

CELL IT

REACH SOUTH INDIA

TECHNOLOGY NEWS MAGAZINE

Andhra Pradesh | Telangana | Tamilnadu | Pondicherry | Karnataka | Kerala

Vol-13 Issue-11, Krishna, June - 2019, Pages-16, ₹40/-

Advertise in
www.cellit.in

REACH
COMPUTER
MOBILE
CCTV
ELECTRONIC
DEALERS

Promote Your Business Online

contact@cellit.co.in

Western Digital

BEYOND SURVEILLANCE

Identify individuals quickly with accurate facial recognition.



AN UNMATCHED SURVEILLANCE OPTIMIZED PORTFOLIO

Western Digital has edge-to-core solutions fine-tuned for the unique demands of surveillance, so you can capture, store and analyze data with technology that adapts to new innovations.

wd.com/edge-to-core

*Supported on WD Purple 4TB, 8TB & 10TB capacities only

Western Digital, WD and the WD logo are registered trademarks in the U.S. and other countries; WD Purple and AllFrame 4K™ are trademarks of Western Digital Technologies, Inc. Other marks may be mentioned herein that belong to other companies. Pictures shown may vary from actual product. Not all products may be available in all regions of the world. All product and packaging specifications subject to change without notice.

© 2017 Western Digital Corporation or its affiliates. All rights reserved.

Authorised Partners : **Telangana** : PL Computers, ☎: 9246352400 | **Andhra Pradesh** : PL Computers, ☎: 9871987066 • Emerald, ☎: 7702191204 • Krishna Computer Peripherals, ☎: 9246476588 • Shweta Computer Park, ☎: 9848127866 • Vishal Electronics, ☎: 9494417648 | **Bengaluru** : Gadget IT Solutions, ☎: 080-41249119 / 08 • Lead Tech IT World, ☎: 9341216331 • Mach Computers, ☎: 9845183575 | **Chennai** : ICom Systems Pvt. Ltd., ☎: 9840753857 • Hi-Focus Electronics India Pvt. Ltd., ☎: 9500087331 • Supreme Computers India Pvt. Ltd., ☎: 9840083388 • Pelikan Office Automation P. Ltd., ☎: 09840095577 • Vajawat Computers, ☎: 8610378019 • Metro Enterprises, ☎: 9841316448 | **Coimbatore** : Navkar Infotech Private Ltd., ☎: 9894717316 | **Kerala** : A.J. Distributors, ☎: 9496281396 • Digital World, ☎: 9847017020 • Forerun Computers, ☎: 9544800281 • Yobel Systems, ☎: 9142444405

How organisations can revolutionise their security strategies and outcomes with Artificial Intelligence



Artificial Intelligence allows machines to do jobs previously done by people. When it comes to security and surveillance, this technology allows cameras and control room equipment to identify a wide range of threats automatically and in real time across hundreds or even thousands of cameras – allowing security teams to take immediate action to protect people and assets.

Video surveillance cameras are the electronic eyes of any security operation. In the past, human supervision was needed to make sense of the images captured, and to assess whether certain events posed a security risk or not. With some organisations using hundreds or even thousands of cameras to protect their people and assets, manual review of footage is simply impossible – potentially leaving them vulnerable to security breaches.

To help organisations overcome this challenge, and to optimise their security, Hikvision has built advanced Artificial Intelligence technology into our surveillance solutions. This means that our cameras, control-room equipment and back-end infrastructure can now 'learn' about potential threats for themselves by recognising people, vehicles and even behaviours.

Improving all aspects of security with 'proactive' detection and prevention

The manual interventions needed with traditional security systems mean that teams were frequently reacting to breaches that had already happened.

Artificial Intelligence changes all this by recognising potential threats before they impact company's people or assets – allowing security teams to react immediately to neutralise any potential threat.

For example, Hikvision Artificial Intelligence solutions can automatically trigger alerts when a person appears in a restricted area, or when a vehicle with a blacklisted number plate enters a site. With alerts delivered in real time, teams can identify and react to security threats and protect people and assets more effectively. And because alerts are automated, potential threats are hardly missed or overlooked.

How does Artificial Intelligence work?

Artificial Intelligence systems become more intelligent over time, building databases of potential threats and reacting to new events accordingly. This allows systems to 'think for themselves' and to alert teams of any suspicious events or people who are caught on camera.

Hikvision's Artificial Intelligence technologies use advanced algorithms based on Deep Learning to distinguish between different kinds of security events and threats. Technologies incorporated into the Hikvision portfolio include:

- **Facial recognition**

which allows law enforcement personnel to identify suspects and commercial teams to identify VIP customers in real time.

- **Vehicle identification**

which can be used to identify vehicle number

plates, and recognise different types of vehicles (even down to make and model), or to trigger alerts when vehicles enter restricted areas.

- **Perimeter protection**

which helps organisations to identify real threats by distinguishing people and vehicles from other moving objects and keeping false alarms to a minimum.

- **Business intelligence**

which employs people counting, queue detection, and heat mapping technologies, so that organisations can enhance operational efficiency by making use of the data report.

Why is Artificial Intelligence great news for businesses?

Artificial Intelligence isn't just useful for identifying security threats – although this is a key strength of the technology. It can also help organisations increase their competitiveness and commercial success.

For example, VIP customers who opt to participate in special marketing promotions or other incentives can be identified so staff can provide the right kind of service at the right time. This gives organisations the opportunity to personalise the service experience, foster loyalty and maximise customer lifetime revenues. In the same way, Artificial Intelligence can help organisations to better understand customers and meet their needs more effectively – leading to more commercial opportunities. One feature – called People Counting – allows stores and commercial centres to map footfall at peak times, ensuring that staffing is optimised to meet demand. At the same time, stores can see which areas of the building customers visit most, and adjust their merchandising and product positioning accordingly to maximise the sales opportunities.

Hikvision: an Artificial Intelligence pioneer

Hikvision has created a family of Artificial Intelligence products to maximise the benefits for organisations, such as the DeepinView network cameras and DeepinMind NVRs. The products help to tackle security with facial recognition; monitoring and counting of people; and recognition and detection of vehicles, to name a few. These features all depend on Artificial Intelligence technology to recognise, classify and respond to security threats.

Internet Grows to 351.8 Million Domain Name Registrations



VeriSign, Inc., a global provider of domain name registry services and internet infrastructure, today announced that the first quarter of 2019 closed with 351.8 million domain name registrations across all top-level domains (TLDs), an increase

of 3.1 million domain name registrations, or 0.9 percent, compared to the fourth quarter of 2018. Domain name registrations have grown by 18.0 million, or 5.4 percent, year over year.

The .com and .net TLDs had a combined total of 154.8 million domain name registrations in the domain name base at the end of the first quarter of 2019, an increase of 1.8 million domain name registrations, or 1.2 percent, compared to the fourth quarter of 2018. The .com and .net TLDs had a combined increase of 6.5 million domain name registrations, or 4.4 percent, year over year. As of March 31, 2019, the .com domain name base

totaled 141.0 million domain name registrations, while the .net domain name base totaled 13.8 million domain name registrations.

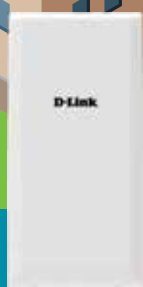
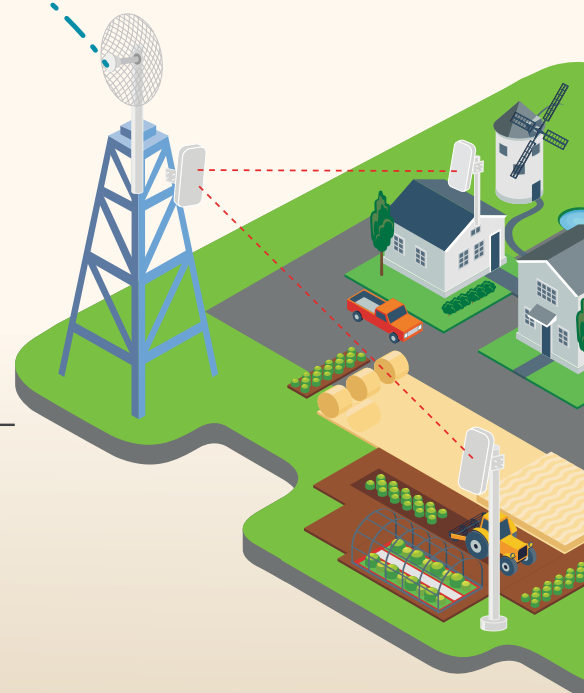
New .com and .net domain name registrations totaled 9.8 million at the end of the first quarter of 2019, compared to 9.6 million domain name registrations at the end of the first quarter of 2018. VeriSign publishes the Domain Name Industry Brief to provide internet users throughout the world with statistical and analytical research and data on the domain name industry. The first quarter 2019 Domain Name Industry Brief, as well as previous reports, can be obtained at Verisign.com/DNIB.



