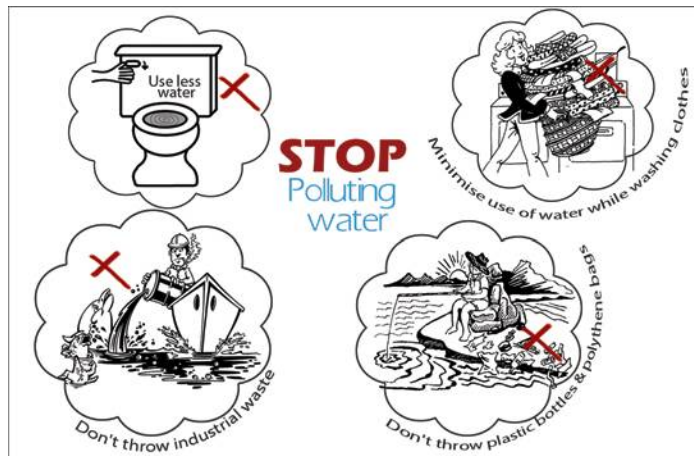


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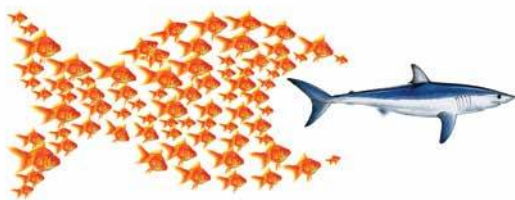


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## COLLECTIVE STRENGTH, KEY TO CHANNEL SUCCESS



Much like what a Nasscom or Assocham is there for the respective industry segments, for the first time in the history of Indian ICT channel partners, we are witnessing the formation of a new national umbrella association that will have an influence of all the various diversified regions of the nation.

This is a welcome and much needed move, but channel partners need to be careful in treading towards a battlefield in order to regain their lost marketshare with online retail shops.

As per the views of Crisil, online retail companies did business worth Rs.13,900 crore in FY 2012-13 and it is forecasted to reach Rs.50,400 crore in FY 2015-16. This is a very big and disturbing number as far as channel partners are concerned.

Fast paced growth of online retailers like Flip-

kart, Snapdeal, Amazon etc is putting a lot of pressure on traditional channel community today. Recently, I attended the All India ICT Channel Associations Conclave organized in Delhi by PCAIT, where I saw big participation of all state associations to discuss issues related to competition and how to counter online e-shops growth.

The All India ICT Channel Associations are strategizing on having the following approach to counter the threat from online space – forming a national association and also forming a focused team to discuss problems with vendor community.

The channel community is also planning to have their own online marketplace and this is where they have to be very careful as it is not being done anywhere else in the world. All the associations are non profit organizations and that is at times their biggest advantage that works out very well for them, may be.

Now with all these new announcements, the big question is will the channel community succeed in terms of establishing an e-commerce platform even better than companies like Flipkart, Snapdeal and Amazon ? only time will tell.

Dinesh Shyam Sukha - Editor

## EDITORIAL

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## CYBERPOWER OPENS "PRODUCT EXPERIENCE CENTRE" IN MUMBAI

**CyberPower®**  
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CyberPower Systems India Pvt. Ltd, a global leader of innovative power protection and power distribution equipment for data center and SMB environments having wide range of solution for all kind of power needs, announces that it has

inaugurated its "Product Experience Centre" in Mumbai Head office, India.

Michael Ho, President, CyberPower Systems, inaugurated the India Head Office at Mumbai on 18th June, 2014 by upgrading the existing office. This office will be headed by a Arun Ghosh, Managing Director with 60+ employees. On the same occasion the Product Experience center was inaugurated in the presence of Business Partners. Ingram micro, Redington, Supertron are our national distributors and through regional distributor the products are available with the retailers. In the past 1 year, we had put a lot of efforts develop our business channel & we have expanded our business presence in approximately 120++ cities across the country via our B2B and B2C segment. Presently we have 1500+ Channel partners' thro' our ND's and we welcome the more channel partners join us to multiple and expand our and their business through our wide range of Product Basket, says, Arun Ghosh.

### CyberPower's product portfolio includes:

**Line Interactive UPS:** Best-in-Class uninterruptible power supply (UPS) solutions with battery backup and surge protection designed for home office, audio/video, small business, data centres and corporate use. From an entry-level UPS to a network-grade, online double conversion networked UPS, warnings, event/data logging, and scheduled shutdowns.

**BU series UPS:** With two variants of 600VA and 1000VA.

**PR series UPS:** Rating from 1000VA – 2200VA with Green Energy saving technology.

**Online UPS:** CyberPower Provides OLS Series UPS 1/2/3/5/6/10/20 kVA with 1/3 ph input and 1 ph output with inbuilt batteries for standard backup and external battery models for longer backup.

**Smart Modular Series:** UPS rating starts from 20kVA – 200kVA expandable upto 400kVA Power backup solution.

**Home UPS:** starts from 650 VA – 2200VA.

**Emergency Power systems:** EPS Series: Rating from 600VA -7500VA.

**Solar off grid charger:** With Green power Solution backup range starts from 400 – 3000W.

**Solar MPPT Charger:** With 25A and 60A

**Power Distribution Units:** Model available in Basic and intelligent PDU's in rating of 10/16/30 Amps. With different outlets IEC320 C13 / C19.

