need for truly successful meetings.

This application tracks the role and the stance (opinion) of every participant in a meeting, and makes it easy to create action items or next steps and automatically schedule the actions for follow up. Meeting Mapper costs \$6.99 and is available from the iTunes store.

A related application, Meeting Mapper Fierce, is integrated with Salesforce and is optimized to serve as a strategic weapon for closing new sales.

## EchoSign for iOS, from Adobe



This new app allows users to send, sign and manage documents from within the application. It eliminates the need to carry large paper-based contracts. Users can access documents or contracts from their Box,

Dropbox, or Acrobat.com accounts or from the mobile device itself and use EchoSign to get them signed immediately and in-person. EchoSign is available from Adobe in pricing arrangements that range from free for 1-5 users, to \$299 or \$399 for an enterprise or global license.

## Workshare for iPhone or iPad



Have you ever been working on a story late at the office and wanted to finish it at home, but you lost (or forgot) your USB stick? At that point, your typical options—emailing it to yourself or popping it in Dropbox—are easy enough but perhaps not safe enough if you're dealing with confidential or sensitive files.

Workshare will alleviate this issue with mobile app and syncing functionality in the beginning of 2013. With this solution, employees will be able to synchronize files between the Workshare platform and any mobile device, which is more important than ever in our age of BYOD.

Workshare also helps employees collaborate more readily from the road with real-time insight into file updates, comments and access for all collaborating parties on any device, from any location.

## Evernote for Business



This mature multi-platform note taking application is now in its fifth version, which includes upgraded functionality in Evernote for Business, at a price of \$10 per user per month. For many companies that rely on

collaboration, the simplified billing, enhanced support and additional Business Notebook features in this iTunes classic make the application a “must

upgrade” product.

## Dropbox for Teams



Moving from Dropbox to Dropbox for Teams is another wise consideration for 2013. Enhanced sharing options and integrated file revision history are two of the additional features in “Teams” that make the increasingly popular Dropbox, super powerful for businesses and teams. Some organizations are considering this option as an alternative to traditional file server storage for files.

## RabbleBrowser for iPad



This iPad application makes sharing URLs, files and anything stored on Dropbox easy to do. With RabbleBrowser, any number of iPads in a conference or meeting room can instantly chat or share a browsing session.

The app streamlines conversations by allowing everyone to see the same things together without having to type out confusing web addresses or email attachments. RabbleBrowser is available for \$1.99.

## Tapestry for Organizations

Tapestry is a bit different than the social tools such as Yammer or Salesforce Chatter. Tapestry was built for sharing knowledge and to learn new information. It integrates with many of the traditional technologies human resources and learning departments use. Tapestry supports iPhones and iPads and costs \$.99 per topic or \$5.99

## StratPad v2, from Glassey Technologies Inc.



StratPad v2 promises to take strategy out of the boardroom and put it on the desktop of everybody in the company. StratPad premiered as an iPad app in 2012 and quickly became the highest rated app of its kind in the

iTunes App Store, developers say. It's the first iPad app to be integrated with Yammer, allowing people to collaborate on strategic business planning activities online in real time.

Customers who love StratPad have asked the company to develop a Web version so that everyone in their companies, including those who don't have iPads, can use it. StratPad v2 for SMBs will ship in spring 2013. It promises to synchronize files in real time across all devices. For example, if you update a business plan on your iPad or Surface, it will automatically update on your desktop as well.

In addition to generating the reports businesses need to execute and monitor their strategy, the product also tracks results with a business intelligence tool that graphs KPIs, trendlines and targets.

StratPad is currently available on the iPad in a basic version for free and in paid editions ranging from US\$9.99 to \$54.99.



## UX Write for the iPad and iPhone, from UXProductivity.com

UX Write is the first fully-featured word processor for the iPad, developers main-

tain. Because many entrepreneurs are rarely in their offices, they find dealing with large complex documents from their iPads quite difficult.