Distance is **NO BARRIER**

Introducing D-Link Smart Wireless Solution for Point-to-Point Deployment

Our Smart Wireless Solution efficiently supports businesses with video surveillance, video/ data transmission & backhaul network construction



DAP-F3704-I

Range: Upto 5 Kms
Antenna Gain: 10 dBi
Power Output: 24dBm



DAP-F3705-N

Range: Upto 10 Kms
Antenna Gain: 23 dBi
Power Output: 21 dBm



DAP-F3706-N

Range: Upto 20 Kms
Antenna Gain: 23 dBi
Power Output: 24 dBm



TTAC DAP-3711-I05

Range: Upto 5 Kms
Antenna Gain: 15 dBi
Power Output: 27 dBm



TTAC DAP-3711-N20

Range: Upto 20 Kms
Antenna Gain: 23 dBi
Power Output: 27 dBm



**ESD Surge
Protection**



**2x2
MIMO**



**IP 65/ 66
Complied**



**Point to Point or
Multipoint Application**



**Centrally
Managed**

TDMA+Polling

Avoiding collision/
Interference between
channels

ACK Timeout adjustment

Improves long distance
transmission

Intelligent Rate Control

improving stability of
bandwidth

Self Healing

Useful in extreme
noisy area

www.dlink.co.in | smb@in.dlink.com

Follow Us: [f](#) [t](#) [i](#)

CONTACT D-LINK (INDIA) LIMITED:

BENGALURU: Mr. Sujith Shetty - Ph.: 9844005725 | E-mail: sujith.shetty@in.dlink.com
Mr. Raghavendra K N - Ph.: 9945514839 | E-mail: raghavendra.kn@in.dlink.com
CHENNAI: Mr. Dinesh Kumar - Ph.: 9940636982 | E-mail: dinesh.kumar@in.dlink.com
Mr. Shri Prakash - Ph.: 9500093682 | E-mail: shri.prakash@in.dlink.com

COCHIN: Mr. Bert E Kariattil - Ph.: 9847045472 | E-mail: bert.kariattil@in.dlink.com
HYDERABAD: Mr. SVS Deepak - Ph.: 9848042173 | E-mail: deepak.svs@in.dlink.com
Ms. Barnali Das - Ph.: 8501064422 | E-mail: barnali.das@in.dlink.com

Global Smartphone Sales Declined 2.7% in First Quarter of 2019



Global sales of smartphones to end users declined 2.7% in the first quarter of 2019, totaling 373 million units. Despite its absence from the U.S., Huawei maintained its ranking as the No. 2 smartphone vendor worldwide and continued to reduce the gap with Samsung.

“Demand for premium smartphones remained

lower than for basic smartphones*, which affected brands such as Samsung and Apple that have significant stakes in high-end smartphones,” said Anshul Gupta, senior research director at Gartner. “In addition, demand for utility smartphones* declined as the rate of upgrading from feature phones to smartphones has slowed, given that 4G feature phones give users great advantages at a lower cost.”

Slowing innovation in flagship smartphones and rising prices continued to extend replacement cycles. The two countries that sell the most smartphones, namely the U.S. and China, saw sales decline by 15.8% and 3.2%, respectively, in the first quarter of 2019.

In the first quarter of 2019, Samsung retained the top spot in worldwide smartphone sales achieving 19.2% market share (see Table 1). Huawei achieved the highest year-over-year growth among the world’s top five, growing 44.5% and smartphone sales totaling 58.4 million units.

Sales of Huawei smartphones grew in all regions. “Huawei did particularly well in two of its biggest regions, Europe and Greater China, where its smartphone sales grew by 69% and 33%, respectively,” said Mr. Gupta. Huawei’s continued dominance in Greater China, where it commanded a 29.5% market share, helped it secure the No. 2 global smartphone vendor ranking in the first quarter of 2019.

EDITORIAL

EDITOR: Dinesh Shyam Sukha

CO-ORDINATOR : Siddhi

PRODUCTION & OPERATION: Ramayya

POSTAGE & PACKING: L.N.Rao

ADVERTISING SALES: V.K.Gupta

DESIGN : Dikshit

CREATIVE DESIGNER: MKVS

ACCOUNTS: Murthy

MAGAZINE CUSTOMER SERVICE: info@cellit.co.in

Ads: press@cellit.co.in

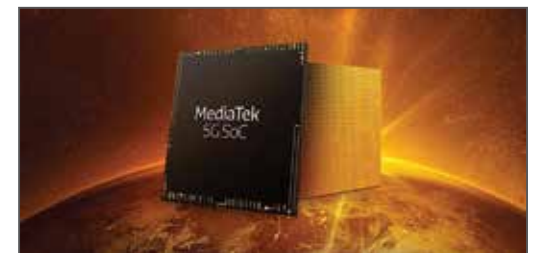
contact@cellit.co.in, 9246402144

NOTE:

All products, brands, service names mentioned may be trademarks of their respective owners



MediaTek Unveils Ground-breaking New 5G SoC for First Wave of 5G Flagship Devices



MediaTek revealed its full 5G readiness with the introduction of its groundbreaking 5G chipset, a multi-mode, 7nm 5G system-on-chip (SoC) designed to power the first wave of high-end 5G smartphones.

The integrated 5G chipset, with the MediaTek Helio M70 5G modem built in, packs world-leading technology into its compact design. It includes Arm’s newest Cortex-A77 CPU, Mali-G77 GPU and MediaTek’s most advanced AI processing unit (APU) to meet the power and performance demands of 5G to deliver super fast connectivity and extreme user experiences.

The multi-mode 5G chipset is for 5G stand alone and non-stand alone (SA/NSA) sub-6GHz networks. It supports connectivity from 2G to 4G to bridge existing network access while 5G networks roll out globally.

“Everything about this chip is designed for the first wave of flagship 5G devices. The leading-edge technology in this chipset makes it the most powerful 5G SoC announced to date and puts MediaTek at the forefront of 5G SoC design,” said MediaTek President Joe Chen. “MediaTek will power rollouts of 5G premium level devices.”

The MediaTek 5G chipset is integrated with its previously announced Helio M70 5G modem to give device makers a comprehensive solution for ultra-fast 5G in a power efficient package. MediaTek’s single 5G chip design is superior to two chips solutions, especially in being able to deliver power efficient performance.

Worldwide Smartphone Sales to End Users by Vendor in 1Q19 (Thousands of Units)

Vendor	1Q19 Units	1Q19 Market Share (%)	1Q18 Units	1Q18 Market Share (%)
Samsung	71,621.1	19.2	78,564.8	20.5
Huawei	58,436.2	15.7	40,426.7	10.5
Apple	44,568.6	11.9	54,058.9	14.1
OPPO	29,602.1	7.9	28,173.1	7.3
Vivo	27,368.2	7.3	23,243.2	6.1
Others	141,405.2	37.9	159,037.1	41.5
Total	373,001.4	100.0	383,503.9	100.0

XIAOMI ACHIEVES STEADY REVENUE GROWTH OF 27.2% IN Q1 2019



Xiaomi Corporation, an internet company with smartphones and smart hardware connected by an Internet of Things (“IoT”) platform at its core, today announced its audited consolidated results for the first quarter of 2019 ended March 31, 2019 (“1Q2019”). Leveraging the effective implementation of its “Smartphone + AIoT” dual-engine strategy, the Group recorded revenue of approximately RMB43.8 billion, representing a year-on-year increase of 27.2%. The Group focused on the rapid expansion in international markets, with revenue growing 34.7% year-on-year to RMB16.8 billion. Net profit for the first quarter was approximately RMB3.2 billion and adjusted net profit (Non-IFRS Measure) was approximately RMB2.1 billion, representing a year-on-year increase of 22.4%, or 12.3% compared to the last quarter.

1Q2019 Financial Highlights

- Total revenue was RMB43.8 billion, an increase of 27.2% year-on-year
- Gross profit was RMB5.2 billion, an increase

of 21.3% year-on-year

- Net profit was RMB3.2 billion
- Non-IFRS adjusted net profit was RMB2.1 billion, an increase of 4% year-on-year
- Earnings per share were RMB0.132

Xiaomi Founder, Chairman and CEO Mr. Lei Jun said: “The first quarter of 2019 was the first quarter after the launch of our dual-engine strategy of ‘Smartphone + AIoT’ and a series of key adjustments. Over the past year, we made significant improvements and adjustments in our core strategies, management structure, technology research and development system, product and brand development system, etc. Looking ahead, we will be investing RMB10 billion in the development of ‘All in AIoT’ in the next 5 years, to capture the development opportunities in the age of artificial intelligence (AI) and IoT, thus laying a solid foundation for Xiaomi’s development in the next 5 to 10 years. We will replicate our success in the enhancement and adjustment of business strategies in the domestic market to our international markets.”

Unlocking the full potential of AI in India



2018 was a remarkable year for AI when we witnessed this game-changing technology dominating the agendas of leading organizations and even nations. In the last year, Microsoft has helped organizations in Asia Pacific, such as ICICI Lombard, OOCL, Apollo Hospitals and Northern Territory Fisheries, to harness AI as the core – and catalyst – of their digital transformation strategy.

Yet, few questions remain: How is AI shaping up in 2019? How will the organizations that have deployed AI reap its benefits? Is India on the right track to leverage AI as a transformational catalyst? To help answer these questions, we partnered with IDC, a leading research analyst firm, to conduct a study involving 200 business leaders and 202 workers in India. The focus of this report was to better understand how organizations in India are embracing AI, harnessing its capabilities and understanding the key barriers to greater and faster adoption.