**Mobile Power Solutions:** Power Backup solutions for Mobile and USB appliances CPSI product basket contains Power bank, Car and wall USB charger, USB retractable cables, USB Hubs etc.

**Software:** PowerPanel software safely saves and then closes the open files before shutting the computer down in an orderly and intelligent manner. The software allows users to view detailed information about their electrical power and the vitals of the UPS. It includes configurable system notifications, automatic self tests and adjustable (high/low) voltage.

In recognition of the commitment in innovation, excellence, and efficiency, CyberPower has adopted international safety certificates including CE, UL, UL CTD, TUV and C-Tick throughout the organization to ensure the best degree of perfection.

Customers can directly contact team personnel to receive in-depth CyberPower product information, installation advice, sales strategies and technical guidance to support power protection sales on Technical support No. 1800-425-10425.

### About CyberPower Systems:

Founded in 1997, CyberPower Systems is a world leading provider of professional power management solutions followed the path to success. Though its state-of-art technology in Power Products, CyberPower has gained significant success in more than 55 countries US, Europe countries and has been further expanding to India in 2013. CyberPower with the Target at Global branding, what we provide is not only award-winning products, but reliable power protection for the sense of Security. Learn more at CyberPower's website [www.cpsww.co.in](http://www.cpsww.co.in)



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## GENIUS APPOINTS SANGHVI ELECTRONICS PVT LTD AS NATIONAL DISTRIBUTOR

Genius, one of the world's leading manufacturers of computer peripherals and smart phone accessories, has appointed Sanghvi Electronics Pvt Ltd, a reputed and leading player in IT products distribution, as its National Distributor. The move is part of the company's strategy to scale aggressively and widen its reach across the country.

Sanghvi Electronics Pvt Ltd, with its footprint across 20 cities and an enormous T3 channel network, brings local expertise and extensive market reach to the table. With brands like Toshiba and Western Digital under its belt, an experienced staff and a projected turnover of Rs 350 crores, Sanghvi Electronics is an ideal partner for Genius to expand its reach across the country, in order to achieve its vision of being among the top 3 players in the computer peripherals and smart phone accessories segment in the next 3 years.

## NEOTERIC ENRICHES ALCATEL-LUCENT ENTERPRISE CHANNELS TO SERVE SMB MARKET

Neoteric has launched a focused small-to-medium sized businesses (SMBs) initiative in India



to support the rapid adoption of technology by SMBs to enhance business. As part of the larger objective to expand its market reach, neoteric is working with Alcatel-Lucent Enterprise to showcase end-to-end Alcatel-Lucent Enterprise solutions that cater to diverse technology requirements of SMBs. neoteric will also leverage its relationship with Alcatel-Lucent Enterprise to share possibilities and educate its SMB reseller partners with planning meetings to facilitate sales options around new product and solution roadmaps. To kick start these initiatives, neoteric has conducted a SMB Meet for pan-India Alcatel-Lucent Enterprise partners in Bengaluru, on the 8th and 9th of July which served as a fo-

rum to educate partners on the latest Alcatel-Lucent Enterprise suite of offerings, as well as the Company's go-to-market plans. Varun Mata, Business Head, neoteric infomatique ltd. said, "We are glad to have got this opportunity to work with Alcatel-Lucent Enterprise, for this thriving SMB market. It complements our current focus on building and growing our enterprise product distribution business. At neoteric, we have been enabling our channel partners to explore new technologies and products and these initiatives are a step toward this end. We strive to deliver more value to the fast-growing SMB market segment for both partners and the business customers they serve."

## HP DELIVERS SEAMLESS WINDOWS SERVER 2003 TRANSITION

HP announced a new program, developed in conjunction with Microsoft, to enable channel partners to capitalize on the \$10 billion opportunity presented as customers transition from Windows Server 2003.

As Microsoft ends support for Windows Server 2003, customers are turning to HP channel partners for help assessing, planning and implementing their migration. With the HP Microsoft Windows Server 2003 Migration Program, partners can rapidly and safely meet customer needs with reduced risk and cost, increased return on investment, and fast implementation.

Together, HP and Microsoft offer a complete portfolio of channel-optimized IT solutions, services, training, financing and a seamless support experience to help partners drive growth and meet evolving customer needs as they transform their business environments.

## ARATI NAIK TAKES OVER AS THE NEW COO AT SMARTLINK NETWORKING SYSTEMS LTD.



Smartlink announced the appointment of Arati Naik as the company's Chief Operating Officer. Arati started her career at Smartlink as a Project Consultant wherein she imbibed key elements of product development, people management, developing key strategies for product launches and innovation. The expertise gathered catapulted her to the role of the Chief Marketing Officer. This role was her breakthrough opportunity where she demonstrated her potential and achievements in converting businesses and making new alliances at a much younger age.