UX Write is designed to bring the powerful word processing capabilities of desktop systems to the iPad and iPhone. It handles high-end professional authoring tasks such as creating books, reports, research papers, and theses, for a surprisingly economical price of \$14.99 and is available in the iTunes Store.

## Speaktoit, from Speaktoit.com



Speaktoit is the top-rated virtual assistant for Android or iOS/Windows, but will be targeting productivity for business users in 2013. Speaktoit was a top 10 NY Times App of the Year in 2012, but is adding specific

features for workers in early 2013. Top new capabilities include the following:

- Calendar/meeting scheduling: Business people can schedule meetings with their voice through their Assistant (the app is linked to your calendar). Speaktoit will remind users of their agenda for a given day every morning, by speaking to them. Speaktoit will also give business people reminders, as necessary, about their schedule. If you have “Meetings in Dallas” on the calendar, for example, the Speaktoit Assistant can remind you to book flights, hotels, etc.

- Stock exchange and other financial news/information: Speaktoit will be partnering with financial news services to provide automatic updates and notifications on stock quotes and market news as part of users' customized briefings each day.

## 'India to become world's second largest smartphone market'

Buoyed by growing sales, India will overtake the US to become world's second largest smartphone market by 2017, says a report. According to international research firm Strategy Analytics, global smartphone sales are forecast to grow from 1.5 billion units in 2015 to a record 1.7 billion by 2017.

China, India and the US are the three big countries driving smartphone growth worldwide.

“India will soon overtake the US to become the world's second largest smartphone market by 2017 behind China, selling an impressive 174 million units,” the report said. “We forecast global smartphone sales will grow from 1.5 billion units in 2015 to a record 1.7 billion in 2017,” said Neil Mawston, executive director at Strategy Analytics in a statement. India is fast becoming the next major growth wave. “India's growth is being driven by low smartphone penetration, expanding retail availability of devices, wealthier middle-class consumers, and aggressive promotions from local smartphone brands like Micromax,” added Linda Sui, director at Strategy Analytics. According to the report, 118 million smartphones will be sold in India this year.

Nearly 458 million smartphones will be sold in China in 2015, rising steadily to 505 million in 2017.

About 164 million smartphones will be sold in the US in 2015, climbing marginally to 169 million in 2017.

“No serious global hardware or software player can afford to ignore the huge Indian smartphone market today,” the report concluded.



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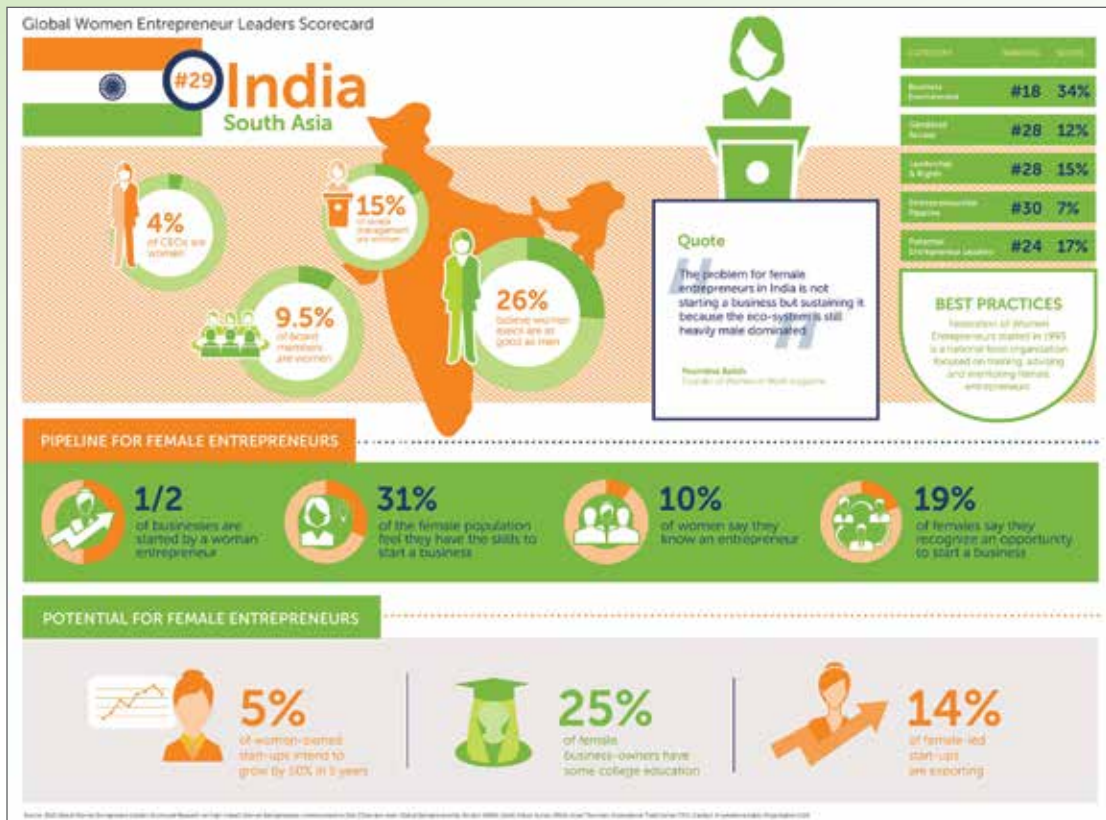
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# NEW GLOBAL SCORECARD SHOWS GENDER GAP PERSISTS LIMITING ECONOMIC POTENTIAL OF WOMEN ENTREPRENEURS