2019: Year of Tangible AI Impact

Most notably, our study found that AI offers genuine, tangible potential in driving the next phase of growth in India. The two important markers contributing to a country's competitiveness are innovation and productivity. According to the study, AI is expected to more than double the rate of innovation (x2.2 times) and employee productivity (x 2.3 times) in India by 2021.

Hence, there was no surprise that business leaders saw the importance of AI to their organizational growth. 77% of business leaders agreed that AI is instrumental in an organization's competitiveness in the next three years. In fact, organizations that have deployed some form of AI today expect their competitiveness to increase 2.3 times in three years.

One such organization is ICICI Lombard, one of the leading private sector general insurance companies in India.

Even though India is one of the world's largest and fastest-growing auto insurance markets, the sector has had to rely on traditional ways to renew lapsed policies or address claims. Both services require inspectors to physically look over vehicles and make damage assess-

ments. But with more than 230 million vehicles and 1200 auto accidents every day across the country, getting those inspections done and receiving approvals is time intensive, creating issues for both parties.

To find a more efficient way, ICICI Lombard worked with Microsoft to develop India's first AI-enabled car inspection feature in its mobile app, "Insure". In case of lapsed policy instead of a physical inspection, customers can simply take images of their vehicle and upload them with Insure. The app then uses AI and machine learning to divide the images into frames and identify the various parts of the car to look for damage. In most cases the AI module can make a judgement very quickly, reducing the time from days to just minutes.

This has made life simpler for customers as they can file claims conveniently and will receive estimates or approvals much faster than before. Further, automating the process reduces the possibility of inaccurate assessments due to human error as well as increased efficiency and productivity improves the bottom line. From the perspective of AI augmenting human capability, the role of the human insurance inspectors is changing as well, since AI is quickly handling the routine claims, allowing them to attend to more complex claims where human intervention is required.

The success of this has encouraged the company to look at deploying AI in other areas as well, and they are close to using AI to process repair claims as well, which is currently in beta stage and is expected to be launched in 2019. To be competitive in today's digital-first world, organizations need to be fast adopters of best-in-class technology, including AI. In addition, they need to start building their own unique digital talent and ensure that all of this is based on trust and security. Taken together, we refer to this combination of factors as the 'tech intensity' of an organization.

In order to fully embrace tech intensity, organizations will also need to invest in their human capital.

The rise of AI means that there is a necessity for workers to reskill and upskill to remain relevant and play a part in the workforce of tomorrow. In addition, business leaders will need to drive cultural transformation within their organizations that values experimentation, agility, proactiveness and a growth mindset.

However, the study found that approximately half of workers surveyed, as well as a substantial proportion of business leaders believe that cultural traits and behaviors that contribute to AI adoption are not being demonstrated today. The good news is that, according to our study,

85% of businesses are willing to invest in skilling and reskilling of workers to create an AI-ready workforce. However, 65% of them have yet to implement plans to train their workers. Business leaders must have the urgency to invest in workers' training, as AI cannot progress without skilled individuals.

The jobs of today will not be the jobs of tomorrow, and already we have seen demand for software engineering roles expand rapidly beyond just the tech sector. However, building an AI-ready workforce does not necessarily mean an acute need for technological skills. The top future skills identified by business leaders include a very important soft skill needed to create new AI-led innovations – entrepreneurship and initiative taking.

At Microsoft, we constantly look for ways to support businesses, governments and communities ways that can help them better adapt in the new digital economy. Recently, we launched that will empower business leaders to be successful and get results from AI. Our master class series will help to get the practical knowledge how to define an AI strategy and use AI with confidence. Also, you will hear directly from industry experts how to foster "AI Ready" culture.

Today, we are also starting out the Week of AI a specially curated five-day workshop series to help developers and organizations build expertise in cloud computing, data sciences, AI and IoT. Spread over five days these free of cost sessions will be addressed by data scientists and AI experts from companies such as Flipkart, Reliance Jio, and InMobi that are leading the way in transforming their businesses and the industry with technology.

In addition, our publicly available Microsoft Professional Program has an AI track, offering AI-specific online courses and instructional videos from expert instructors targeted at IT professionals and tech savvy executives. We have also developed a developer-focused AI School, which provides online videos and other assets that help build professional AI skills. that we are initiating to help democratize the skills required in an AI future.

Ultimately, staying competitive in today's market requires adaptability from both employers and workers. Organizations with an agile workforce and a progressive and empathetic management who are willing to deal with change will have a greater chance to succeed. This means that in an AI-enabled future, organizations that have both the skills and the mindset to adapt are in a better position to create new breakthroughs, innovate and thrive.

Improving Networks with Artificial Intelligence

Artificial intelligence is changing how we manage networks, and it's a change we need. Because as we rely more every day on networks and networked applications to keep businesses agile, secure, and competitive, we also need more advanced tools to keep on top of the networks themselves. AI will us make network operations simpler, smarter, safer, and speedier. They help us manage our networks at machine speed.

In this and upcoming blog posts I'm going to discuss how AI technologies will apply to networking. Before I do, please keep in mind that AI is a large and growing field, with several branches. In networking, there are three subfields of AI that are most relevant:

Natural language processing (NLP), which includes speech recognition and natural language understanding.

Machine learning (ML), in which we use data to learn patterns, so we can form inferences on new data for tasks like classification or prediction.

Machine reasoning (MR), which includes using domain-specific knowledge bases (facts, relationships, and rules) and manipulations of the knowledge to answer questions.

I'll refer to "AI" if I mean multiple of the above or related techniques. I'll refer to a single technique if I want to be more specific.

A Standard Scenario

To make our discussion more concrete, let's examine a task many network managers have to handle, and explore how AI in an intent-based network (IBN) architecture can improve the experience — for both end users and IT staff. Here's our scenario: We work at a company with an international footprint, and we need to set up a company-wide video all-hands meeting, for all our locations around the world. It's important that everyone can view this call with high-quality, low-latency video, and that they can send high-quality video into the call too, when it's time for the Q&A.

We will need to prepare the network and application services to make sure we meet our goal of giving everyone a high-quality experience, no matter where they are and no matter what happens to the networks inside or outside the company.

This would generally require a large amount of human-driven preparatory work. Often there are subtle problems that are difficult to detect or predict prior to the event, even in a testing scenario. During the event itself, if any issues arise, it will likely be impossible to identify and fix the problem in time. In fact, during an event it generally is not possible to know how the event is going for all users, without them submitting real-time feedback.

The Modern Solution

A modern, intent-based networking architecture gives us a fighting chance to overcome these challenges. With IBN, we express networking as four conceptual functions: Translation, Activation, Assurance, and Infrastructure. These functions take our Intent and turn it into reality.

In the diagram below, we see the physical and virtual infrastructure — wireless access points,

switches, routers, compute, storage — at the bottom. To make the infrastructure do what we want, we use the Translation function near the top to convert the intent (what we are trying to accomplish) from a person or computer into the correct network and security policies. These policies then must be activated on the network. A deeper dive on IBN is given in this white paper I co-authored, *Intent-Based Networking: Building the bridge between business and IT*.

Of course, we not only want to activate the policies, but we also want to assure that the network is providing the service as intended. Assurance is powerful, and relatively new capability for networks.

Likewise, Activation may be familiar to those aware of software defined networking (SDN) architectures. But IBN improves on it with the Translation and Assurance functions, which form a valuable feedback loop. In addition, the IBN architecture provides the capability to gather telemetry from across the network. As we'll discuss, the data-gathering is critical to feeding the various AI engines, thereby improving network performance, reliability, and security.

The Role of AI in Intent-Based Networking

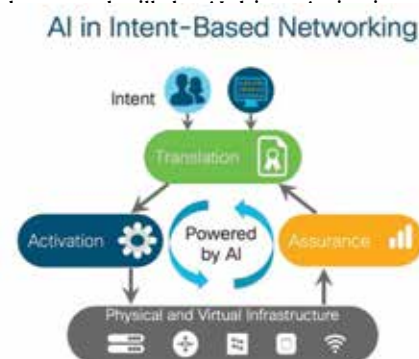
So how does AI help? It starts at the top, with codifying the core of IBN — the intent of the network operator. The Intent the operator expresses, in human language or through a more traditional interface, must be translated into network and security policies. This step can use natural-language processing (NLP), as well as forms of machine learning (ML) and machine reasoning (MR). It is often especially important to use machine reasoning, to leverage domain-specific knowledge about networking to determine how to realize the desired intent in the given network context.

Then the Activation step kicks in. It takes the network and security policies codified by the previous step, and couples them with a deep understanding of the network infrastructure that includes both real-time and historic data about its current behavior. It then activates or automates the policies across all of the network infrastructure elements, ideally optimizing for performance, reliability, and security.

In our example, it's the Activation step that determines how to provision quality of service (QoS) at each infrastructure element across the global network to provide the desired high-quality video, while ensuring other important network tasks also operate as intended. Activation could also apply ML to predict where employees will be throughout the world at the time of the video call, so it can provision adequate bandwidth and processing based on their locations. Accurately identifying, ahead of time, which regions will have attendees in an office, and which will have more employees at home or on mobile devices, can significantly improve the user's experience as well as cost-efficiency of the network itself.

In some cases, it may even be possible to predict that a user may not have sufficient bandwidth in their location. They could be notified in advance

that if they want video they should go to their office, or else they will likely only receive audio.



us if onboarding times in a particular region are outside the bounds of normal fluctuation, possibly the result of a service issue, security incursion or other factor.