"I am excited and honored to lead Smartlink. Throughout my career I have had enormous respect for the people of Smartlink and what they have achieved. No-one is blind to the challenges that confront the IT sector and this company, but the underlying strengths of Smartlink in delivering on its strategy are clear" said Arati. "Smartlink will continue to bring innovation at their consumer's convenience over the longer term and I'm looking forward to playing my part in shaping that future" she further added.

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## ECS ORGANIZES AN INTER-CAFE GAMING CHAMPIONSHIP IN BANGALORE

ECS (Elitegroup Computer System) is all set to organize a large scale Inter-Cafe Championship (ICC) for gamers in Bangalore with the association of eSports Interactive Entertainment to help induce the phenomenon of interactive online gaming and help create gaming clubs across the country. This Championship is a three month marathon of events for all the gamers in Bangalore. The event has begun on 12th and will go on till 28th September 2014.

All the gamers participating in the event are registered for free and will stand a chance to win cash prizes and many exclusive gaming peripherals. This Championship also gives the gamers a unique opportunity to test and experience the Best of the gaming world with ECS L337 motherboards for Indian Gamers especially on the popular game Dota 2.

## NNR IT SOLUTIONS APPOINTS 26 REGIONAL DISTRIBUTORS FOR MAX SECURE

NNR IT Solutions the venture started by Jagannath Patnaik is global distributor for Max Secure antivirus. To promote Max Secure both within the country and globally NNR IT has laid down proper plan of action. As first phase of the plan for India, has introduced new boxes with aggressive pricing and appointed regional distributors for each region. The distribution network of NNR IT Solutions will be simple, One or two RD for each region depending on the size of the market who will bill to elite partners and resellers in the region. NNR IT Solutions has successfully appointed 26 regional distributors within India. Each of these RD has good reach and business contacts in their respective region. NNR IT has come out with an aggressive scheme of Bangkok trip to partners clocking Rs.1,00,000/- business for volume partners, 8 gms gold for partners clocking Rs.90,000/- business, even smaller partners who do business of Rs.5000 can take home 0.1gm Gold/ goodies plus an attractive Max Secure Back Pack. Besides this for end users there is Rs.150/- gift voucher in every box pack. This scheme is valid till August 31. For the on ground installations every reseller/engineer who ever does 5 Installations before August 31 2014 will also get an online gift voucher of Rs. 150/-.

## BARRACUDA APPOINTS REDINGTON AS NATIONAL DISTRIBUTOR IN INDIA

Barracuda Networks, Inc., a leading provider of cloud-connected security and storage solutions, announced the appointment of Redington as a national distributor for India. This appointment will help Barracuda leverage the strong reseller base of Redington to expand its customer solutions and reach in India.

"We are witnessing a rapid growth in the adoption of cloud-enabled security and storage solutions in India. Our intent is to increase our velocity and volume of business in India and we are excited to join hands with Redington as a national distributor for the same. I am confident that this relationship will strengthen our presence countrywide and help us reach our customers nationally," said Murali Urs, Country Manager - India, Barracuda Networks.

## BHARTI AIRTEL CROSSES 300 MILLION CUSTOMERS MILESTONE

Bharti Airtel, a leading global telecommunications services provider with operations in 20 countries across Asia and Africa, announced that it has crossed the 300 million customers mark across its operations. The milestone includes customers across mobile, fixed line & DSL, and DTH services. Bharti Airtel, which began operations in 1995, reached the 100 million customers mark in 2009 and crossed the 200 million mark in 2012. The latest 100 million customers have joined the Airtel family in less than two years. The Company ranks as the fourth\* largest mobile service provider globally and second\* largest globally outside of China.



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## LENOVO REJIGS NATIONAL CONSUMER DISTRIBUTION STRUCTURE

Lenovo, one of India's leading PC players, announced the restructuring of its national distribution system (Tier 1 distributors) across India. The new structure will align each of the T1 distributors with Lenovo's four distinct verticals: Lenovo Exclusive Stores (LES), Multi-brand stores, Regional Distributors and Large Format Retail. Lenovo historically had taken the lead a few years back in having a 1:1 aligned model of billing between RDs and T1 partners. This new structure will take this aligned model to its next level for more focus on each vertical.

Shailendra Katyal, Director, Home and Small Business (HSB), Lenovo India, said, "The new T1 structure is a significant step towards developing a best-in-class partner system for Lenovo in India. We are confident that this new distribution structure will further strengthen our engagement with our T2 business partners. Each of these verticals has distinct product and sales patterns and aligning our national distributors to service verticals in a focussed way will ensure better end-to-end serviceability for our channel partners"

The new structure has been designed to create an ecosystem, where Lenovo and the T1 partners will address the distinctive needs of the different verticals in a focused manner. This transition will give a dedicated channel base to the T1 partners where they can invest and value-add for growth on these accounts.

## QUICK HEAL MOBILE SECURITY IS NOW FREE FOR ANDROID USERS

Quick Heal Technologies Pvt. Ltd., a leading IT security solutions provider, announced that Quick Heal Mobile Security is now free for all Android users. This is Quick Heal's endeavor to protect the millions of Android users by providing 'Antivirus & Mobile security for all'. Quick Heal Mobile Security for Android has been enhanced with new security features making it the most comprehensive free mobile security solution for users. One of the key features of the product is Personal Security, designed to help users in times of an emergency. On activating this feature, an SOS message with the user's location will be sent to the alternate contact numbers set at the time of registration. The user's Facebook and Twitter status will also get updated with this SOS message. Cutting the long story short, the new features are added to enrich user experience and maximize safety.

