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Bye Bye to Bad Wi-Fi"

Joni Mitchell may not have been singing about Wi-Fi when she wrote, "Don't it always seem to go, that you don't know what you've got till it's gone," but the sentiment certainly applies to wireless internet access. When your Wi-Fi is working well, you don't think about it, but when the performance or connection drops, its absence is quickly felt. Sadly, the dream of uninterrupted Wi-Fi is one that few businesses experience.

In fact, in a recent survey of 1,000 UK businesses by NETGEAR, 89% said they had experienced at least one problem with their Wi-Fi system that meant they couldn't meet business needs. This included slow connections (38%), coverage problems (18%), dropped connections (33%) and more.

As a small business owner, these are likely to be issues that you identify with, which means you could also be among the 87% of UK businesses that were unaware of a solution that could mean saying "bye bye" to their bad Wi-Fi; namely mesh technology. A mesh Wi-Fi system, such as the NETGEAR Orbi Pro, uses a router and one or more satellites to extend high-speed Wi-Fi coverage to the far reaches of your office. The Orbi Pro router and Orbi satellite transfer data to one another via a dedicated high-through-put wireless backhaul using patented Fastlane3 technology, creating a Wi-Fi blanket that covers up to 10,000 square feet with high-performance AC3000 (3Gbps) Wi-Fi. Employees and customers simply connect to the Orbi Pro router or Orbi satellite that offers the strongest signal; this is seamless and all happens automatically, ensuring everyone has fast, reliable access, no matter where in the office they are working. You could even extend Wi-Fi to communal spaces, such as gardens or terraces to provide a range of working environments, or to allow people to check Facebook while they're on a coffee break.

However, a good Wi-Fi connection isn't only important for your staff, because 82% of survey respondents said it was important for their business to offer customers a good Wi-Fi connection too. The business case for doing so is clear, with 52% going on to say they relied on Wi-Fi for customer retention. This alone is compelling, but the survey presented further evidence of the business benefits of customer Wi-Fi. This included 16% saying it increased footfall and 24% indicating that customers spent more time on the premises as a result of offering good Wi-Fi. Furthermore, 32% said that Wi-Fi was important for attracting new customers and 70% said that Wi-Fi was important for improving customer service.

Whether it's for staff or for customers, the business importance of reliable, high-performance Wi-Fi is clear. So, if you're one of the 9 out of 10 UK businesses that needs to say "Bye Bye to Bad Wi-Fi", a NETGEAR Orbi Pro mesh Wi-Fi system could be the solution you're looking for. If Joni Mitchell had been singing about mesh Wi-Fi instead of environmental concerns, she might have said, "Don't it always seem to go, that you don't know what you've got if you never had it in the first place." But then she probably wouldn't have had a hit record.

Here are the top 5 tips for better business Wi-Fi:

Find and eradicate Wi-Fi dead spots

It's likely that some locations in your office or business premises will have a weaker Wi-Fi signal than others, and possibly some areas may have no signal at all (a dead spot). A full Wi-Fi site-survey will reveal these problem spots, but small businesses can also use tools such as the NETGEAR WiFi Analytics app to locate areas with poor signal strength or crowded Wi-Fi channels. You can use this data to place a Wi-Fi mesh extender or NETGEAR Orbi Pro mesh Wi-Fi System, to extend signals to all areas of your office.

Place your router optimally

As hinted above, the placement of your Wi-Fi router can dramatically affect the strength of the coverage in different areas of the business, so the location of your router and satellites needs care-

ful consideration. Avoid corners and windows, which will mean a large percentage of the signal is absorbed or beamed out into open space, and avoid placement inside cupboards, especially metal cupboards, as this will seriously reduce signal strength. Instead aim for a central placement or ceiling location, so that the signal is not obstructed or wasted in areas where your workers are not located. You can even strategically place an Orbi Satellite to provide coverage to a customer area to ensure a good signal.

Create multiple Wi-Fi networks

Network admins, employees and customers all need different levels of access, so separate your Wi-Fi networks into admin (owner), employee and guest networks. Even better, create a guest portal to offer customers free Wi-Fi internet, without allowing them access to the rest of your network. This also provides marketing opportunities, such as immediately re-directing customers to webpages with deals or offers.

Ensure your router is secure

Regularly check and update your router's firmware to ensure your device is protected against recent vulnerabilities that could threaten your network's security. Also, ensure your Wi-Fi networks use the stronger WPA or WPA2 security protocols and avoid the more easily hackable WEP standard.

Use the latest Wi-Fi technologies

Congestion and interference can be a major problem if all of your employees connect to a 2.4GHz Wi-Fi network. This is especially the case if neighbouring businesses are also using 2.4GHz networks, which may be operating on channels that overlap with the one used by your router. Upgrading to 802.11ac or better Wi-Fi, and ensuring features such as MU-MIMO and Beamforming are enabled on your router will lead to faster speeds and less congestion. Another benefit is that if all your staff can use the 5GHz band then you can dedicate the more widely compatible 2.4GHz network solely for customer Wi-Fi, helping to ensure an optimal experience.

Huawei Unveils Industry's Highest-Performance ARM-based CPU

Huawei announced the industry's highest-performance Advanced RISC Machine (ARM)-based CPU. Called Kunpeng 920, the new CPU is designed to boost the development of computing in big data, distributed storage, and ARM-native application scenarios. Huawei will join with industry players

to advance the ARM industry and foster an open, collaborative, and win-win ecosystem, taking computing performance to new heights.

William Xu, Director of the Board and Chief Strategy Marketing Officer of Huawei, unveils industry's highest-performance ARM-based CPU called Kunpeng 920.

"Huawei has continuously innovated in the computing domain in order to create customer value. We believe that, with the advent of the intelligent society, the computing market will see continuous growth in the future. Currently, the diversity of applications and data is driving heterogeneous computing requirements. Huawei has long partnered with Intel to make great achievements.