improve conditions in their countries and enable businesses founded by women to thrive. The 2015 results offer a comprehensive view on the conditions for women entrepreneurs around the world, highlight best practices, identify data gaps and provide actions countries can take to improve.

"The success of entrepreneurs and small businesses is critical for a thriving global economy, and at Dell we believe women entrepreneurs must play a much more prominent role in business and leadership in the future," said Karen Quintos, senior vice president and chief marketing officer for Dell. "Our Dell Women's Entrepreneur Network aims to ensure women entrepreneurs have access to technology, capital and networks to grow their businesses. The Scorecard provides the data-driven insights we need to move the broader conversation from awareness to action and allow female entrepreneurs around the world to reach their full potential."

More than 70 percent of the 31 countries in the study score below 50 percent demonstrating a significant growth gap between female and male-owned businesses worldwide (76 percent of global GDP is covered by the study). And while the United States is no. 1 on the Scorecard due predominantly to a favorable business environment overall and women's job mobility in the private sector, it still only scores 71 percent overall. If American women started growth-oriented businesses at the same rate as men, the nation would gain an estimated 15 million jobs in two years.

Dell announced the findings of the Global Women Entrepreneur Leaders Scorecard at its sixth-annual Dell Women's Entrepreneur Network (#DWEN) Summit, revealing gender-based differences stifle the growth of women-owned businesses across all 31 countries measured. The Dell-

sponsored Scorecard is the first worldwide analysis focused on the challenges and opportunities for women business-owners to launch, scale, create jobs and disrupt industries. The goal of the Scorecard is to provide a diagnostic tool that will advise leaders, policy-makers and law-makers on how to

## INTERDEPENDENCY OF IOT AND CLOUD COMPUTING



Internet of Things (IoT) and cloud computing were the technologies that took the world by storm.

But even more surprising was their interdependence for their working!!!

According to the Wikipedia, The Internet of Things (IoT, sometimes Internet of Everything) is the network of physical objects or "things" embedded with electronics, software, sensors and connectivity to enable it