Mr. Abhijit Jorvekar, Vice President, Head of Global Sales and Marketing, Quick Heal Technologies, said, "Security and privacy protection on mobile devices are essential as very few people can estimate the risk associated in downloading a particular application. However, it can be minimized to a great extent. While our mobile security solutions are being developed, a thorough analysis is done to understand how mobile applications respond to security risks that might cause users to suffer a privacy invasion or a malware attack.

## CROMA LAUNCHES ITS FIRST EVER INTEL PROCESSOR BASED TABLET AND 2 IN 1

Croma and Intel India launched the Croma1179 Tablet(8") and Croma1177 2-in-1 (10.1") powered by Intel® processors at an event led by Ajit Joshi, CEO & MD, Infiniti Retail and Gregory Bryant, Vice President, Sales and Marketing Group, General Manager, Asia-Pacific and Japan Region for Intel®. Priced at INR 13,990 and INR 21,990 respectively, the devices run on the Microsoft Windows\* 8.1 platform and deliver an ideal balance of performance, battery life and graphics to users.

Croma is India's first large format specialist retail chain for consumer electronics, with 101 outlets in 16 cities across the country. The company launched Croma Life Accessories in 2008 to provide innovative and unique products to help consumers choose the best product for their needs, which now includes a range of computing devices.

Speaking on the occasion Ajit Joshi, CEO & MD Infiniti Retail said "Croma's own label products are about meeting consumer needs with the latest and the best technology. The new Croma tablet and 2 in 1 are a combination of amazing features, graphics, top performance supported with good battery life packed into a sleek device, a real owners' pride. We are confident our customers will appreciate the value packed in the Croma tablet and 2 in 1s.

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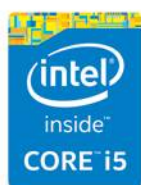


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## ANTEC DEBUTS NEW LINE OF AMP MOBILE ACCESSORIES IN INDIA

Antec. amp



Antec, Inc., the global leader in high-performance computer components and accessories for the gaming, PC upgrade and Do-It-Yourself markets, debuted their new line of mobile accessory products for the India market.

a.m.p represents an entirely innovative approach to technology. Colloquially referred to as "Fashion Technology", Antec is seeking to reach out the younger iGeneration by providing attractive products that complete their mobile lifestyles. Yet, by placing an emphasis on mobility, sharing and freedom, Antec seeks to engage a wider audience that includes travelers, business commuters and casual users.

The a.m.p product line includes two families: a range of mobile audio devices and a series of portable power banks and battery chargers. Initially in India, mobile headsets and speakers have been launched with plans to grow this segment further in the near future. These products are now available in India on leading online portals like flipkart, snapdeal, amaazon, martnext etc.

## BIOSTAR LAUNCHED'S J1900NH2 MOTHERBOARD

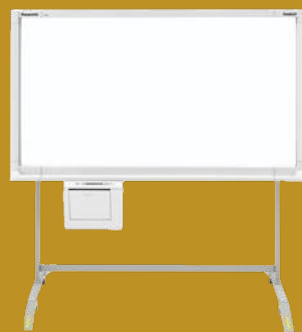


BIOSTAR has announced the J1900NH2 motherboard with the on-board Intel Dual-Core Celeron J1900 processor in a mini ITX form

factor for flexible use. The J1900NH2 boards come with the Intel Celeron J1900 Dual-Core processor already installed and it supports two DDR3L 1333/1066MHz memory slots for a maximum of 16GB of memory. It features an in-

tegrated graphics chip with enough performance for most home and office applications. The J1900NH2 board is ready for building a universal multimedia system due to its HDMI and analog VGA-out, and high definition audio with the Realtek ALC662 5.1 Channel HD Audio chip. LAN networking is covered by the Realtek RTL8111G - 10/100/1000 controller and being a BIOSTAR board it has the Smart Speed LAN feature. For storage there are 2 SATA2 connectors and USB is well rounded with 1 USB 3.0 port and 4 USB 2.0 ports. The boards are equipped with modern high quality solid capacitors, the X.D.C (eXtreme Durable Capacitors). These are low ESR and high ripple conductive solid state capacitors that provide a stable power supply to the CPU. The life span can also be more than 6.25 times that of ordinary liquid caps.

## PANASONIC ROLLS OUT ITS NEW ELECTRONIC WHITEBOARDS FOR THE INDIAN CONSUMER



Panasonic recently introduced its new range of electronic whiteboards, the UB-5835 and UB-5335 which come equipped with advanced customized features and ease of operation. These products make meetings interesting and save the time consumed in taking notes.