Together we have contributed to the development of the ICT industry. Huawei and Intel will continue our long-term strategic partnerships and continue to innovate together," said William Xu, Director of the Board and Chief Strategy Marketing Officer of Huawei.

"At the same time, the ARM industry is seeing a new development opportunity. The Kunpeng 920 CPU and TaiShan servers newly released by Huawei are primarily used in big data, distributed storage, and ARM-native applications. We will work with global partners in the spirit of openness, collaboration, and shared success to drive the development of the ARM ecosystem and expand the computing space, and embrace a diversified computing era."

Union budget 2019
a smile on the face of people

With a keen eye on the elections, Finance Minister Piyush Goyal, in his the interim Budget 2019-20 contained major elements that are aimed to benefit three major segments of the population — farmers, informal sector workers, and salaried taxpayers. Anyways, Digital India and Make in India is present government's prime move.

Here are the various views on post budget by our Industry experts:

Suresh Pansari — DIRECTOR, RP TECH INDIA
Union Budget 2019

"The Union budget 2019 has certainly brought a smile on the face of people. On the backdrop of the upcoming General elections, the Government has cautiously attempted to present a balanced budget, where it has given equal preference to all segments of the society. However, from the IT hardware industry perspective, we do not see any major announcements in terms of present taxation policies and ease of doing business. Continuing its efforts to boost Digital India and Make in India initiatives, the Government has announced to develop 100,000 digital villages and set up over 260 mobile manufacturing and assembly units. This will indirectly benefit the industry by generating demand for hardware. The announcement to set up a national center for Artificial Intelligence is a welcome move and reflects Government's thrust on and digital economy. Overall it is a progressive budget and we expect positive outcomes in the coming years",

Rajeev Sharma — HEAD-CORPORATE SERVICES & STRATEGIC PLANNING, MITSUBISHI ELECTRIC INDIA PVT. LTD.
Union Budget 2019

"The interim budget for 2019-20 seems to be a balanced budget with support to sectors like agriculture and infrastructure for a holistic development of the Nation. Railways, roadways, airways along rail, road linkages, connectivity infrastructure, and 99 city Smart Cities Plan excites us. Also, the Rs.50 lakh crore investment plan for improvement and proper completion of the ongoing and upcoming infrastructure projects is a welcome step, we are hopeful that the budget supports rapid development of the economy."

Rajiv Kapoor — VICE PRESIDENT, INDIA & SAARC, CAMBIUM NETWORKS
Union Budget 2019

"The government's plans to set-up 100,000 digital villages in the next five years is a huge step towards leapfrogging India's march on critical initiatives such as Digital India. By placing wireless connectivity at the heart of India's development particularly in rural areas, the country is poised to further consolidate its position as the global hub for disruptive innovations," said Rajiv Kapoor, Vice President, India & SAARC, Cambium Networks.

Sanjay Jalona — CEO & MD, L&T INFOTECH
Union Budget 2019

"The continued support by the government on new age concepts such as AI that has the power to emerge as not only national assets but global disruptors is a huge trigger to further advancements in these fields. The role of such exponential technologies in driving the nation's development is immense and provides a much-needed avenue to address and overcome pertinent age-old issues. Furthermore government's vision for 2030 to place India as a modern, technology-driven, high growth and transparent society including leading the world in transport through electric vehicles and energy storage devices further emphasizes the role of digital technologies in transforming not only businesses but overall living standards."

Arun Nathani — CEO, CYBAGE
Union Budget 2019

"This budget is providing major boost to real estate segment through fiscal incentives like extension of benefit Under Section 80 IBA, no tax on notional rent on unsold inventory for two years, no notional rent on two self-occupied properties instead of one. Additionally, direct benefit of INR 6,000 to small farmers will provide positive sentiments and will have positive cascading effect on GDP growth. We welcome the step to promote AI hubs in India which will help to build technical competence and have long lasting impact from technology point of view for the future of India.
This budget has populist and election oriented flavour, Government will have to balance the spending and keep the fiscal deficit under control."

Arun Balasubramian — MANAGING DIRECTOR, QLIK INDIA
Union Budget 2019

"The interim budget, the government has rightly comprehended the necessity and competence of digital technologies such as AI, machine learning, big data and more. We are glad to find out the government's plans of developing a National Artificial Intelligence portal, which will significantly boost research and development measures and thus allow businesses of all sizes and sectors to gain better data-driven and decision-making insights and advance the nation in competitive global space."

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Satya Kalyan Yerramsetti
FOUNDER & CEO OF TELEBU
Union Budget 2019

The government has continued to stress upon digitalisation, as reflected in the interim budget 2019 announcement. In the words of the interim Finance Minister, digitalisation is going to play a key role in achieving sustainable growth and development. The government further aims to achieve one lakh digital villages in the next 5 years and we believe that it is going to pave the way for India to emerge as one amongst the leading digital economies, across the globe. The current plans and aspirations of the government will also boost the rural digital economy. At Telebu, we are excited to be part of this wave of change, as it helps accelerate our overall goal of proliferating into rural, as well as tier-2 and tier-3 cities. We will continue to build innovative enterprise communication products for Indian enterprises, MSMEs, start-ups, non-profit organisations and more.

Kunal Agarwal
FOUNDER & CEO, PRIORITY VENDOR
Union Budget 2019

"As India's largest early payment platform, we at Priority Vendor believe that the interim budget carries some of the significant developments, especially for our SME partners. Businesses registered as SMEs will now receive a 2% loan relaxation by the government, thus easing their access to organised credit facilities. Furthermore, the announcement also gave a boost to SME suppliers, making it mandatory for the government projects to source 25% of their requirements from SMEs. The segment has also been bogged down with the GST compliance, however as per the announcement, SMEs with a turnover of less than 5 Cr need to only file GST once in three months."