**Maitri Vaghela**  
IEEE Member

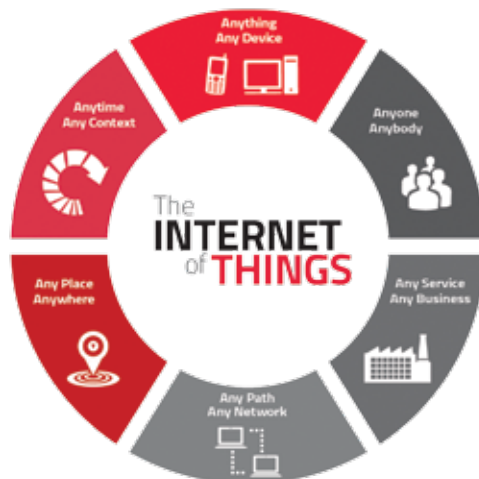
to achieve greater value and service by exchanging data with the manufacturer, operator and/or other connected devices based on the infrastructure of International Telecommunication Union's Global Standards Initiative. Examples of IoT can be found almost everywhere ranging from applications to keep watch on your baby to applications to avoid disasters and many more on its way.

Gartner predicts that IoT will include 26 billion units installed by 2020, which seems to be a reality considering today's situation.

IoT has to deal with the production of huge amount of data by its application which needs to be

stored, accessed, processed and transferred which can pose a serious problem and this is where cloud computing comes into picture.

Cloud computing not only effectively tackles this problem but also the sensing of services and



the processing of sensing data streams can reach new heights if IoT is effectively combined with Cloud Computing. The decision making and interconnectedness by IoT can be ameliorated by cloud computing.

This interdependency proves to be of a great advantage to the businesses which can access business and also for users to access applications and services from any place, anytime, anywhere and

from any device.

Public, hybrid and mobile based cloud computing technologies are providing companies with a way of connecting traditional information systems of enterprises to IoT-enabled devices which are both public and private. This capability will allow enterprises to build Internet of Things based sense and respond systems quickly and economically.

This concept has also been implemented in the everyday life by Philips Hue System which combined the lightening system with the mobile app which has changed our perception regarding the household lightening system environment.

The best example which can be witnessed of this concept in the workplace can be regarding the memory in device. The employees may not worry about the storage while working as IoT Cloud Computing is at its rescue. But cloud can also be a point of disadvantage considering the security, technical issues, limited control and flexibility.

The cloud computing service models which are basically used for the IoT are Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS), and Software-as-a-Service (SaaS). The characteristics of IoT Cloud Computing ranges from pooling of resources, measurement of services, broadening of network access, on-Demand of self-service to rapid elasticity and many more. With this merging of technologies, we can expect many more applications on way which will change human life forever.



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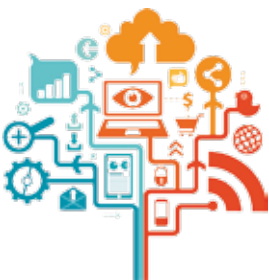
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# TOP 10 EMERGING DIGITAL TECHNOLOGY TRENDS

New research from ISACA identifies the top 10 EMERGING DIGITAL TECHNOLOGY TRENDS impacting business strategy. Big data analytics, mobile technologies, cloud computing and machine learning are no longer siloed technology trends relevant only to IT—they are key business opportunities that must be understood and considered by executive leadership when developing business strategies, according to ISACA, a global association serving 140,000 cybersecurity, risk and assurance professionals.

The 10 technology issues most likely to affect business strategy:

## Big Data Analytics

The application of advanced analytics to high volumes of data, often from a high variety of sources, performed at high velocity to uncover hidden patterns, unknown correlations and other useful information. Its main purpose is to enable organizations to make better decisions, such as those enabling more effective marketing.

## Mobile

The use of portable devices connected to the Internet and other networks to extend business capability. The majority of these devices are owned by individuals rather than businesses. The application of these technologies to a business context can provide a new platform to deliver business applications, enable richer interaction with customers and allow for more streamlined business operations by extending the computing environment to previously unreachable areas.

## Cloud

A model of computing service delivery providing on-demand access to technology services (including applications, storage and infrastructure) in discrete “as needed” increments. Compared to traditionally sourced IT services, this model offers rapid deployment with low IT involvement, minimal capital investment and without the need for a significant support structure.

## Machine Learning

The use of computing resources that have the ability to learn (acquire and apply knowledge and skills that maximize the chance of success). These cognitive systems have the potential to learn from business-related interactions and deliver evidence-based responses to transform how organizations think, act and operate.