Over time Panaboards are being widely used for better understanding and efficiency. In line with this, Panasonic introduced these two models which are priced at Rs.95,000 (UB-5835) and Rs. 81,700 (UB-5335) respectively. The new models, UB-5835 and UB-5335 consist of 68.3 inch and 54 inch two wide screens each, which provide endless space for writing. They have advanced Panaboard Overlay software that allows the operator to utilize a projector to display information from a PC onto the whiteboard, while enabling to write notes on the board. The electronic whiteboards come with a built-in printer which makes office meetings and discussions more efficient by eliminating the time spent on handwriting notes.

## ZOTAC ZBOX PLUS WINDOWS 8.1 WITH BING MINI-PCS NOW SHIPPING



ZOTAC International, a global innovator and manufacturer of graphics cards and mini-PCs, ships select ZBOX Plus Windows 8.1 with Bing mini-

PCs for an instant out-of-box computing experience. Microsoft Windows 8.1 brings versatility, performance and an outstanding web experience to the award winning ZBOX mini-PCs. "Users requested we include Microsoft Windows with the ZBOX mini-PCs so the system is ready to use right off the shelf," says Tony Wong, CEO of ZOTAC International. "We've been listening and thanks to Microsoft's introduction of Windows 8.1 with Bing, we're able to give buyers the full Windows experience in a mini-PC form factor at an excellent value."

## ACER UNLEASHES THE POWER OF CONNECTIVITY WITH THE NEW ICONIA A1-713

Acer India, one of the largest PC vendors in the country, announced the launch of its lightweight, stylish and compact 17.78 cm (7 inch) tablet PC - the Acer ICONIA A1-713. It runs on Android 4.2 (Jelly Bean), upgradable to 4.4 (Kitkat).



The tablet was launched amid a lot of hype and fanfare, simultaneously in New Delhi, Mumbai, Bangalore and Chennai. The launch brought down the curtains on a unique marketing campaign that went viral this past week, and

culminated in high precision co-ordinated activity at a prominent mall in each of the 4 cities. Marking a thrilling end to the week-long social marketing frenzy that was high on drama and thrills, the ICONIA A1-713 tablet was unveiled to the awestruck public.

## BINATONE LAUNCHES "3G MIFI ROUTER" @ RS. 4995 WITH INBUILT POWER BANK



With over 5 decades of recognition in consumer electronic products, BINATONE has now launched "3G SIM Based Mifi Router with Turbo Power Bank (5000 mAh)". A revolutionary device which can create a Wi-Fi hotspot for upto 10 users at a time also has a built-in SD card reader upto 32 GB for Wireless Files Sharing. The Auto APN function offers hassle free plug n play feature where in a 3G SIM card from any service provider is automatically configured. It offers download speed of 21.6

Mbps and upload speed of 5.76Mbps for connectivity on the go.

Whether at home or travelling around the globe, one can share the same Wifi Network with multiple users. The device has been designed in compact manner so that ROUTER + Power bank which easily fits into your pocket as well and is easy to carry for the people on the move. With 12 hours of battery life it can recharge a Smartphone device twice without charging the power bank again.



## BROTHER INDIA HOSTS RESELLER'S MEET IN VIZAG



Brother International India, a leading global player in the development, manufacturing and marketing of printing, communication and digital imaging technologies recently concluded reseller's meet in Vizag. This event replicated the aim of Brother in India. Brother is geared up to grow in this country by targeting significant market share in the Mono Laser and Inkjet printer Market.

The meet was attended by top 60 resellers from Vizag. The meet provided the perfect communication channel for Brother to educate resellers about Brother India's future expansion plans for the Indian market & the product line.

The objective of this meet was to share Brother Inc's growth plans for India, which is their key priority in the global growth plan. Brother India Sales, Marketing & Service teams were present in this meet. The idea was to generate greater amount of faith in the brand as one that stands for innovation.

Brother India also announced addition of 3 new products to its existing wide portfolio of Mono Laser and Inkjet multifunction centers. The product line-up includes DCP – 1514 (MRP-Rs.10400), a monochrome multi-function laser printer, while the DCP-J100 (MRP-9500) & DCP-J105 (MRP-Rs.10990) are the Inkjet MFCs with Super High Yield Cartridges for to keep the running cost at 20 paise per Black Copy.

Mr. Yoshiji Matsui, MD, Brother India said, "This was a good opportunity for us to connect with our resellers and get an insight on the various issues they face as a reseller. Their feedback will help us in creating a better strategy for the Indian market."

The meet was very successful, encouraging & motivating for the resellers who are surely looking forward to contribute to grow Brother's business in India.

## KASPERSKY ANNOUNCES ANTI-VIRUS 2015 AND INTERNET SECURITY 2015



Kaspersky Lab announced the launch of Kaspersky Anti-Virus 2015 and Kaspersky Internet Security 2015. This newly updated product line for home users was unveiled by Eugene Kaspersky, Chairman & CEO - Kaspersky Lab along with Brand Ambassador - Sachin Tendulkar in the presence of Maxim Mitrokhin, Director of Operations - Kaspersky Lab, Asia-Pacific, Nathan Wang, Technical Director – Kaspersky Lab, Asia-Pacific and Altaf Halde, Managing Director, Kaspersky Lab, South Asia.