While the SME segment would be appeased, we believe the interim budget to also be forward-looking. India has already emerged as the second largest hub for start-ups and the government has vowed to support advanced technologies like AI by setting up a national centre for artificial intelligence. We believe it will propel India on the path of emerging as the key centre for growth and innovation. With artificial intelligence constituting the very fabric of our platform, we are excited about this development and look forward to being part of an innovating, enterprising, and digital India.

Priya Mahajan
HEAD OF APAC, PUBLIC POLICY & REGULATORY COUNSEL, VERIZON ENTERPRISE SOLUTION
Union Budget 2019

"We are glad to note that the Indian Government has made consistent efforts and undertaken initiatives to foster the growth and developments of disruptive technologies such as Artificial Intelligence (AI), Big Data, Internet of Things (IoT) and Robotics. We welcome the Government's plan to create a national program on Artificial Intelligence which would be catalysed by the national centre for artificial intelligence as a hub, along with other centres of excellence. We are glad that 9 priority areas have been identified and the Indian Government is working closely to empower the MSME sector.

Moving forward, we need a good regulation that enables innovation by building public trust, a flexible approach to ensure policy is technology neutral and future proof that also covers AI and other emerging technologies. Regulatory simplification can lead to many benefits including greater regulatory certainty and predictability, regulatory outcomes that minimize compliance costs and inefficiencies, a more prosperous environment in which innovation thrives, and a boost to economic competitiveness. India should take the lead by creating a strong and balanced regulatory framework to build on, which could set the global standard for a sustainable approach to AI technology. This will enable India to attract the attention of global brands, inspire innovation, and become a global technology leader.

Anurag Avula
CEO & CO-FOUNDER, SHOPMATIC
Union Budget 2019

"The 2019 budget announcements certainly reaffirm the government's commitment towards building a Digital India and creating opportunities for small scale Indian businesses for running successful e-commerce businesses. Though the decision to bring changes in the FDI policy for e-commerce platforms was to level the playing field for small scale sellers, the interim budget announcement comes bearing more favorable news.

As announced in the interim budget, the government is aiming for one lakh digital villages in the next 5 years. This is going to prove as a strong economic driver by promoting digital payments and more importantly, exposing rural businesses to the prospects of selling online.

At Shopmatic, it has been our vision to help aspiring entrepreneurs enter the world of e-commerce without the common problems of capital expenses, complexities involved. Our app will certainly help drive adoption to ecommerce even from remote parts of the country. We are glad that the government is pushing for digitalization in Indian villages and will be utilizing this opportunity to enhance our reach in the hinterlands of India and assist the rural artisans, craftsperson, sellers, and businesses in coming aboard the digital wave".

Shrenik Bhayani
GENERAL MANAGER, KASPERSKY LAB (SOUTH ASIA)
Union Budget 2019

"With the growing adoption of internet and smartphone, India has emerged as one of the most favourite countries among cyber criminals. Keeping pace with the growth of digitization, the cyber threats are not far behind. With the government's aim to make 1 lakh villages into Digital Villages over the next five years and the huge jump in monthly consumption of mobile data over the last five years, it is important to ensure these people are aware of the potential cyber threats that tag along these developments. Just in the period of October – December 2018, more than 50% of users in India were attacked by local threats during this period, which puts India in the 66th place worldwide.

I see India's potential to flourish as a manufacturing hub, which brings several economic and technology benefits to the nation. However, with automation systems integrated into the industrial environment, it is important for the government and manufacturing companies to consider the potential threats involving industrial systems. Malicious attacks on industrial systems – including industrial control systems (ICS) and supervisory control and data acquisition systems (SCADA) – have increased significantly in recent years. As the Stuxnet and BlackEnergy attacks have shown, one infected USB drive or single spear-phishing email is all it taks for attackers to bridge the air gap and penetrate an isolated network. Traditional security is no longer enough to protect industrial environments from cyber threats.

Of course, the responsibility of cybersecurity should not fall solely on the government. Our people should be aware about the importance of cybersecurity and adapt with the change of environment by gearing up towards practicing good cybersecurity hygiene."

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Online Safety: Unwanted contact continues to be the standout risk across

⤷ **People around the world report increased civility online, including in India**

⤷ **India ranks 7th among 22 countries surveyed**

⤷ **Millennials (ages 18-34) had the highest life time exposure to online risks**

As part of its commitment towards online safety, Microsoft has released the 3rd Digital Civility Index on Safer Internet Day (Feb 05). The index shows that people across the world are experiencing increased levels of online civility, including in India. India was at No. 7 among 22 countries surveyed worldwide. The India index was 59% (vs the global index of 66%), reflecting a gain of 2 points y-o-y, indicating a better level of online civility in the country. A lower index indicates lower risk exposure and a higher perceived level of online civility among the population.

The DCI is based on a survey completed in May 2018 to gauge the attitudes and perceptions of teens (ages 13-17) and adults (ages 18-74) in 22 countries about online behaviors and interactions. It asked questions like, "which online risks have you and your close circle experienced, when and how often have the risks occurred, and what consequences and actions were taken?" — and it measured respondents' lifetime exposure to 21 online risks across four areas: behavioral, reputational, sexual and personal/intrusive.

The survey showed that unwanted contact continues to be the standout risk across geographies and demographics. However, teens around the world now more than ever are looking to their parents and other trusted adults for help with online risks. **The report reveals several insights for India, including the following:**

⤷ The types of risks that stood out for India compared to the global averages included: 1) receiving offensive or obscene content, 2) encountering fake news and 3) encountering internet hoaxes.

⤷ Online risks had some of the strongest impacts on millennials and teenagers in terms of risk exposure and consequences.