## Internet of Things

The linking of physical and virtual “things” (or objects) over the Internet and other networks through the exploitation of data capture and communication capabilities, enabling them to respond to their environment and be active participants in business, social and other processes—with or without direct human intervention. These “things” can include any object (such as jet engines, pacemakers, refrigerators, cars, traffic lights), all with unique identities. They can originate data themselves, for example, by using built-in sensors. They can communicate among themselves and with their environment by exchanging data. They can react autonomously to real-world events by triggering actions.

## Massive Open Online Courses:

The use of telepresence and telecommunications technologies (e.g., virtual environments) for educational purposes. Use of this technology can enable large-size remote educational lectures and distributed remote peer study groups, and foster educational collaboration among large student groups.

## Digital Business Models

Business models that are only feasible and potentially commercially viable through the use of digital technologies. Historically, business models have been linear (value produced upstream and consumed downstream), but the use of digital technologies has also enabled networked/platform business models to be viable. Examples include freemium, bricks and clicks, and long tail. They can be very disruptive to entire industries; for example, the music and print media industries have been transformed by digitally enabled business models.

## Social Networking

The application of social networking concepts to a business context. Social networking includes services that enable and foster peer social interaction through online electronic mechanisms such as the web and/or mobile platforms. Social networking can enhance employee peer interaction, enable a new channel of communication with customers and act as an extension of an organization’s marketing platform.

## Cybersecurity

The discipline of protecting the data, information, computing software, computing devices, network devices and data origination sources (such as people or sensory devices) on any information network, including everything they connect with and control. It addresses threats to information originated, processed, stored and transported by information systems that are internetworked.

## Digital Currency

Monetary instruments that bear value and are not tied to a physical artifact. They are a form of virtual currency. Like physical currency (i.e., cash), these currencies can be used as tender and may be provided as payment for goods and services or (in some cases) may be exchanged with other physical currencies (e.g., euros or US dollars). Digital currencies may be issued by a central authority (alternative currency) or may be decentralized, relying on cryptography to enforce integrity and prevent counterfeit duplication (“cryptocurrency”). Widely used digital currencies in current circulation include Bitcoin and Litecoin.

SPECIAL STORY

## Internet Grows to 294 Million Domain Names in the First Quarter of 2015



VeriSign, Inc., a global leader in domain names and Internet security, announced six million domain names were added to the Internet in the first quarter of 2015, bringing the total number of registered domain names to 294 million worldwide across all top-level domains (TLDs) as of March 31, 2015, according to the latest Domain Name Industry Brief.

The increase of six million domain names globally equates to a growth rate of 1.9 percent over the fourth quarter of 2014. Worldwide registrations

have grown by 17.8 million, or 6.5 percent, year over year.

The .com and .net TLDs experienced aggregate growth in the first quarter of 2015, reaching a combined total of approximately 133.0 million .com and .net domain names in the domain name base. This represents a 3.1 percent increase year over year. As of March 31, 2015, the domain name base of .com equaled 117.9 million names, while .net equaled 15.1 million names.

In the first quarter, VeriSign processed 8.7 million new domain name registrations for .com and .net, as compared to 8.6 million domain names for the same period in 2014.

During the first quarter of 2015, VeriSign’s average daily Domain Name System (DNS) query load

was 119 billion across all TLDs operated by VeriSign, with a peak of 165 billion. Compared to the previous quarter, the daily average increased 8.6 percent and the peak increased 13.1 percent. Year over year, the daily average query load increased 40.2 percent and the peak query load increased 37.9 percent.

With changes to search algorithms that favor websites that look and perform better on mobile devices, non-mobile friendly website owners, including many small businesses, fear their search rankings will plummet. As online commerce continues to grow and as people continue to turn to the Internet when looking for information, this quarter’s feature article, “‘Mobilegeddon’: Good for Small Business?” touts the benefits of mobile websites for business and why small businesses should make this a top priority.