"Our latest analysis reveals that biggest concerns of the online users are safe online finan-



cial transaction and privacy protection. Cybercriminals directly target social media and online banking accounts, passwords and other private information. We are excited to launch KIS KAV 2015 series featuring dedicated tools to fight the most complex malicious programs targeting your virtual assets and real-life money. The latest KIS KAV 2015 version is easy to configure, runs quietly in the background and requires limited system resources. KIS KAV 2015 series is fast, efficient and effective!", says, Altaf Halde, Managing Director, Kaspersky Lab South Asia.

## KONICA MINOLTA PARTNERS WITH ABHISHEK COMPUTERS AND LAPTOPS FOR TELANGANA STATE



To drive strategic expansion plan in the Hyderabad market Konica Minolta Business Solutions India Pvt Ltd., a subsidiary of Konica Minolta Inc., Japan announced its alliance with Abhishek Computers and laptops. The association will facilitate Konica Minolta to put together its strategy and expand its presence in the city.

Mr. Yuji Nakata, Managing Director, Konica Minolta Business Solutions India says "We are looking for more channel partners to join Konica Minolta family which will help us further to increase our market reach for A4 product segment."

"Konica Minolta India has clear intention to grasp leadership position in the Hyderabad market," He further accentuated, "After establishing itself as a market leader in the production printer segment, we aim to establish our self in A4 segment as well."

Commenting on the association Mr. P. Badrinath, Proprietor Abhishek Computers and laptops said "Our partnership with Konica Minolta will be exceptional and we are glad to be associated with them in their plans for expansion in India. They are a well networked team and have provided good services to their customers. We identify with Konica Minolta's standards of having a strong focus on customers' requirements and importance they give to technology."

## VAIT ORGANISES "THE GREAT VELLORE BAZAAR"



The Vellore Association for Information Technology started in the 2003 with 24 members organised 9th edition Expo with the title "The Great Vellore Bazaar. The chief guest Dr. Nanthakumar, the Collector of Vellore opened the expo on 1st August 2014, 10.30 am with lighting of kuthu villaku. DELL was the prime sponsor, there were three co-sponsors Rapoo, Ricoh and HP. This year there was good number of participation by many vendors like Dell, Rapoo, Ricoh, HP, Epson, K7, Konica Minolta, Acer, Lenovo, Canon, LG, Amkette, Intel, matrix etc. Members also exhibited with multi-branded stalls in the different row allotted to them. Totally there were 58 Stalls and the direct business was around 55 lakhs, Also there were lot of enquiries which will surely help the dealers in doing a better business. We thank all the vendors, VAIT team and members for supporting and making this exhibition a successful one, says, G. Srinivasan, Secretary, VAIT.

## DIGISOL MEET IN KAKINADA

Dealers of Kakinada, Amalapuram and surrounding areas IT dealers participating in Digisol meet in Best western SVN Grand, Kakinada where products demonstration was done with live product display





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## PCAIT ORGANIZES 'ALL INDIA ICT CHANNEL ASSOCIATIONS CONCLAVE'



Progressive Channels Association of Information Technology (PCAIT), organized an 'All India Channel Conclave' on August 2nd 2014, at Hotel Crowne Plaza, New Delhi. The conclave witnessed participation of PCAIT members from across India and deliberated on topics related to the growing competition faced by ICT channel partners from the online e-retail industry and creating new opportunities for the channel retailers to flourish in the market.

More than 80 channel partners from across the

country got together for the first time to promote a common objective of setting up of an online marketplace, owned by channels themselves and bridge the gap of a dedicated IT and product service portal.

The portal will be a first of its kind in India that will offer product based services across the length and breadth of the country owing to the strong channel network of PCAIT. Additionally, it will cater to the demands of the online customer who, due to a lack of proper service platform, returns the product owing to defects or unsatisfactory performance.

Alok Gupta, President, PCAIT, commenting on the relevance of the conclave stated that "Over the years there has been a tremendous growth in the number of online retailers operating in India. However, there is an urgent need to pay attention to the practices deployed by such portals when it comes to procurement and selling of products at rates which are way below the market rates. Also, providing online service for the products is a key issue which has been lacking till now. The

conclave is an attempt to address this disparity and make the market a level playing field for ICT channel partners by providing them a platform to operate their business, online in order to cater to the fast growing segment".

The conclave featured various presentations from members across the regions, focusing on related topics. Some key speakers at the conclave included B Hari- President, CIITA (East), Champak Gurjar- President, FITAM (West), Karthikeyan S. - President, SIITA (South) and Prasanto.K.Roy- Member, PCAIT.

Shedding more light on the objective of the conclave, Saket Kapur, General Secretary PCAIT (North) opined "ICT Channel Conclave is a step towards identifying and addressing the issues being faced by the channel retailers from the online platforms. Being true to the theme of our conclave which was- 'Growth with Unity' we understand that online is an important mode of doing business, hence we encourage our members to take their business online and explore new growth avenues".

## MAIT ORGANISES ICT SME CONCLAVE 2014 IN BANGALORE



MAIT, the apex body representing India's IT hardware, training and R&D services sectors, in association with the Department of Electronics & Information Technology (DeitY) and Ministry of MSME organized "MAIT ICT SME Conclave - 2014" in Bangalore at Hotel Aloft.