During our global, all-hands video meeting there is likely to be a massive spike in terms of people connecting at the start of the meeting. With ML in the Assurance system, we can determine when an unusual onboarding time is a problem, or just reflective of the global all-hands video meeting.

By using ML and MR, Assurance can also sift through the massive amount of data related to a global event to correctly identify if there are any problems arising. We can then get solutions to these issues — and even automatically apply solutions — more quickly and more reliably than before. For example, Assurance could identify that the WAN bandwidth to certain sites is increasing at a rate that will saturate the network paths, and it could proactively reroute some of the flows through alternative paths to prevent the problem from occurring. In prior systems, this problem would typically only be recognized after the bandwidth bottleneck occurred and users experienced a drop in call quality or even lost their connection to the meeting. It would be challenging or impossible to identify the issue in real time, much less to fix it before it distracted from the experience of the meeting. Accurate and fast identification through ML and MR coupled with intelligent automation through the feedback loop is key to successful outcome.

We are able to successfully perform Assurance for several reasons. First, we have very deep expertise in designing, running, and debugging networks. Second, we have designed our networking gear from the ASIC, OS, and software levels to gather key data, via our IBN architecture which provides unified data collection and performs algorithmic analysis across the entire network (wired, wireless, LAN, WAN, datacenter). Third, because we have been the #1 enterprise network vendor for the past 20+ years, we have a massive collection of network data, including a database of problems and associated root causes. And fourth, we have been investing for many years to create innovative network data analysis and ML, MR, and other AI techniques to identify and solve key problems.

This combination of capabilities enables us our products to quickly identify if a problem exists, its associated root cause, and to identify fixes to solve it.



REPUBLIC OF
GAMERS

NO.1 GAMING BRAND WORLDWIDE



B365 SERIES



Supports 9th / 8th Gen Intel® Core™, Pentium® Gold and Celeron® Processors

B365 chipset supports 20 PCIe 3.0 lanes for faster data retrieval

B365 chipset supports hardware RAID for PCIe & SATA storage devices



SafeSlot Core



ESD Guards



Overvoltage Protection



Stable Power Supply



Stainless-Steel Back I/O



Aura Sync

ASUS

ASUS – Wins 11+ awards every day

**Calculated average based on total number of awards won from January 1 to December 31, 2018.



Contribute to your environment by disposing your e-Waste
Contact Toll-free number - 18002090365 or Email: ewm@asus.com

ASUS Representatives:

Bangalore: 9741725545
Chennai: 9094003141

Delhi: 9310604085
Kerala: 9745111198

Mumbai: 9833329721
West Bengal: 9836040976

Rest of
Maharashtra: 7588574764

www.asus.in | Toll Free No. 1800-2090-365

For Sales Enquiries : amit_j@asus.com

For feedback, email reachus@asus.com or info_india@asus.com

AI to empower workforce and drive objectivity

Corporate India is going through a defining time, with emerging technologies taking over many areas of business. Human resource is one such critical area, which is core to any business and has been going through rounds of revolution and transformation, both in terms of processes and technology.

AI happens to be the newest kid in the block, which is taking the recruitment processes by storm, as it is getting re-engineered every day, with more and more intelligent and repetitive work being replaced by AI. Let's look at some of the key areas where AI is being used to empower workforce:

1) Removing bias – Unconscious bias is a huge challenge that all corporates are trying to fight. Corporate India is no exception. When it's a conscious bias, it's easier to tackle but unconscious bias creeps in the most unexpected way. It can not only influence the choice of a candidate at the time of interview, but also the job description itself, making it a far more pervasive problem. AI can easily be used to remove this unconscious bias.

2) Evaluate profiles and first level interviews – Today sourcers and recruiters are spending a considerable amount of time in scanning, evaluating and shortlisting profiles and doing the first level interviews and the outcome of it is often very subjective, based on the emotional state of the recruiters. AI can easily take over these repetitive jobs, bring more objectivity to it and complete it

much faster. There are quite a few AI-based platforms in the market today. According to a report by Forrester, by 2020, candidates applying to jobs at 20% of large global enterprises will interact with chatbots before recruiters.

3) Improved employee onboarding experience – Employee onboarding is the employee's first experience with an organization and it's the organization's best opportunity to create an excellent first impression. Today, due to a resource crunch and subjectivity associated with people, onboarding experience tends to be random and unstandardized. Using AI effectively can help new employees navigate their way into an organization more seamlessly, giving them an excellent onboarding experience.

4) Identifying the customised training requirement for employees – Mostly, people become redundant within an organisation because they lack relevant skills, but if we can train the employees in a timely fashion, then organizations can utilize its existing staff, without having to retrench and hire new employees. AI can be used very effectively to match existing talent with the required ones and identify the gaps in skillset and also to do a fitment of who is best trained on which of the required skills.

5) Resource Management function – People intensive businesses have a huge challenge of finding the right skilled people internally at the right time and often end up hiring people at a higher cost, when an equally skilled person is available within the company. AI can help with this function and in a very time effective manner, thus

reducing the cost of hiring, training and keeping a skilled resource on the bench.

6) Identifying people who are looking out – Losing trained and experienced employees to competition is a huge loss to any organization. AI can easily track the employees keystroke patterns, idle time & internet checking patterns and predict whether the person is looking out for newer opportunities.

7) Smarter and better people analytics – AI-enabled employee analytics provide the necessary insight to ensure better employee experience. It ensures meaningful employee engagement, creating happier employees and increased employee retention.

And these are only a few of the core functions that AI can do immediately. However, there still exists a degree of apprehension amongst the human resource fraternity to totally embrace AI, for reasons unfounded. AI today is not just efficient, it is also inexpensive. Just one word of caution, it is imperative that the recruitment processes are reviewed and reengineered to remove age old practices and made well suited for reaping maximum benefit out of AI. Research from PWC shows that 63 percent of companies are rethinking the whole role of their human resources department in light of the impact AI will have on the business. Thanks to AI and RPA, human resource experts will be now able to focus on the core areas, which cannot be done by any technology. AI can help build a high-performance human resource team and as a result a high-performance workforce.

Organizations and Customers Alike Turn to Artificial Intelligence to Enhance Customer-Controlled Digital Experiences

There is often a lot of discussion about how enterprises continue to invest in artificial intelligence (AI) to save time and money, but we often overlook the next generation of customers being equally amenable to conducting their personal experiences the same way.

"The reality is that customers have to engage with endless digital activities over their lifetime, which means much more data to consider. The trend of customers assigning their endless digital activities to their virtual personal assistants (VPAs), chatbots and other self-service tools will grow over the next 10 years."

Shift in Customer Self-Service

Self-service is becoming the norm as customers increasingly expect an effortless experience at scale. Organizations are turning to naturalistic



engagement methods, such as voice and other AI-powered technologies, to give customers what they want and achieve higher operational efficiency. In fact, 91% of organizations are planning to deploy AI within the next three years. By 2030, a billion service tickets will be raised automatically by customer-owned bots.

"What's interesting is that when we begin to look at the dynamics of self-service and continued automation by organizations over a longer time frame, cracks begin to appear," said Mr. Mullen. "The burden of managing and supporting self-services is being taken from today's support staff and being pushed into customers' hands. This level of delegation, from 'DIY' to customer-led AI, will be a major force shaping customer self-service."

The four scenarios that represent the future of self-service then become:

"As customers embrace these DIY mindsets, they will choose providers that allow them to interact easily with these consumer-controlled touchpoints, like smart speakers and VPAs. Enterprise-provided user interfaces will increas-

ingly play second fiddle to customer-controlled experiences," said Mr. Mullen. "Since customers won't be able to keep up with the level of self-service required to manage their digital lives, they will delegate to their own bots to manage it for them. The customer self-service of the future is not just about the customers themselves, but both customers and their bots."

Generation Z Is Most Comfortable With Automation

There is a desire for automation and the use of AI to save time and money across all generations and use cases, however Generation Z (those born between 1995 and 2009) is the most amenable to using these technologies to make their lives easier.

By 2030, personal technologies will become the go-to for user experience delivery. As Generation Z will represent the largest customer base through then, it will lead in the use of customer-directed automation technologies to obtain support and value from the organizations they choose to interact with.

Apple unveils powerful, all-new Mac Pro and groundbreaking Pro Display XDR



Apple introduced the all-new Mac Pro, a completely redesigned, breakthrough workstation for pros who push the limits of what a Mac can do, and unveiled Apple Pro Display XDR, the world's best pro display. Designed for maximum performance, expansion and configurability, the all-new Mac Pro features workstation-class Xeon processors up to 28 cores, a high-performance memory system with a massive 1.5TB capacity, eight PCIe expansion slots and a graphics architecture featuring the world's most powerful graphics card. It also introduces Apple After-

burner, a game-changing accelerator card that enables playback of three streams of 8K ProRes RAW video simultaneously.

Pro Display XDR features a massive 32-inch Retina 6K display with gorgeous P3 wide and 10-bit colour, an extreme 1,600 nits of peak brightness, an incredible 1,000,000:1 contrast ratio and a superwide viewing angle, all at a breakthrough price point. Together, the new Mac Pro and Pro Display XDR are the most powerful tools Apple has ever put in the hands of pro customers and will change pro workflows forever.