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## **FAIITA Makes Future Plans In Its IIIrd Conclave in Mumbai**

ASSOCIATION NEWS



FAIITA III Conclave in Mumbai from 27th June to 28th June hosted by Federation of IT Associations Maharashtra (FITAM) culminated successfully rendering the delegates with predilection to work for the cause of the IT fraternity.

Agenda of the conclave was successfully completed through the marathon session of over 10 hours on the first day followed by successive half day session.

Conclave started with welcome note by the General Secretary Saket Kapur followed by brief visionary address by the President Champak Raj Gurjar and Vice President Hari Balasubramaniam. President's address emphasized the need to create brand FAIITA. His vision to foment the brand FAIITA through Chanakya Niti and gain fighting spirit of the Samurai to achieve the same left the audience gob-

smacked. Leaders from across the country briefly introduced themselves and shared their associational achievements and expectation from FAIITA.

Presentations by HP, Dell, Lenovo, Acer and Asus palpably highlighted their support for the conventional IT channel through adoption of series of initiatives advised by FAIITA during December'2014 to scupper the predatory prices. At the same time



the brand owners were convinced on e-commerce being the new route to the market. Subsequent to the presentations by the Vendors it was felt by the leaders that there is a long way to go before price parity is restored between online and offline retailing of IT products.

Vineet Goenka from BJP IT Cell patiently heard the woes of the IT channel and categorized the same into ABC and promised to extend all personal

advisory support to escalate the impending issues related to 6% increase in Custom Duty, OLS predatory pricing.

FAIITA Mumbai conclave is a landmark event whereby issues related to its membership and membership fee were unanimously resolved. Committees were formed with the immediate task to achieve the near term objectives of the Federation. Need for Convener was felt by the leaders and Alok Gupta President of PCAIT New Delhi was selected unopposed for the responsibility.

Four functional Committees formed were Membership and Website Committee chaired by Arun Kumar Dey, Grievance Committee chaired by Pawan Jajodia, Government Interface Committee chaired by Mahendra Agarwal, Vendor and OLS Committee chaired by Shri Karthik. S.





# 7 Things You Need to Do to Secure Your Android Devices (Trend Micro)

Android has a stranglehold on the smartphone market worldwide. According to Strategy Analytics, Android dominated the global smartphone market again last year with 1 billion units shipped worldwide. It accounted for 81 percent of all smartphones shipped last year, followed by Apple with 15 percent market share and Microsoft with 3 percent at third. Without a doubt, Android is the most popular mobile operating system in the world.

"Many users choose Android over other OS-based devices because first, the devices can be relatively cheap; second, it's known for fast and efficient data storage and third, it's available across different form factors, brands, and price points," said Paul Oliveria, researcher of Trend Micro. Moreover, Android is popular among mobile developers and manufacturers for its capacity to house innovative app development without licensing fees and its simple, yet powerful Software Development Kit (SDK).

As Google wants to empower users and developers as much as possible, the very freedom makes Android a viable platform cybercriminals and hackers want to exploit. Android users can expect to run into a few problems from time to time and their device and the data in it can be stolen, spied on, and used by cybercriminals if they aren't careful. "Because the mobile landscape is ever-changing, securing mobile device can be tedious. In the vir-

tual world where hackers and cybercriminals are hard to trace, you are the only one who can make sure your device and the data in it is well protected. We hope the following tips can be of help in that endeavor," Paul said.



ANDROID

Lock the screen – Enabling a screen unlock code will prevent a device thief from accessing your mobile data.

Protect your data – Android virtually comes with pre-installed security measures that can be easily accessed and enabled from the security submenu. The Android

security screen also includes an option to encrypt the device. Enabling this option will help protect sensitive information stored in the device.

Strengthen passwords and app permissions – Google does a fine job at synching their updates with Android devices. However, some manufacturers take a little more time to update.

Remember to check the features that you allow the app to access, and don't forget to use strong and unique passwords. If you re-use your passwords, hackers can effortlessly guess the passwords on your other accounts.