⤷ Teens matched the global average in asking for help from parents (+35 points to 45%) or another adult (+18 points to 26%).

⤷ 29% of perpetrators of online abuse were family or friends.

⤷ Respondents showed an increase in "loss of trust in others, both on- and offline; stress, and sleep deprivation" as a result of nega tive online interactions.

⤷ Indians were most likely to encounter fake news and internet hoaxes, with 7 points higher than the global average.

Digital Civility Challenge

Microsoft is also challenging people to take the Digital Civility Challenge and pledge to adopt positive online habits and practices throughout the year. The goal of the challenge is to support Microsoft's long-term commitment to fostering safe, inclusive interactions online and to encour-age people to be accountable for their online behaviour and to serve as a role model and/or champion for others.

The digital civility actions include:

⤷ Live the Golden Rule by acting with empathy, compassion and kindness in every interaction, and treat everyone you connect with online with dignity and respect.

⤷ Respect differences, honor diverse perspec tives and when disagreements surface, engage thoughtfully, and avoid name-calling and personal attacks.

⤷ Pause before replying to things you disagree with, and don't post or send anything that could hurt someone else, damage a reputa tion or threaten someone's safety.

⤷ Stand up for yourself and others by support ing those who are targets of online abuse cruelty, reporting threatening activity and preserving evidence of inappropriate or unsafe behaviour.

The 22 countries that participated in the survey were Argentina, Belgium, Brazil, Canada, Chile, Colombia, France, Germany, Hungary, India, Ireland, Italy, Malaysia, Mexico, Peru, Russia, Singapore, South Africa, Turkey, the United Kingdom, the United States and Vietnam. Microsoft hopes policymakers, companies, and consumers will consider the need for a safer, more respectful internet and leverage the evidentiary base for a global push toward "digital civility."

Identity Devices Launches Innovative Biometric Privacy Platform™ to Safeguard Aadhaar User's Privacy and Data

Identity Devices Sweden AB (Identity Devices), an innovative new digital identity and biometric technology company, today announced an innovative new Biometric Privacy Platform™ for the Aadhaar ecosystem to enable greater data security, privacy, consent, and confidentiality. Biometric Privacy Platform™ (BPP) consists of authentication hardware and software for the Aadhaar ecosystem, preserving convenience while increasing personal privacy and data security and putting the resident in charge of the use of their Aadhaar data including picture, name, address, mobile number and more.

Aadhaar is the world's largest biometric Digital Identity program with more than 90 percent of Indians linking Aadhaar to most government and non-governmental services such as those related to taxation, cooking gas subsidy, banking, passports, and so on. Biometric Privacy Platform™ increases ease of convenience, personal privacy and data security by putting residents in charge of how their Aadhaar data is used.

Biometric Privacy Platform™ adds a privacy and consumer-choice layer on top of Aadhaar online and offline authentication modes. Devices that have integrated BPP and its authentication modalities enable user interaction to make dynamic choices at the time of each authentication event. BPP's QR Code offline authentication capability is fully compliant with the Aadhaar act, current Supreme Court rulings, UIDAI requirements and other government policies. The online authentication capability and biometric capture capabilities will also be fully compliant with the UIDAI certification requirements for multi-modal biometric authentication (Face, Finger and IRIS).

According to **David Burnett, CEO and Founder, Identity Devices**, "Identity Devices is committed to the principle that individuals should have power over their personal data, what and when to share it, and how it is used. This principle can have no better validation than when it is applied

to the Aadhaar user. We are delighted to be able to offer to the Indian market an instrument which addresses the very valid concerns of people regarding their sensitive personal data. The solutions offered by Identity Devices will make it easier than ever before for Digital Identity, IoT and FinTech device makers to add biometric features that allow them to connect more securely to popular authentication and identity ecosystems."

Adding to this, **Mukesh Singh, VP, Sales and Marketing, Identity Devices, India**, said, "There is enormous demand for fingerprint and iris authentication in India now that systems like Aadhaar have demonstrated the ease-of-use, viability and

economic benefits of multi-modal biometric authentication at very large scale. Our pre-certified and easy-to-integrate products directly address the needs of a wide range of device makers to quickly innovate and differentiate their products with biometric experiences and ecosystem integration."

Identity Devices recently partnered with world-leading biometrics company Fingerprint Cards (Fingerprints™) partnership to accelerate biometric adoption in the global Digital Identity, Financial Technology (FinTech), Internet of Things (IoT) and other innovative, fast-growing vertical markets. Under the partnership agreement, Identity Devices will include fingerprint and iris biometric technology from Fingerprints in new products and pre-certified integration kits that make it easy for device makers to add frictionless multi-modal biometric experiences and enable local authentication and access to global and national authentication ecosystems.

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Astrum KW360 Wireless Smart Keyboard for Smart TVs

Expanding its portfolio, Astrum, one of the leading 'new technology' brand known for its innovative and intelligent solutions expands its smart product category by introducing Wireless Smart Keyboard "KW360". Search, select, and control your content with the familiar typing experience, fluid gestures of the touchpad, or the point-by-point precision of the Pad.

Ergonomically designed the keyboard comfortably fits in the hand with an adjustable DPI resolution that allows you to set the sensitivity as per your preference. Compatible to both Android and OS the keyboard is ultra-handy, compact and lightweight. The keyboard comes with 3 in 1 function; the Wireless keyboard + Mouse + Touchpad along with 2.4Ghz wireless Nano receiver. Its classic 360-degree flip design, Qwerty Layout for Quick typing, plus a touch pad for tactile onscreen control enables smooth performance. It has a nice selection of shortcut keys, so the user can quickly launch the Web browser, Mute the Volume, search or launch the email app and more. The LED Backlit makes it easy to use with the convenient option of well-spaced keys to minimize typing errors.