"We designed Mac Pro for users who require a modular system with extreme performance, expansion and configurability. With its powerful Xeon processors, massive memory capacity, groundbreaking GPU architecture, PCIe expansion, Afterburner accelerator card and jaw-dropping design, the new Mac Pro is a monster that will enable pros to do their life's best work," said Phil Schiller, Apple's senior vice president of Worldwide Marketing.

ASUS Republic of Gamers Previews World's First Monitor with Display Stream Compression Technology



ASUS Republic of Gamers (ROG) previewed a new 43-inch gaming monitor and the world's first with Display Stream Compression (DSC) technology at the AMD "Next Horizon Gaming" event at E3 2019. Display Stream Compression technology is an industry-wide compression standard for transporting ultra-high definition

video streams across a single interface at high speed with no perceptible loss of visual quality. With DSC technology, the new ROG monitor can display incredibly detailed and smooth visuals at native 4K resolution with a 144 Hz refresh rate via a single DisplayPort 1.4 connection without chroma subsampling, which can negatively affect visual fidelity. Previously, to achieve this level of performance gaming monitors needed two DisplayPort connections to transfer the video signal from the PC, which also often required complex driver configuration and prevented display of high-dynamic-range (HDR) content and variable refresh rates while gaming. The new ROG monitor eliminates these issues, supporting both HDR and variable refresh rates via a single DisplayPort 1.4 connection.

Amazon Introduces Echo Show 5 - Compact Design, Rich Sound, and Built-In Camera Shutter



Amazon announced the newest addition to the Echo Show family—Echo Show 5. With its compact design, 5.5-inch display, rich sound, HD camera, and built-in camera shutter, Echo Show 5 lets Alexa show you things in every room of your home "Since we launched the first Echo Show device, customers have told us they love asking Alexa to show them things—whether it's a recipe for

banana bread, their shopping list, or music lyrics. With Echo Show 5, we've made it even easier and affordable for customers to add a smart display to every room of their house," said Tom Taylor, Senior Vice President, Amazon Alexa. "The compact form factor is perfect for a bedside table or desk, plus it has a camera shutter for added peace of mind, and new Alexa privacy features for even more control."

Compact Design for Rich Entertainment

With rich and full sound, Echo Show 5 is great for watching music videos from Vevo or listening to your favorite songs from Amazon Music, Apple Music, Spotify, Pandora, and more. Simply say, "Alexa, play my dinner playlist" to play music for your dinner party and follow along with on-screen lyrics from Amazon Music.

Samsung Introduces 240Hz G-Sync Compatible Curved Gaming Monitor CRG5



Samsung Electronics announced its new 27-inch CRG5(C27RG5) gaming monitor, the latest in Samsung's line of curved gaming monitors. The CRG5 delivers innovative new gaming features including a lightning-fast 240Hz refresh rate and NVIDIA G-SYNC compatibility — providing a powerful combination of unparalleled picture quality and speed for intense gameplay.

"Samsung's delivering next-level gaming experiences with innovative curved displays using the latest graphics technology to immerse gamers like never before," said Seog-gi Kim, Executive Vice President of the Visual Display Business at Samsung Electronics. "Combining a 240Hz refresh rate with NVIDIA G-SYNC compatibility in Samsung's new CRG5 curved gaming monitor gives gamers advanced performance for the most graphic-intense games."

LG UNVEILS WORLD'S FIRST ONE MILLISECOND IPS GAMING MONITOR



LG Electronics (LG) is unveiling the new LG UltraGear™ Nano IPS NVIDIA G-SYNC gaming monitor, the world's first 1 millisecond (ms) 1 IPS display. The UltraGear™ is a gamer's dream come true, employing Nano IPS technology to achieve phenomenal color reproduction, ultra-fast response time and a refresh rate of 144Hz, overclockable to 175Hz. With blazing speed and stunning picture quality, LG's monitor is the complete package, enabling players to enjoy the most immersive gaming experience yet.

Available in 38- (model 38GL950G) and 27-inch (model 27GL850) screen sizes, both UltraGear Nano IPS monitors feature fast 144Hz refresh rate, high screen resolutions (38GL950G: 3840 x 1600, 27GL850: 2560 x 1440) and wide color gamut (DCI-P3 98 percent) for incredibly vibrant, flicker-free detailed images. The larger monitor is designed to increase gamers' sense of immersion with its 21:9 aspect ratio, curved screen, virtually borderless design and the upgraded Sphere Lighting 2.0, RGB lights on the back of the monitor that heighten the ambience when gaming by altering the colors of the lights to match the on-screen action.

The new moto z4: uncompromised phone - unreal price



Our moto mods technology full potential came to life when the moto z3 combined with the 5G moto modTM became the world's first smartphone to connect to the unprecedented speed of Verizon's 5G Ultra Wideband network.¹ The moto z family has always delivered transformative technology with moto mods, giving consumers the ability

to snap on new experiences going way beyond what other smartphones can do. More recently, we've brought these innovations down to a more accessible price, and the newest moto z is no different.

Say hello to new moto z4. Packed with the incredible new features you want, at a price you wouldn't expect, it's the smarter choice. With an advanced low-light camera system, including a super sharp night vision mode, powerful 2-day battery⁴, expansive OLED display, and 5G connectivity with the 5G moto modTM, the moto z4 delivers everything you want in a phone and more.

OnePlus 7 that was unveiled along with the OnePlus 7 Pro

Featuring a faster screen unlock and a set of enlarged Dolby dual stereo speakers, the OnePlus 7 is powered by some of the best and most powerful technologies, making it another fast and smooth powerhouse.



Fast and Smooth Performance:

The OnePlus 7 also features the latest and most powerful mobile platform Qualcomm® Snapdragon™ 855 and UFS 3.0 storage for a fast and smooth experience. The

octa-core Kryo CPU processor runs 45% faster and consumes 20% less power than its predecessor. And the Adreno 640 GPU offers a 20% improvement in performance and is 30% more power efficient.

OnePlus has also added RAM Boost to the OnePlus 7 to offer you a smoother experience. It is an intelligent feature that learns from your usage habits and pre-assigns available RAM to memory-intensive applications before you even open them. The OnePlus 7 will shorten loading processes and allow you to leave more applications open in the background without slowing down in performance.

REDMI K20 SERIES ANNOUNCED AS REDMI'S FIRST FLAGSHIP



Redmi, after its recent independent brand announcement, launches its first-ever flagship phones, Redmi K20 and Redmi K20 Pro—starting at RMB 1999 and RMB 2499 respectively. The Redmi K20 Pro sports the top-class chipset Qualcomm Snapdragon 855, a 6.39-inch Full Screen Display,

a 20MP pop-up front camera and a rear 48MP triple camera setup. Also announced was Redmi 7A, featuring the new Snapdragon 439 SoC, improved design, and an amazing battery life, starting at just RMB 549. Redmi's first notebook product, RedmiBook 14, was also unveiled at the launch event presented by vice-president Lu Weibing, general manager of Redmi brand. It was also announced yesterday that over 10 million devices in the Redmi Note 7 series has shipped worldwide since it was first launched.

Realme Forays into Offline Segment, Launches Realme 3 Pro in 8000 stores across India

The powerful smartphone will go on sale in the offline stores from 28th May 2019. The latest flagship of the brand is powered by Snapdragon 710 processor and supports Sony IMX 519 16MP + 5MP rear cameras, and a 25MP selfie camera for more distinctive and detailed pictures.



Realme 3 Pro will be available in two variants; 6GB RAM + 64GB ROM at INR 15,999/- and 6GB

RAM + 128GB ROM at INR 16,999/- in 3 exquisite colours, Carbon Grey, Nitro Blue and Lightning Purple.

Through an introductory offer, customer will be able to pre-book realme 3 Pro from 25th to 27th May 2019, at the nearest real partner stores and at the exclusive Kiosk at Pacific Mall, Subhash Nagar, New Delhi. Customers will receive an added benefit of 1 year extended warranty who will do their pre bookings through these stores. Realme 3 Pro comes with a VOOC charger for faster charging.

SAMSUNG INDIA UNVEILS GALAXY M40 WITH FLAGSHIP 'INFINITY O' DISPLAY



Samsung India, the country's most trusted consumer electronics and mobile phone brand, has launched Galaxy M40, its fourth smartphone in the popular Galaxy M series. Designed for tech savvy millennials and Gen Z, Galaxy M40 is power packed with 6.3" FHD+ Infinity-O display, powerful Snapdragon 675 octa-core processor and triple rear camera. The launch of Galaxy M40 comes on the back of unprecedented consumer response to the recently-launched Galaxy M10, M20 and M30 smartphones.

To provide superior screen experience to consumers, Galaxy M40 comes with a stunning 6.3" FHD+ Infinity-O display, the feature that's currently found only on Samsung's flagship Galaxy S10 line. With a contrast ratio of 1200:1 and on screen sound technology, Galaxy M40 is a 7.9 mm sleek device, weighing just 168 gm. It comes with sturdy Gorilla Glass 3. Galaxy M40 is powered with Snapdragon 675 Octa-core processor that not only enhances user experience through excellent network speed, but also allows smooth multitasking and low power consumption.