The conclave witnessed the participation of several industry bodies like BCIC, AIT-Bangalore, Elcina, NSIC among a host of SMEs who participated in the day long conclave.

Addressing the conclave, Anwar Shirpurwala, Executive Director, MAIT, said "SME Conclave is an endeavor to reach out to SMEs in the IT sector from across the country, providing them a single platform to address their requirements and give them an opportunity to update their knowledge about various government schemes, business opportunities, latest technologies and investment opportunities available in IT sector in India and abroad. SME Chapter was created by MAIT last year as it recognizes the potential of SMEs acting as a growth engine for leading the sector forward".

## B DEEPAK ELECTED AS PRESIDENT OF CDAN



In the recent elections held, CDAN has come up with new body with President Bommisetty Deepak is on board. The other post holders are Vice-President CH.Suresh babu, Vice President I Philip koti, Secretary Suneel Kumar, Joint Secretary P.Vamsi Krishna, Joint secretary I Kumar, Treasurer V.Pavan, Jnt Treasurer Jaya Kumar, Advisory Committee includes Arun kumar, BV. Suresh, Jotsna, Sudhakar & Krishna Reddy. The new team is coming up with many plans such as taking office for the association, getting ready with a guest house for the purpose of vendors & distributors who come to Nellore for the business work but it will be chargeable, also the same guest house can be used for the other places IT associations for free, another plan is to increase strength of the members from 25 to 100 by adding TOT dealers, Service Providers of Nellore and also by adding dealers of nearby places like Gudur, Sullurpeta, Atmakur, Kavali, Venkatagiri and Naidupet. There is also a plan to start a portal for the display of dealers in Nellore.

It's also a celebration time for CDAN (Computers Dealer Association of Nellore) on completion of 1000 days of their successful running the association and to share the happiness CDAN has invited the local dealers of Nellore and all the nearby district associations' presidents/secretary on 17th of August 2014.

The new team is geared up to perform their best in the coming days.

## ONGOLE IT DEALERS FORM IT ASSOCIATION NAMED AS "CSSWDA"



As the IT hardware business is getting tough, dealers are looking for an association to fight the problems arising. Most of the dealers have been complaining about the margins going down drastically and also the threat of online market place has affected the dealer community in a major way.

Now, Andhra Pradesh has IT associations in most of the major cities and towns like Vijayawada, Vishakapatnam, Guntur, Nellore, Tirupati, Kakina, Anantapur, Kurnool, Eluru etc..



Recently, The Computer dealers and service providers formed an association at Tasty Hotel in Ongole named as CSSWDA (Computer Sales and Services Welfare Development Association) on 19th of July 2014. Registration of association has already been done and the registration number is 141/2014.

M.Hari Prasad has been elected as the President of the association, the other important office bearers are M.V. Vasantha Rao as Secretary, N. Venu Babu as Treasurer.



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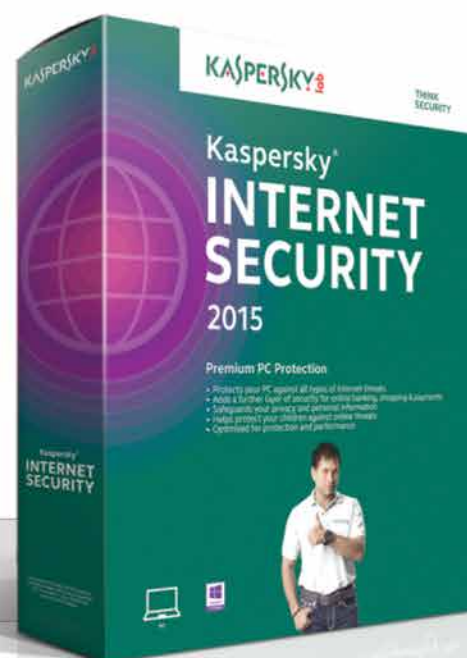
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## RASHI HAS ALWAYS BEEN RATED AS THE NUMBER 1 VALUE ADDED DISTRIBUTOR IN INDIA

**Rajesh Goenka**, VP (Sales & Marketing), Rashi Peripherals

**What is the broad focus for Rashi peripherals today?**

While Rashi continues to ride on the success of components and peripherals businesses we are equally focused on desktop/notebook and networking business as well. Also our new division comprising of communication and surveillance business has picked up well and will be the key driver for future growth.

**What kind of growth is Rashi looking at? And where is this growth likely to come from?**

Last 10 years CAGR has been 29% and we plan to maintain this momentum although there are some challenges in the market.

The growth would come essentially from improving market

shares from existing brand portfolio and partially from addition of 1 or 2 new brand distribution.

**How does Rashi look at adding value to some of the brands that you are representing today?**

Rashi has always been rated as the number 1 value added distributor in India. We are probably the only distributor which offers 360 degrees solutions right from distribution of widest range of IT products, services and marketing. Some of the success testimonials of our wholesome approach is Logitech, Sony, ASUS, Toshiba and many more.