Eurotech Technologies Launches BestNet 2-Post Frame Open Network Racks

Eurotech Technologies, the leading technology solutions company, announced the launch of BestNet 2-post frame open network racks. The racks are suited for cabling and patching frames, intermediate distribution points and safely houses all networking equipment's, ensuring complete convenience & flexibility. Available in 19" and 23" models the racks come with heights ranging from 27U to 42U.

The 2-post frame open racks are made of strong and lightweight aluminium (6063-T6 alloy) extrusion or 2.0 mm steel. These racks have universal 5/8"-5/8"-1/2" vertical mounting hole patterns, which allow mounting of 19" equipment's. Multiple racks can be bayed with the help of BestNet baying kit. The top and side frames are provided with cable entry cut-outs which allow effective routing of cables. Both the steel and aluminium models can be used to either fit 19" or 23" equipment's.

"BestNet racks feature high-quality structure & design and equipped with advanced functionalities to enable, efficient and reliable installations," said Mr. Anuj Jain, Managing Director, Eurotech Technologies Pvt Ltd. The robust rack systems are highly agile for better end-user experiences, cost-effective and packs a lot of utility, he added.

Intel Optane memory H10 with Solid State Storage unveiled

Intel has unveiled the Optane Memory H10 with Solid State Storage. Intel says that the products combines Intel Optane memory with Intel QLC 3D NAND storage on a single M.2 form factor and enables Intel Optane memory expansion into thin and light notebooks, All-in-Ones and Mini PCs. Intel says that it will share more information when the product launches in the second quarter of 2019.

Intel® Optane™ Memory H10 with Solid State Storage, an SSD intelligently combining the superior responsiveness of Intel® Optane™ memory and the storage capacity of Intel® QLC 3D NAND in a single space-saver M.2 form factor. Bringing together two unique technologies in memory-and-storage solutions, the Intel® Optane™ Memory H10 with Solid State Storage will allow you to create, game, and be more productive with less waiting.

By combining Intel® Optane® memory with Intel® QLC 3D NAND storage on a single M.2 form factor, this product enables Intel® Optane® memory expansion into thin and light notebooks, and other space-constrained desktop form factors—such as All-in-One and Mini PCs. Intel® Optane™ Memory H10 with Solid State Storage will be available starting Q2 in OEM systems from Dell*, Lenovo*, HP*, Acer*, ASUS*, and others.

Intel® Optane™ Memory H10 with Solid State Storage will come in the following capacities, 16GB (Optane) + 256GB (QLC); 32GB (Optane) +512GB (QLC); and 32GB (Optane) + 1TB (QLC). More information will be made available when the product launches in Q2. In the meantime, feel free to check out the product page.

Toshiba Announces 16TB MG08 Series Hard Disk Drives

Toshiba has announced MG08 Series, the industry's largest capacity 16TB Conventional Magnetic Recording (CMR) HDD. With 33% more capacity than today's widely adopted 12TB drives, and 14% more capacity than prior 14TB models, MG08 16TB drives are compatible with the widest range of applications and operating systems, and adapted to mixed random and sequential read and write workloads in both cloud and traditional data-centre environments.

The MG08 Series is Toshiba's second-generation helium-sealed HDD family, and eighth-generation Enterprise Capacity HDD family. Toshiba has delivered its industry-leading 16TB capacity and improved power efficiency by utilizing the 9-disk helium design, introduced last year in 14TB models, and its own advanced precision laser welding process to ensure the helium remains sealed inside the drive case. The MG08 features 7,200rpm performance, a 550TB per year workload rating[3], a 2.5 million-hour MTTF[4], a 512Mib cache buffer[5], and a choice of SATA and SAS interfaces—all in an industry-standard, 3.5-inch[6] form factor.

The MG08 Series further illustrates Toshiba's commitment to advancing HDD design to meet the evolving needs for storage devices suited for use in cloud-scale servers and storage infrastructure.

NFC Reader IC and 8-bit Microcontroller from STMicroelectronics

STMicroelectronics, a global semiconductor leader serving customers across the spectrum of electronics applications, announced that its automotive NFC Reader IC (ST25R3914) and its automotive 8-bit microcontroller (STM8AF) have been chosen for the Qi-compliant automotive wireless charging reference design from Rohm. Contactless communication based on NFC is already in extensive use for functions such as mobile payment by smartphone and in recent years, NFC use has been rapidly widening from mobile devices to industrial equipment, IoT devices, and even automotive systems.

The automotive wireless charging module reference design from Rohm, for which they've selected ST's NFC Reader IC and 8-bit MCU, is based on the BD57121MUF-M, a Qi-standard 15-W wireless charger IC being developed by Rohm that aims to increase the adoption of wireless charging in the center console of the vehicle. One benefit of ST's technology contribution is to enable the sophisticated control that makes possible the detection of contactless smart cards in proximity to the charging system in order to halt the charging immediately.

Epson launches new products in the CAD Plotter Market

Epson, a world leader in digital imaging and printing solutions announced the launch of two new CAD printers – Epson SureColor-T3430 & T5430. These models perfectly complement the models launched earlier – SC-T3130 and SC-T5130. Epson now has nine CAD plotters, thus offering a full range of printers to meet the needs of services across a range of industry sectors.

Epson SC-T3430 and SC-T5430 are carefully designed for users that value precision and reliability. Offering an impressive total cost of ownership, the printers are suitable for professionals looking to increase their productivity and creativity. From printing of blueprints, line drawings to signage or classroom posters, the SureColour T-series offers reliable printing performance. The new models are ideal for architectures, builders, jobbers, engineering, education, corporate and Government. Epson SC- T3430 & T5430 are faster models with higher capacity ink cartridges and prints files* directly from USB drive. The printers are compact and fit seamlessly into most workplaces and allow users to print wirelessly from tablets and smartphones. The unique ergonomic design suited for both tall and short person to operate machine comfortably.