HONOR LAUNCHES ITS FLAGSHIP HONOR 20 SERIES IN INDIA



HONOR 20 series comes packed with unmatched photography capability, superior design, and ultimate user experience that resonate with global youth. Delivering on its promise of #YouDeserveBetter, HONOR 20 series features an AI powered Quad Camera that enables users to capture photos with extreme clarity- anytime, anywhere. The all-powerful quad camera has bagged the HONOR 20 series an impressive DxOMark score of 111. HONOR 20 Pro and HONOR 20 comes with a powerful Kirin 980 AI chipset with GPU Turbo 3.0 for a better gaming experience and the new dynamic holographic design for the smartphones to stand out. Commenting on the launch, Suhail Tariq, Chief Marketing Officer, HONOR India said, "As a brand, we have always been committed to the demands of our customers locally, and the HONOR 20 series is a step forward in continuing to stay true to that commitment."

KEEP YOUR PRIVATE LIFE, PRIVATE.

Browse, shop and message your friends securely. Take control of your online privacy with advanced protection from Kaspersky.

Nothing guarantees complete protection, so please exercise caution online.
© 2018 Kaspersky Lab. All rights reserved. Registered trademarks and service marks and the property of their respective owners.



Telangana: 102, 1st Floor, SR Arcade, Above Bank of Baroda, Parklane, Secunderabad-500003 Telangana (India) Contact Person: Amit Jain 9246352400
Andhra Pradesh: Door No. 40-5-19/8a, 1st Floor, Above Andhra Bank, Opp. Sidhartha Arts College, Mogalrajpuram, Vijayawada-520010 Contact Person: Deepak Jain 9871987066

Customer Care Toll Free: 000 8000 401 097
Timing: 9 a.m. to 6 p.m., Monday to Friday
Email: <http://support.kaspersky.com/b2c#>
<http://my.kaspersky.co.in>

Toner Box Series

Smartest choice for your business.

brother
at your side

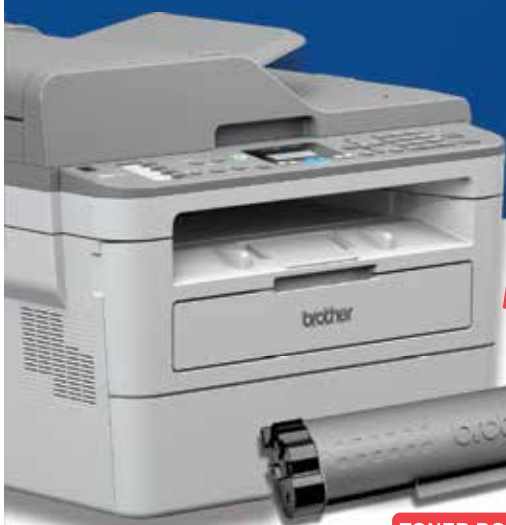
Why compromise, when you have a choice. Choose genuine. Say no to non-genuine.

Get Quality, Warranty, Durability, Longevity.

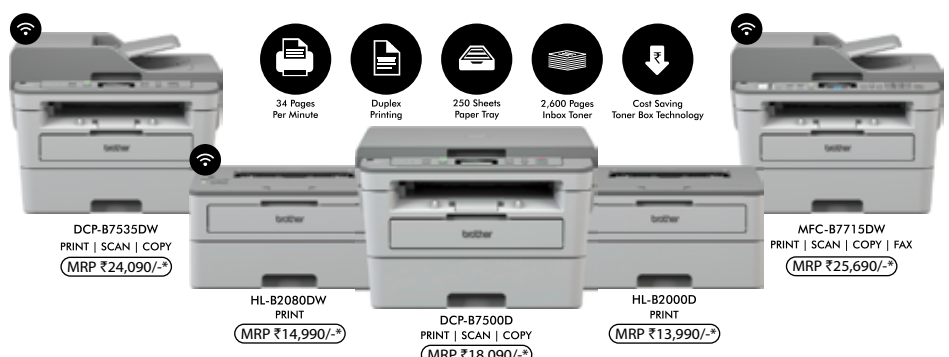
Now
ORIGINAL TONER COST

33 Paise*
Per Page

**Best Buy
Price ₹846/-***



TONER BOX TN-B021



Terms & Conditions apply.
*Above specified functions may vary by model. • MRP is subject to change without prior notice.

www.brother.in

FOR SALES ENQUIRIES : VIJAYAWADA - Pramod Pasupalati - 7702991414 / Venkata Prasad Davu - 9490901317

Twitter acquires Fabula AI to strengthen its machine learning expertise



Machine learning plays a key role in powering Twitter and our purpose of serving the public conversation. From onboarding people on the platform to connecting them with relevant conversations, we leverage machine learning (ML) across a multitude of our product surface areas.

To continually advance the state of machine learning, inside and outside Twitter, we are building out a research group at Twitter, led by Sandeep Pandey, to focus on a few key strategic areas such as natural language processing, reinforcement learning, ML ethics, recommendation systems,

and graph deep learning.

We are excited to announce that, to help us get there, we have acquired Fabula AI (Fabula), a London-based start-up, with a world-class team of machine learning researchers who employ graph deep learning to detect network manipulation. Graph deep learning is a novel method for applying powerful ML techniques to network-structured data. The result is the ability to analyze very large and complex datasets describing relations and interactions, and to extract signals in ways that traditional ML techniques are not capable of doing.

This strategic investment in graph deep learning research, technology and talent will be a key driver as we work to help people feel safe on Twitter and help them see relevant informa-

tion. Specifically, by studying and understanding the Twitter graph, comprised of the millions of Tweets, Retweets and Likes shared on Twitter every day, we will be able to improve the health of the conversation, as well as products including the timeline, recommendations, the explore tab and the onboarding experience.

Fabula was founded by Michael Bronstein, Damon Mannion, Federico Monti, and Ernesto Schmitt. It is led today by co-founder and chief scientist Michael Bronstein and chief technologist Federico Monti, who began their collaboration together while at the University of Lugano, Switzerland. Bronstein is one of the world's leading researchers in graph deep learning, and has pioneered its application in the realm of Internet companies.

Parents in India say a mix of digital and experiential learning is most effective for children



HP Inc. announced key India-specific findings of the HP New Asian Learning Experience Study, which explores how the personalities of Asian millennial parents define learning for their

children. The study revealed that parents in India believe a mix of digital and experiential learning is best in making their kids future-ready.

"The New Asian Learning Experience study helps us understand the evolving mindsets of parents around learning and development of their children," said Sumeer Chandra, Managing Director, HP Inc. India. "This allows HP to provide better technology solutions that enhance learning, augment skills, and serve as foundational tools for children's growth."

The study finds that 22.7% of respondent parents in India are extremely concerned about their children's future. Of all parents in Asia, they are ready to make the broadest range of sacrifices to ensure the right skilling of their kids for future jobs. These sacrifices entail investments made in tuitions, moving homes and family abroad, borrowing money/taking loans and sending children abroad.

While parents in India believe that digital technology can expose their children to new cultures and ideas, they also believe that such exposure should be closely monitored and moderated. The impact of experiential learning is complementary to digital learning as it provides knowledge along with the idea of implementation which aids in the overall development of children.

They further say that the print medium of learn-

ing aids reading comprehension and duration while digital learning facilitates creative and critical thinking along with retention. More than half of the parents in India believe that their children will perform better through a holistic mix of digital and experiential learning.

"The majority of parents in India are making efforts towards the overall development and skilling of their children contrary to the emphasis on academic and financial development in the past," said Leo Joseph, Sr Director, Printing Systems and Solutions, HP Inc. India. "As a technology leader, HP is supporting parents in providing holistic learning and development opportunities for their children. By equipping youth with the right technology, we are doing our part to help make them ready for the future."

Taiwan's fastest ever supercomputer showcases AI capabilities



TAIWANIA 2 – the fastest supercomputer in Taiwan and 20th fastest in the world – is now open for business.

The first "made in Taiwan" AI supercomputer, TAIWANIA 2 is a milestone in Taiwan's promotion of AI as a core tenant of its future development and will be used by academic and research communities at the Taiwan Computing Cloud in Taiwan. In addition to placing high on the TOP500 list of

the world's fastest supercomputers, TAIWANIA 2 ranks 10th on the Green500 list of the most efficient systems in the world. Both rankings are the best ever recorded in the history of Taiwan.

Powered by 2,016 NVIDIA V100 Tensor Core GPUs, TAIWANIA 2 can deliver 9 petaflops of computing power to support high performance computing and AI workloads at scale.

This extreme processing power means it can feed 1.76 million images into an AI model for deep learning training in the time it takes to snap your fingers. And it will lead to massive speedups for tasks such as pathogen identification and disease diagnosis, handling a week's worth of computation in as little as five hours.

TAIWANIA 2 joins a lineup of record-breaking systems that use NVIDIA V100 GPU accelerators, including Summit, the world's fastest supercomputer, based in the U.S.; Europe's fastest super-

computer, Piz Daint; and Japan's No. 1 system, ABCI.

"Taiwanese companies are now valuing up their products and services to secure the competitiveness in the global market and AI is the key driving force," said Liang-Gee Chen, Minister of Taiwan's Ministry of Science and Technology. "The greatest ever TAIWANIA 2 AI system in Taiwan was built with the most advanced technology to make it a powerful tool for industry to innovate. We are now witnessing a new wave of revolution that adopts AI solutions to open up new business possibilities."