**What are some of the big trends in distribution that are likely to have a big impact on traditional channel partners?**

The biggest threat is the advent of online but we all have to agree that they are here to stay and thus we all need to try adding more value to our businesses to sustain.

**Do you think that traditional distribution space is getting cramped especially with the emergence of digital trading platforms?**

Not really, the business opportunity is there for everyone and India's PC penetration is less than 10% which indirectly means a huge opportunity. But yes there could be challenges in only box selling and thus the need for value add.

**Most of the vendors are today looking at partnering with technology distributors rather than just box pushers. What is your opinion on this trend?**

True as above.

## WE THINK SERVICE IS THE KEY SUCCESS FACTOR TO PENETRATE FURTHER IN THE MARKET

**Mr. Austin Huang**, Sales Director, Transcend Information, Inc

**What is the core focus of activities for Transcend India?**

Transcend focuses its efforts on providing the highest quality to consumers and industrial-grade products with attentive after sales service and support to ensure total customer satisfaction. Transcend provides the fully covered storage solutions with various product lines, such as Pen-drive, SSD, Flash cards, DRAM, now Transcend also has Apple related products to fulfil all kinds of needs.

**How do you define your go to market strategy and what role is being played by the channel partners in your success in India?**

We think service is the key success factor to penetrate further in the market. As a result, we keep looking for the best service partner in

India to ensure that all its esteemed customers have a satisfactory user experience get the best post sales services.

**What kind of challenges do you face here and how do you plan to overcome these challenges?**

Although the consumer SSD market is relatively new, industry professionals have long been aware of the performance advantages of solid-state storage technology since its adoption in the high-cost military and enterprise sectors. The current SSD market is fragmented to an extent, but a handful of companies (such as Transcend) have enjoyed a healthy head start, and have built and maintained important relationships with vendors of flash and controller components—the value of which takes the form of lower BoM costs, faster time-to-market, better quality components, optimized firmware, and more.

Transcend's current strategy is to leverage its strong ties with large computer dealers in the retail channel to increase its SSD exposure among enthusiasts power users who are willing to pay a premium to obtain the latest and fastest hardware. With the help of strategic marketing campaigns, we are confident that eventually even mainstream users will take notice and consider SSDs when shopping for a storage drive for their computer. Online

promotion is another avenue that Transcend has taken in its approach to SSD market growth. Tech-savvy power users and system upgrade enthusiasts are usually also avid online shoppers, and we believe strategic promotions through e-commerce channels will act as a driving force throughout the consumer SSD market.

**What kind of technology trends are reshaping the memory space today? And what role is being played by Transcend?**

The technology is getting more sophisticated and concise with the advancement in the memory industry. The requirements of SSDs are increasing in the market as fast processing is a basic need of the time. Flash memory is getting smaller with large capacity of storage that makes it handy product to carry around. Transcend keeps up with the trends in technology reshaping the memory space so that the customers get the latest technology with ease of access.

**What do you think is the future of SSD's?**

It is a well-known fact among pundits in the IT industry that advances in CPU and memory performance have increased at a rate that is very disproportionate to advancements in storage technology. This fundamental deficiency in storage performance has caused enterprise users to turn to creative multi-drive arrays and software applications to amplification performance. With increased demands of server virtualization and cloud computing, IT managers are looking for even more ways to bolster their storage performance to stay ahead of the curve.

Although high-speed performance is one of the key benefits of modern solid state drives, perhaps an even more essential factor for enterprise use is reliability. In the enterprise computing world, reliability, downtime, hardware footprint, complexity, and power consumption are all pivotal decision factors, and have led IT managers to turn to SSDs as more efficient and reliable alternative storage solutions.

**How do you look at the competition in Indian market? how do you make sure your customers remain loyal to your brand?**

After integration in the memory industry last year, it's clear that the competition here in India is getting tougher. We are still very optimistic for memory business in 2014 since the market is in a healthier state due to market consolidation. Besides, the Indian market has always been one of our most important markets worldwide. As a global brand, we will keep investing in India with a more local touch, and keep providing better products and services to Indian customers.



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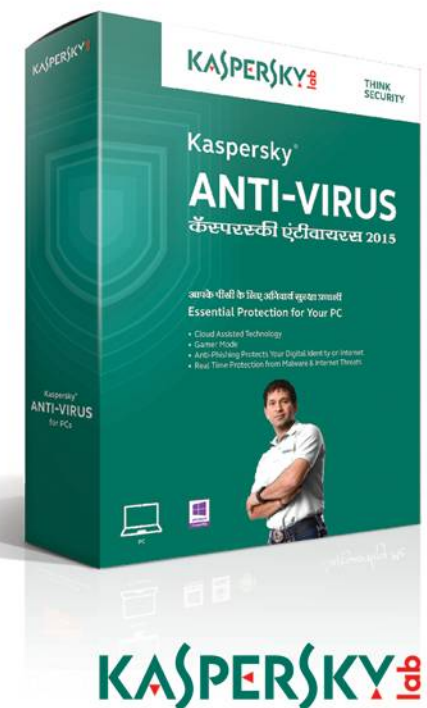


## New Features:

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## More Features:

Proactive Detection | Hybrid Protection | Two-Way Firewall | Safe Surf  
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