Acer launches two Chromebases for meetings and personal computing

Acer has launched two Chromebases for meetings and personal computing. The Acer Chromebase for Meetings 24V2 is a one-touch video conferencing system for small spaces, while the Acer Chromebase 24I2 is an ideal office workstation or can be used as an in-store kiosk. The Acer Chromebase for Meetings 24V2 supports conferencing with up to 25 callers with Google Hangouts Meet, up to 50 callers with G Suite Business, and up to 100 callers with G Suite Enterprise. Both the Acer Chromebase for Meetings 24V2 and Acer Chromebase 24I2 feature 8th Gen Intel Core processors, a 24-inch Full HD display and a 5MP wide-angle webcam.

Building on the success of the world's first Chromebase with Intel Core processors in 2016, we're launching the new Acer Chromebase 24I2 with a performance boost and a refreshed sleek design," said Jeff Lee, General Manager, Stationary Computing, IT Products Business, Acer Inc. "Support for Google Play and Google Assistant will enable new experiences for consumers, while education and commercial customers will appreciate the other enhancements across the board."

HyperX CloudX official Xbox licensed gaming headset launched in India

HyperX has launched its Official Xbox licensed Gaming Headset, the HyperX CloudX, in India for Rs 9,990. The headset is approved by Microsoft and comes with in-line audio controls that sidestep system menus and put control directly at your fingertips. The sturdy aluminium frame is designed for long-lasting reliability and to withstand the harsh rigours of daily gaming life.

HyperX CloudX Gaming Headset has been tested and approved by Microsoft and delivers signature HyperX comfort, durability and amazing sound for serious Xbox gamers. CloudX has convenient in-line audio controls that sidestep system menus and put control directly at your fingertips. The sturdy aluminium frame is designed for long-lasting reliability and to withstand the harsh rigours of daily gaming life. The 100% memory foam ear cushions and leatherette-padded headband provide award-winning comfort for those long weekends and late nights of gaming. 53mm drivers and enhanced bass reproduction pump out crystal-clear high, mids and lows, and the closed-cup design mutes the outside world to completely immerse you in your game. The noise-cancelling microphone can be positioned just the way you like it, and also eliminates background noise so that you'll come across loud and clear. CloudX is also compatible with mobile devices1. When you're ready to listen to music, simply unplug the microphone and stow it for later.

Konica Minolta India launches Colour Multifunction Printer

In a move which underlines its domain leadership position in the office printing space, Konica Minolta Business Solutions, a global leader in advanced imaging and networking technologies, has announced the launch of its latest innovative offering, the bizhub C759/C659. A colour multifunction printer (MFP) equipped with state-of-the-art features and functionality, the bizhub C759/C659 has been designed to deliver best-in-class performance with its remarkable colour print quality and high print speed of upto 75 pages per minute.

The bizhub C759/C659 comes equipped with an improved 10.1 inch electrostatic multi-touch operation panel to enable better operability and security. It has a large capacity, high-speed automatic document feeder (speed-240 ipm).The bizhub C759/C659 also cuts down the start-up time by up to 13.5 seconds as compared to the previous model, while its FCOT (first copy output time) value of <4.9 seconds is better than any other office printing solution in its class.

TSC Launches Cutting-Edge "Print Engine PEX-1000 Series" in India

TSC Auto ID Technology Co. Ltd. (TSC), a global leader of quality Auto-ID solutions for transportation and logistics, has announced the launch of its innovative Print Engine PEX-1000 Series. The latest series offers the Left-hand model (PEX-1100 Series) and the Right-hand model (PEX-1200 Series), to meet comprehensive print requirements.

PEX-1000 Series print engine incorporates a robust die casting structure for years of reliability and is designed for integration with various label applicators. It features three different levels of models covering 203, 300 and 600 dpi resolutions. All models feature an intuitive color LCD panel and front-side USB host that provides an efficient way for a quick set up and one-step update.

Leveraging the user experience and complex applications across industries, the PEX-1000 Series features ease of use, high performance, ease of maintenance and extensive compatibility. It is ideal for manufacturing and logistics applications where high speed and mission-critical demand label printing is required.

We try to give max support to channel, so that they keep growing with us

Ravi Khemani, Branch Head, RP tech India

Exclusive Interview with Ravi Khemani, branch head at RP tech India and currently heading the Karnataka branch. A true leader and Go-Getter, channel relationship is the focal point of his business strategy. RP tech India has gained a major market share under his dynamic leadership and has emerged as the most trusted value added distributor in the south region.

Kindly through light on the current IT hardware business scenario in Karnataka and rest of South India?

Being the technology hub in India, Karnataka is the biggest consumer of IT and ITeS. IT is also home to MNCs and Startups. Hence, the demand for IT hardware is huge in the State. The average life of any IT infrastructure is maximum 5 years and after that needs upgradation or replacement. Thus, the hardware business is growing at a consistent growth rate.

How do you see the surge in PC, Component and Peripheral business post GST in the State? Apart from traditional IT, what are the booming business segments in the State?

Post GST implementation we observed a sudden surge in the computer hardware demand in Karnataka. This is mainly because of Government's mandate for online filing. The demand was largely from Startups and small businesses who required GST compliant IT hardware. This boosted the PC demand and simultaneously push the component and peripherals business. However, overall the component and the peripheral market has witness de-growth because of the growing popularity of branded PCs available in the online marketplaces at a very aggressive price point.

According to you what are the major challenges the industry is facing in the region in terms of growth and demand?