TAIWANIA 2 is the result of an AI initiative launched last year by Taiwan's Ministry of Science and Technology, Asustek Computer, Quanta Computer and Taiwan Fixed Network and NVIDIA to boost Taiwan's AI capabilities.

D-Link introduces 'Smart Wireless Solution'

D-Link (India) Ltd. announced the introduction of new series of Access Point titled 'Smart Wireless Solution'. Based on Point to Point & Multi-point application, D-Link Smart Wireless Solution efficiently supports Wireless video surveillance, Wireless video/data transmission and Wireless backhaul network construction. With this D-Link continues to broaden its SMB/ Large Enterprise product portfolio and position itself as a foremost Enterprise networking brand.

"SMB remains a focused business segment at D-Link. We are constantly working with our partners/ System Integrators in enabling businesses realize the benefit of technology through our robust networking solutions. Our new Smart Wireless Solution will further enable enterprises

to boost productivity, connect to their customers & simultaneously grow with a reliable network coverage." said Mr. Abhishek Kumar, GM – SMB & Business Wireless, D-Link (India) Limited. The new Smart Wireless Solution from D-Link is based on of Point to Point & Multi-point application with coverage ranging from 5km to 20km. The 11AC variants of D-Link Point to Point & Multi-point bridges include DAP-3711-I05 and DAP-3711-N20. The N standard range is available in three variants DAP-F3704-I, DAP-F3705-N, and DAP-F3706-N.

D-Link Smart Wireless Solutions are designed to enable users to share Internet connection between two or more locations, share files and other types of data across the network efficiently. The Point to Point & Multi-point applications are ideal for industry segments like Smart city, Oil & Gas, forest fire, residential areas and other key areas of monitoring featuring Wireless video surveillance. It is most suited for Wireless video/data transmission and wireless coverage in railway, electric power and other industries.



Tenda targets the surveillance industry, introduces two new PoE switches



Networking cameras are becoming more and more popular by each passing day; we get to see them at shops, showrooms, offices, and government agencies. But the need of the hour is to ensure that high-quality network equipment is employed. Choice of the right network switches that meet the high definition video surveillance

data switching becomes very crucial. An appropriate network switch can not only provide reliable data transmission but also can reduce the resources waste. People are turning to Ethernet Switches with Power-over-Ethernet (PoE) technology, reaping big benefits for their IP Surveillance networks.

Looking at the need of the hour, targeting the surveillance industry, Tenda launched two powerful switches namely TEF1105P-4-38W and TEG1109P-8-102W. The TEF1105P-4 (38W) is a 5-Port 10/100 Mbps Desktop Switch with 4-Port PoE & 1 Uplink port, whereas the TEG1109P-8 (102W) is a 9-Port Gigabit Desktop Switch with 8-Port PoE & 1 Giga uplink port. Both these switches specialize in handling high megapixel data traffic very efficiently.

The TEG1109P-8 (102W) is a gigabit unmanaged

lightning protection PoE switch developed specifically for building Gigabit WLAN and HD camera monitoring network. The switch is equipped with 9 Port 10/100/1000M Base-T Ethernet RJ45 ports with 6KV lightning-proof. Every single port supports MDI/MDIX and wired speed. PoE ports support IEEE802.3at/af standard while detecting and recognizing the IEEE802.3at/af standard power device automatically. Through conventional Cat 5e/ Cat6 twisted-pair cable, power can be transmitted along with data for AP, IP Camera, and IP Phone. With features like PoE dynamic power, flexible extend network without being limited by the power line layout, plug and play, and easier configuration. The TEG1109P-8-(102W) helps SMB, hotels, shopping malls and schools to build a highly secure and reliable network of wireless coverage and HD monitoring.

DIGISOL hosts "FTTH XPERT", an FTTH Training Program for ISPs and Partners



DIGISOL Systems Ltd., a leading provider of IT networking products, conducted its first FTTH training program, DIGISOL FTTH XPERT for ISPs and Partners in Mumbai. The agenda of this training was to enhance knowledge of ISPs and Partners about FTTH and introduce them to the latest FTTH products and solutions offered by DIGISOL. FTTH XPERT is a DIGISOL proprietary training program designed

to empower ISPs and Partners in various cities with DIGISOL's top-notch FTTH products available in the market and how these products are designed to meet the current IT Networking Industry demands. The event held at Hotel Goldfinch, Mumbai was attended by 54+ ISPs/MSOs and Partners. Post the training, participants were awarded with certifications.

Commenting on the occasion, Mr. Mandar Joshi, Vice President Sales, DIGISOL Systems said, "Today, with the advancement of technology, world is changing pretty fast and there is a need for high speed internet at homes and offices. As Fiber holds enormous opportunities in the future, we designed an FTTH program that would empower our partners and ISPs by enhancing their knowledge about FTTH. We have always believed in growing with our partners, and with the introduction of this program we are continuing the momentum."

DIGISOL has been empowering partners, system Integrators, ISPs/MSOs across India by conducting various training programs like STEP UP, DCCI and FTTH XPERT. To keep up the momentum in 2019, the company will continue hosting all these programs in various cities across India.

LTS Secure Has Aggressive Plans For Increasing Partners

Satyen Jain, Managing Director (Operations & Technical), LTS Secure

LTS Secure is an Integrated Security Platform (SIEM + UEBA + CASB + IDM) that enables continuous monitoring & detection of Threats, Vulnerabilities and Risk of IT Network, Applications and by Users in a single pane based on Security Orchestration, Automation and Response. Satyen Jain, Managing Director (Operations & Technical), LTS Secure speaks on the various trends in the industry. Edited excerpts

How you see the security spend in India is moving towards? Can you please explain the trends for the past five years?

According to the latest forecasts, the spend of Enterprises on information security products and services in India is on



pace to reach US\$1.9 billion in 2019 from US\$1.7 billion in 2018 which was an increase of 12.5% from 2017. There is continued focus on building

Detection & Response Capabilities which is directly responsible for the security spend in India. Some of the highly publicised security incidents and compliance requirements being put into place by governing bodies is reinforcing the fact that security & risk management is now a business priority and not just IT initiative.

The key enterprise security product segments that will continue to bolster growth in 2019 – Integrated risk management, Data security, IT Infrastructure protection, Cloud Application Security, Identity and access management and Access Governance.

Please explain the USP of your products and what are the ways LTS Secure is different from other security players?

LTS Secure with established credentials in Cyber Security has a vision of delivering cybersecurity in a modular format from an Integrated Security Solutions as SOAR SOC Stack enabling clients to have a security roadmap without any complex integrations and management of multiple products and vendors. LTS Secure delivers Continuous detection of threats and risks of all layers (Devices, Applications, Users, Data) from a single pane.

For partners' success and differentiation, LTS Secure brings features like – Multi-tenancy allowing them to service multiple clients from a single instance. Along with reduced response time to alarms, cus-

tomizable dashboards alarms enrichment, Orchestration & prioritization layer with the enablement of Automated Remediation.

Please explain your global channel roadmap and India channel story of your solutions?

LTS Secure predominantly being an OEM intends to take Intelligence-based Security as a service to our clients through our partners – MSSPs, VARs and Strategic Partners like Security Consultants. So far we have successfully enabled SOCs across Asia, Middle-East & US with our partners along with setting up a reseller channel.

In India too with a constraint of available security resources more and more of the clients are outsourcing their security delivery to our MSSPs and we have now got a Pan-India presence with our partners.

Security Consultants are already delivering services like Risk Assessment/ Access Governance without requisites Automation of the same. These are very niche automation tools from LTS Secure for – Risk Assessment & Access Governance which our strategic partners are delivering to their clients as a service for compliances like RBI, SEBI, IRDA and more

One big challenge for customers and channel partners is the transition of other solutions to one particular solution. How ease is the transition when it comes to LTS Secure?

The vision at LTS Secure, based on the understanding of client/partner needs has been to decrease the complexity of deployment and integrations for a client's cybersecurity stance. We are at this point in multiple engagements where we are replacing existing services/products. We try to ensure any investments that the client has made in security are protected by integrating with our modules or manage to show an ROI by complete replacement too. Shortly we would be placed to present forth a number of client case studies validating the ease of transition, as well as a value associated with the same.

What are the industries, according to you, should advantage out of your solutions?

While still some time back Cyber Security was based more on compliance and regulatory and hence sectors like BSFI, NBFCs were the logical target, we are now seeing an increase of awareness across all other verticals.

We are now vertical agnostic, especially due to the vision the CISOs have for their organization's security posture based on not only compliance but best practices, business continuity efforts, etc. It is

wonderful to hear the insights from our client CIOs/ CISOs and their futuristic visions for their organizations.

We have seen tremendous traction from customers, who wants ALL Event per second (EPS) to be monitored without dropping any EPS and envision to monitor all cyberinfrastructure layers in the future. We manage to effectively monitor and deliver on the use cases since we have a NextGen SIEM which does not limit the Log Ingestion unlike the traditional products and can we extend with monitoring across all layers on demand.

What are the channel plans you have for the India market in this financial year?

We have 3 types of partners – MSSPs, VARs & Strategic Partners. Our intent is to have a limited number of MSSPs to service the India territory and ensure enablement of their resources to deliver the services effectively since in Security the delivery & operations are almost as important as the product if not more.

But we have very aggressive plans for increasing the VARs and Strategic Partnerships to ensure better coverage of the territory, more FOS and pointing of these clients to our MSSP's SOCs.