Install a security app – It's always a good idea to

make use of security apps. An app that offers anti-theft features like remote wipe-out, tracking, and locking, as well as malware scanning and detection can help mitigate potential threats. For example, Trend Micro Mobile Security is a security app for Android phone and Android tablet, which blocks malicious apps from Google Play before they are installed; guards against identity theft and viruses; blocks dangerous and fraudulent websites; protects your privacy on Facebook; protects kids online; and even extends battery life and optimizes device performance and memory.

Connect to secure networks – Whenever you go online using a network you don't know, such as public Wi-Fi, you should be more careful because unsecured Wi-Fi networks can be used to stage man-in-the-middle attacks where data can be intercepted by a third party. Avoid online banking, financials, and purchasing over public networks. If you use Wi-Fi at home, please make sure you use a password to secure your router.

Avoid rooting your device – Before rooting your Android device, consider the pros and cons first. While it allows you more control over your device, it could also allow unsigned apps, including malicious ones, access to your data. This also makes it difficult to patch and update your OS and apps, which could leave your device vulnerable.

Download from official app stores – Downloading from third-party sites or app stores is one of the easiest ways for any mobile device to get infected with malware. Limiting your apps to those from official or trusted app stores (like the Google Play app store) can lower the risks.

## Three Politicians Hacked over Public Wi-Fi



An investigation conducted in London has shown the ease with which personal data can be

hacked when the target is using public Wi-Fi. Security and privacy software company F-Secure teamed up with penetration test-

ing expert Mandalorian Security Services and the Cyber Security Research Institute to conduct the test – in this case, hacking into the devices of three politicians.

The politicians, deliberately selected from the most powerful chambers in UK politics, were Rt. Hon. David Davis MP, Mary Honeyball MEP and Lord Strasburger. The exercise was carried out with the permission of the politicians who, despite holding important positions within the different parliaments, admitted that they had received no formal training or information about the relative ease with which computers can be breached while using public Wi-Fi – a service they all admitted to using regularly.

Commenting on his email being accessed, Davis said: "Well, it's pretty horrifying, to be honest. What you have extracted was a very tough password, tougher than most people use. It's certainly not 'Password'." Alarming, the password would have been broken no matter how strong it was. Public Wi-Fi is inherently insecure - usernames and passwords are shown in plain text in the back of a Wi-Fi access point, making them simple for a hacker to steal.

To underline the risk, an email was drafted by ethical hackers Mandalorian and left in his drafts folder destined for the national press, announcing his defection to UKIP. His PayPal account was then compromised, as it used the same username and password as his Gmail – a common habit.

In the case of Lord Strasburger, a Voice over IP (VoIP) call he made from a hotel room was intercepted and recorded using technology freely available on the Internet, and relatively easy to master. Strasburger said, "That's very worrying. This is very powerful equipment. The thought that a beginner could be up and running in a very few hours is really worrying. I think it proves that people (when they are using technology) need to know a lot more about it. In the end, they have to look after themselves, because it really is down to you, no one else is going to do it."

Mary Honeyball MEP, who sits on the EU committee responsible for the 'We Love Wi-Fi' cam-

paign, was browsing the Internet in a café when the ethical hacker sent her a message seemingly from Facebook which invited her to log back into her account, as it had timed out. This was how she unwittingly gave her login credentials to the hacker, who then accessed her Facebook account.

Honeyball, who was using a tablet issued to her only days before by the European Parliament's technology officers, was particularly concerned about the lack of advice she had been given. "I think something should be done because we all think that passwords make the whole thing secure. I always thought that was the point of passwords. I am surprised and shocked," she said.

Each hack not only demonstrated the simple steps a hacker can take to circumvent password protected services, but also how the personal data could be used for further attacks. "The average person will think that a hacker knowing which sports team I follow is a pretty useless piece of information," said Steve Lord, director at Mandalorian. "But once he knows that, he can craft a phishing email specifically for you and your likes, knowing that you will be more likely to open it. Once you click on a link within that email or open an attachment, they have you – they will load malware onto your devices and then you will end up giving away all of your information. Not only that, but your company information too, if you use your devices to access the company network."





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