The traditional assembled PC business has majorly hit by the branded PCs and Smartphones. Today people use their smartphones for a variety of computing tasks such as internet surfing, online shopping, online banking and so on. So the need for PCs/Laptop remains limited only to serious computing and Gaming (extreme gaming). The shrinking PC demand has also shrunk the demand for components and peripherals resulting in thin margins, hence the traditional channel is finding it difficult to cope up with the situation.

According to you what key challenges partners face in terms of financing and thin margins? How they are coping with the rising dominance of E-Commerce?

The market is expanded with the entry of E-Commerce players, however, the huge price disparity by OLS has put the traditional channel in a flux. Today E-Commerce has eaten away a large chunk of share in the consumer space. The traditional channel is working on the very high cost of operation and on the other hand e-commerce is burning money. So channel is facing a lot of challenges in maintaining their business. There is a lot of pressure on Channel Partner's margin. As a result the small scale channel partners are either moving out of business or switching to new business lines.

How has RP tech India created its stronghold in South over the years? Please highlight the key strengths of RP tech India in terms of channel ecosystem, reach and brand portfolio?

RP Tech India's main strength is his Branch Network. We maintain a very strong product portfolio. Currently, we are majorly focussing on the introduction of new products, increasing the reach in the market. We also focus heavily on channel profitability. As we are known for our channel friendliness, we try to give max support to channel, so that they keep growing with us.

What is your business roadmap for the next financial year?

Our strategy is to introduce new technology in the market. Also, we want to become "one stop shop" for complete IT and mobile needs of Indian end users. Our plan for next year is to introduce multi products and increase the reach as maximum as possible. In the long run, our aspiration is to enter into the distribution of all technology products and not confined to IT and mobility.

Smartphone shipments in the country were up by more than 12 million at 137 million

India smartphone shipments and annual growth
Canalys Smartphone Market Pulse: full-year 2018

Vendor	2018 shipments (million)	2018 Market share	2017 shipments (million)	2017 Market share	Annual growth
Xiaomi	41.0	29.9%	25.7	20.6%	59.6%
Samsung	35.1	25.8%	29.4	23.6%	20.4%
Vivo	14.4	10.5%	12.6	10.1%	14.3%
Oppo*	11.2	8.2%	10.7	8.5%	5.2%
Micromax	4.7	3.4%	4.4	3.5%	5.7%
Others	30.6	22.3%	42.1	33.7%	-27.3%
Total	137.2	100.0%	124.9	100.0%	9.9%

*Oppo's shipments exclude Realme

Source: Canalys Smartphone Analysis (sell-in shipments), February 2019

India remained one of the bright spots in an otherwise declining global smartphone market in 2018. Smartphone shipments in the country were up by more than 12 million at 137 million, the best growth of any market in absolute volume terms. India now accounts more than 10% of the world's smartphone market, up from 6% five years ago. It is one of six markets in the top 20 that posted positive full-year growth, with its performance outshone by Indonesia (17.1%), Russia (14.1%) and Italy (10.0%). Of these four markets, India is the only one that has seen consecutive growth for the past three years.

In terms of vendors, Xiaomi took pole position for the first time in 2018, shipping 41.0 million units to take 30% of the total Indian smartphone market. Despite being knocked off first place, Samsung still grew shipments by 20% and took a 26% share of the market. Vivo, Oppo and Micromax held third, fourth and fifth place respectively.

2018 was a defining year for smartphones in India,” said Canalys Research Manager Rushabh Doshi. “The impact of a declining Chinese market on vendors such as Oppo, Vivo and Xiaomi was pronounced, with Oppo and Vivo reducing both their above- and below-the-line marketing efforts significantly to counter falls in their Chinese businesses. Xiaomi, on the other hand, focused heavily on India, with excellent results. India is now the biggest market for Xiaomi worldwide. The Chinese vendors have done well to ride the spread of 4G and the boom in local apps and services. 2018 was undoubtedly the year app-based economies flourished.” In Q4 2018, Xiaomi shipped 9.4 million smartphones to China, and 10.0 million to India. 2019 will be more disruptive than 2018,” said Doshi. Since 1 February, the Indian government has restricted online marketplaces, such as Amazon and Flipkart, from selling devices exclusively on their platforms. It has also banned online marketplaces from having equity stakes in seller accounts. “The FDI policies are going to slow market development spending by these platforms, thereby denting overall online smartphone sales. There will be a see-saw shift toward offline channels this year, and many vendors will start engaging with distributors or offline retailers in a bid to protect their growth ambitions. While operations at Amazon and Flipkart are likely to stabilize within six months, uncertainty over future regulation will weigh heavily against these platforms.

On the bright side, the raising of the income tax ceiling from INR2.5 lakh to INR5.0 lakh will imply a higher net pay, and a slightly higher disposable income. This is definitely good news for vendors looking to raise prices without sacrificing their addressable markets, added Doshi.

In Q4 2018, India bounced back from a quarter of slight decline, with shipments growing by 14% to 34.1 million units. While Xiaomi, Samsung, Vivo and Oppo remained the top four vendors, Huawei (including Honor) made a surprise appearance in fifth place, growing its shipments by more than four times since Q4 2017.
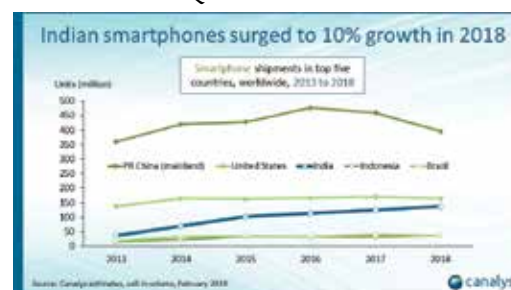
How to Adopt and Grow your business in the Digital First World

The Trade Association for Information Technology (TAIT) hosted an insightful session for its members on the dynamic world of digital marketing and how it can harnessed effectively by members to grow and expand their business. As one of India's leading IT associations representing a vast IT ecosystem organizations, TAIT focusses on having a pulse on the industry happenings and addresses challenges and roadblocks for members, in a timely manner.