Please explain the merits of your channel training modules and certification levels?

All our successful partnerships have been based on the training of our partner resources. We have now, with experience created a very effective training component for all layers. As mentioned earlier the successful delivery of all product features/modules depends on our partner resources, it is imperative that we certify all our partner resources, be it sales, pre-sales, technical, SOC analyst or L1/L2 resources. In this, we have great support from the management teams at our partner's end.

What type of channel partners can sell your product?

We have stringent pre-qualification/requirements for our partners. Ideally, MSSPs would include – Pure-play managed security service providers looking to incorporate world-class. Hosting organizations/NOC providers that want to embed security into existing offerings or extend security services to existing clients.

Partners expanding from products selling to value-added service. With a minimal requirement on trained sales, pre-sales & technical delivery resources.

Stringent Government Rules Might Increase IT Spend In Hospitality Sector

Dev Ranjan Banerjee, Partner, Techniche Consulting Services

Techniche Consulting Services, one of the leading IT infrastructure consultants and Systems Integrators in India has strong capabilities to provide end-to-end infrastructure solutions. Some of the key focus areas of the organization include expertise in the complete gambit of IT infrastructure, expertise cover data communication, networking products and solutions, voice and non-voice ser-

vices, security and surveillance systems, processes and a huge range of applications and systems. Techniche has a strong foothold in the hospitality industry managing the end-to-end tech infrastructure of many premium hotels and resorts in India and other parts of the world. In an exclusive chat, Dev Ranjan Banerjee, Partner of the company speaks on the ways to grab key accounts in the

hospitality industry. Edited excerpts

According to you, what are the key ways the hospitality industry is looking at technology?

In both premium hotels and resorts, technology is becoming a key enabler. For example, days are gone where you would see a hotel staff including the security and house-keeping having a big walkie-talkie for internal communication. Using WiFi,

now many hotels are implementing VoIP based calling.

Another key implementation by many hotels is adopting Near Field Communications (NFC) for knowing whereabouts of the guests checking in. The major part where hotels are becoming



heavily dependent on tech are in areas like PoS, monitoring of doors, fire-exits and majorly hotels are very particular on security systems beyond monitoring. In recent years, hotels are becoming easy targets for

any terrorist attacks or other mishaps. How is the hospitality industry prepared for it?

Yes. In general, the decision maker is always the business owner. It is sad, the overall approach towards technology by a hotel is not preventive. For example, the recent attack in Sri Lanka is a good case study. The attackers were able to approach the spot easily as the hoteliers were not aware such attacks would happen. Even then, it was only the footage from their CCTV systems had helped.

How do you see the Indian hospitality industry prepared in terms of technology?

I notice two trends here. One hand, I notice the premium hotels and resorts are advanced even than the western, European and in some Middle-East countries. We are matured in terms of technology enhancements. I personally had traveled to a few countries and I say this out of experience after staying in those places.

Not just hotels, I notice that Indian resorts are way ahead in terms of technology. Because, if we take network connectivity as an example, Indian resorts are excelling in terms of providing seamless connectivity to the customers even in interior places. However, when we come down a tier lower- a family-run hotel or even a traditional motel in a highway, technology is kept at the least preference. For them, technology is always an expense which they cannot avoid due to various reasons.

Where do they lack in terms of spending?

They always wait for something to happen rather than being prepared for the worst. I know established hotels have not changed the password for WiFi for the past 3 years. Even these CCTV and other digital proofs from guests are demanded only because the government has policed them to do.

There are many hotels where the CCTV doesn't function or even if it does, the images are blurred to the core. In fact, the time has come that we need to install CCTVs in hotels beyond recording. Thus the traditional and small hotels need to go a

long way to ensure that in both surveillance and networking, they should ensure their perimeters are protected physically and digitally.

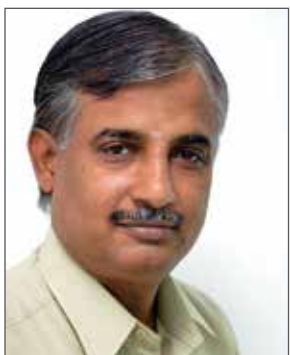
Are you on the opinion that stringent Government norms will increase IT spend in the hospitality business?

Yes. When the law is made stringent, no one can avoid making their organization IT-ready. That will have maximum impact when technology addresses their pain-points. For instance, the Aadhaar details fed in the hotel might be shared with the police station in the nearest area. Thus, it makes the job of police as well as the hotelier easier. Even the police don't need to visit every hotel for verification and be productive.

What are the key things one should have to be successful in the hospitality business?

Hospitality is a different ball game, unlike manufacturing or automobile. Hospitality industry during IT deployment will be of two aspects- project and operations. Channel partners need to develop a deep understanding on the hotel industry. For example, there are cases where we hand-over the IT infrastructure even before the operations starts. However, the chief chef of the hotel might come and say that a particular kitchen equipment should be replaced or misplaced against a CCTV camera which might not absorb heat. Such preparedness will come only if we understand the details of how the industry works.

Start-ups Should Focus On Growth, Not IT Infrastructure



Gone are the days where only the absence of a CIO is realized. Now their presence too is realized. By the mid-1980s, the CIO role was primarily a technical job. First-generation CIOs were typically senior or middle managers in

data processing or information systems. Until the internet came along, the main responsibility of the CIO was to deliver new IT systems on time and on budget and run existing systems with a high level of reliability. Chandrasekar R, Head of IT from a leading Tech company speaks on the tech adoptions, trends, spending, cloud-born companies, and their tech adoptions and more. Edited excerpts.

What are the key trends and adoptions you are noticing in tech companies in India?

As far as India as a market, I see the few key trends- Big Data Analytics, Artificial Intelligence, Machine Learning, Robotic Process Automation, and Cloud computing.

Being technology the bread-and-butter of an organization, how much does the IT head of the organization evolves over the years. Their roles are confined only to technology or business owners considering them on strategic decisions of the organization too.

Earlier the head of IT was considered as an enabler for rest of the functions and focus used to be on integration, migration, cost optimization and more. Now the focus is to get maximum value from the available information and help the business to take the right decision by using Big Data, Machine Learning platforms.

You would have interacted with IT heads of various tech companies across the globe. What innovations you notice at C-level and where CIOs of Indian tech companies stand?

Some are looking at Data Analytics, AI, Machine learning as an option to come up the competitive edge in the market. Some are also looking at RPA kind of tools to bring in operational efficiency.

You work in an organization, where you get opportunities to handle the millennials both internally and externally. What are the key trends you notice while working with millennials?

Millennials are individuals who were born between the early 1980s and late 1990s, so are now aged between their early 20s and late 30s. They now represent the largest demographic in the workplace, with the eldest of this generation now reaching positions of power and influence within many businesses. In the workplace, the millennials don't like command and control leadership.

They prefer Informal work environment. Be it allowing casual dress, flexible working hours, option to work from home and more. They also prefer to have the freedom to use smart devices

at work and lastly having an engaging workplace. Availability of high-speed broadband and ways app-driven content consumption is increasing, what is the next biggest disruption we can expect in the coming days?

I could see the following three as the game changers Switching of users from TV to connected/handheld devices. This may also result in increasing adoption of the Video and Audio-on-demand services.

Gaming-on-Demand also might become very popular According to KPMG the Gaming would become 1 billion dollar industry by 2021.

Voice – People would use voice to interact with things around them.

Many start-ups in India is tech-driven companies. What is your view on their tech-infrastructure? There is an overall mindset that their technology in consumer-facing is good while they are not investing heavily on back-end technology. Share your views.

Most of the start-ups are 'born-in-cloud' companies. They use the cloud platform and SAAS effectively to expand rapidly. In my view, this is the best option for start-ups. Rather than worrying about their own Infrastructure they can focus on their product and grow quickly

What are the key suggestions on IT infrastructure for the born-in-cloud companies?

In the long run, having a Hybrid cloud would help the organization to optimize the cost. Instead of having a single approach it's better to have a balanced approach.

PANTUM

प्रिंटिंग के लिए नया युग # Efficient Work Companion

SMALL SMART SIMPLE



Pantum **P2500** Series

- 22(A4)/23(letter)ppm printing speed
 - 600MHz processor
 - One step installation
 - Wi-Fi connection and print with mobile device*
 - Low cost per page and build for long term use
- *Available for P2500W



Pantum **M6502** Series

- 3 in 1: print, copy and scan
- 22(A4)/23(letter)ppm printing speed
- One step installation

CONVIENT CONSISTENT CONFIDENTIAL

- 600MHz processor
- Folding LCD control panel
- Low cost per page and build for long term use

Strong Partnership for Better Service



PANTUM - Superior printer
device manufacture



SUPERTRON - National
distributor and supplier



For Dealership Enquiries Pls contact

Region (Phone Nos)

Jharkhand & Bihar (9334317035)
Maharashtra & Goa (9372124158)
Andhra Pradesh (9959734374)
UP & Uttarakhand (9794500303)
Delhi & Haryana (8383988496)

West Bengal (9903075944)
Tamil Nadu (9080407024)
Karnataka (9036956177)
Odisha (7008466500)

Rest of India

Phone Nos:9831849971
Email:abhra.das@pantum.com

FOLLOW US ON SOCIAL MEDIA
@PantumInternational



WWW.PANTUM.COM