With the rising insecurity of the ever expanding online portals like Amazon and Flipkart, who have seemingly offering direct competition to the IT retailers and distributors, the fear of 'Digital' as a medium has created quite a scare among these conventional businesses owners. While these business challenges are real, one cannot deny the fast expanding 'digital first' ecosystem that has nearly taken over every aspect of modern human lifestyle – from education, banking & finance, business, healthcare and wellness to entertainment, travel and hospitality, it is high time one faces the fears, armed with hard facts and learn key adoption techniques.

In line with the above objective, TAIT hosted Mr. Manoj Kotak, a passionate and reputed digital marketing expert, who has conducted more than 65 sessions on Digital Marketing for over 3750 attendees all across India. In addition to facilitating technology adoption for masses, Mr. Kotak has also represented the Indian IT Industry across 17 countries covering US, Latin America, Europe, Asian Countries & Saudi, as a member of a delegation of India's largest Electronics and IT trade facilitation organisation that boasts of a consolidated export performance of US$ 200 million by all its members.

After a networking tea, Mr. Viren Bavishi, General Secretary, TAIT, introduced Mr. Manoj Kotak to the members and laid the foundation to the conversation, laying the background of key concerns and fears of the members, the answers to which they were seeking from an expert. Through his passionate and simplified style of communication that ensures an easy understanding of the most complex subject, Mr. Manoj Kotak took the stage, picking up one topic after the other, transforming the fears and challenges into an adoptable solution. Speaking reassuringly to a hall packed with attentive audiences, Mr. Kotak further highlighted how digital is just a new platform for doing business, and took them through the step by step pro-

cess leading to complete transformation of PUSH to Digital Marketing. He further highlighted the how the traditional way of marketing has eventually converted to digital marketing and how the invent of the mobile revolution has added to the digitisation.

Fears regarding business competition, virtual business presence and its consequences and how to adopt and grow professionally in a digital first world, were some of the key concerns that plagued the members present for the session. Through a systematic and practical approach, demonstrations, and series of patient Q&A's Mr. Kotak addressed each query with equal passion, until all members were visibly relaxed and confident of their understanding of the Digital world and how to leverage it for their business.From the

significance of a digital presence for modern businesses to the complexities of social media marketing and search engine optimisation, Mr. Kotak took up each topic, breaking it down to simple facts and explaining them patiently to the members.

Mr. Kotak also took members through the nuances of social media management through Google and Facebook advertisement and how these could be leveraged to reach a specified set of target audience, at fraction of traditional marketing cost. From a detailed plan for social and digital media, Mr. Kotak highlighted the crux of taming the digital media through simple and effective planning and execution. Other topics addressed during the two hour long session included understanding the ways of digital trading, how to advertise right, and effectively measure the return on investment, so as to effectively generate leads and drive business in the digital world.

Speaking to the members at the end of the session, Mr. Sameer Parekh, President, TAIT said, "The digital space and the existing players – giants like Amazon and Flipkart, had been a cause of worry for most IT retailers and dealers, with most members being apprehensive about the future in the digital world. Through this session, we hoped to offer members a holistic, factual view of the situation and to equip them with the necessary knowledge to not just survive the online competition but to also thrive in it. We are happy to have hosted Mr. Kotak for this session and are grateful for his insightful session that has helped all members – from bigger traders and retailers to smaller business owners, System Integrators and traders, who are now equipped with knowledge and confidence to utilise Digital Marketing Weapons at minimal cost and expand their business."

The session concluded to a huge round of applause as a visibly confident audience gathered around the speaker to further connect with him through a one on one. After a brief vote of thanks by President, Mr. Samir Parekh, the event reached to a conclusion with a buzzing networking dinner.

WHY E COMMERCE RULES SHOULD BE IMPOSED ON DOMESTIC PLAYERS

After implementation of FDI policy in E Commerce from 1st February there is much hue & cry in e commerce landscape of the Country and Portals like Amazon and Walmart are forced to withdraw products from their portals which obviously establishes that earlier they were indulging in unethical business practices much against the policy. Now it is apprehended that these companies due to their habit will find out ways & means to again circumvent the policy to their advantage and continue their sinister designs to rule e Commerce market.

On the other amid reports of Mukesh Ambani shortly launching a e commerce portal , the domestic e Commerce players stands in an advantageous position since FDI restrictions are not applicable on them which means the dirty practices including predatory pricing, deep discount-

ing, exclusivity and loss funding will be adopted by domestic players leaving the intention and restrictions meaningless . Again the traders both offline and online will be the worst sufferers .

Realising the situation, the Confederation of All India Traders (CAIT) which is spearheading a national agitation against Global e Commerce players since last more than two years has demanded that restrictions stipulated in FDI policy for e commerce should invariably be imposed on domestic e Commerce players as well to meet the end of justice by creating an even level playing field and fair competition in e-commerce market and to defy any chances of extortion of traders and consumers.

The CAIT said that after implementation of policy from 1st February, the e Commerce market has become an open play ground for domestic e com

players. With Mukesh Ambani declaring to enter the e Commerce market , there is already much hustle bustle in e commerce sector. We have seen how telecom sector is shattered in no time by Ambani creating a monopoly. Same thing might happened in e commerce sector as well and there is a long line of biggies to follow Ambani in establishing their e commerce portals to mint the money particularly when there is no policy. The Indian retail Trade Accounts for an annual turnover of more than 42 lakh crores of rupees and biggies will certainly want to capture major stake via e commerce.

In the above scenario the CAIT has demanded the Government that in order to preserve sanctity of the policy and to implement the same in its true letter and spirit without any discrimination.

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