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Counterfeit **Xiaomi** products worth INR 13 lakhs seized in New Delhi



Xiaomi, India's number one smartphone and smart TV brand today announced that counterfeit Xiaomi products estimated to be worth over INR 13 lacs were seized from four suppliers in Gaffar Market. As part of Xiaomi's anti counterfeit measures, a complaint was filed with the local police, and raids were conducted in Gaffar Market in the week of November 25th. Police officers of Central District Karol Bagh Police Station along with the representatives of the company, conducted the raid where they seized over 2000+ fake Xiaomi products from four shop owners who were arrested for allegedly selling counterfeit Xiaomi products.

The raids saw the seizure of 2000+ counterfeit

products including a range of mobile accessories including a few which weren't even launched officially in India. Some of the counterfeits seized include Mi Powerbanks, Mi Neckbands, Mi Travel Adaptor with Cable, Mi Earphone Basic with Mic, Mi Wireless Headsets, Redmi Air Dots, Mi 2-in-1 USB Cable etc.

The police found out upon interrogation that the four suppliers have been managing this business for years now. These counterfeit products were allegedly sold in retail and wholesale to the customers from their retail shops: Galaxy Mobile Accessories, BCM Plaza, Shop No. 14 – Sega Market, Shop No. 2 – Lotus Plaza.

How to Identify counterfeit products of Xiaomi:

- ▲ Some products carry security codes that can be checked on mi.com to identify the authenticity of the product- eg. Mi Powerbanks
- ▲ Packaging and quality of retail box are very different. You can visit any Mi Home/ Mi Store to validate the original packaging.
- ▲ Check for the original Mi Logo on the product and you will know if that is authorized. Original logo of packaging can be seen on mi.com

▲ All authorized fitness products such as Mi Band(s) will have Mi Fit app compatibility.

▲ Original batteries will carry a sign stating it to be Li-Poly batteries – while signs like Li-ion mean that they are not Xiaomi's

▲ One can identify original USB cables by Xiaomi as well from the fake ones, as the unauthorized ones are quite flimsy and break easily

Counterfeited products are not only a big threat to consumer health and safety but also pose a huge risk to consumer's data security. The products might start malfunctioning and the user might be unaware of the hazards that these kinds of products can cause.

This episode has highlighted how counterfeiting is a menace for the business and society. Illicit suppliers and retailers attempt to seize the opportunity to cheat consumers and introduce fake products in the market. It is strictly advised to all customers to purchase authorized products from authorized Stores of the brand and partner outlets and also to be cautious and aware about purchase decisions.

IMAGE KING Celebrates its 24th Anniversary with 'IMAGE STAR Family', Targets to Double the Sales in 2020



IMAGE KING, a leading national brand in compatible laser toner cartridges and printer powder, celebrated its 24th anniversary on November 29, 2019 with its 'IMAGE STAR Family' at Star Hotel, Chennai. Celebration arrangements were also made across all seven branch office, where the regional channel partners and IMAGE STAR Team made their presence to mark this glorious occasion a successful one. The celebration was conducted to recognise and thank the partners who gave a boost to the sales of the company in the past year. IMAGE STAR has grown its business in multifold during the year and wishes to double its sales numbers in 2020.

IMAGE STAR implemented few strategies in last one year which helped them in increasing their sales numbers. As part of the strategy, a concept called 'IMAGE STAR Parivar' was launched which gave a special status to selected distributors who

enjoy additional benefits other than pricing. As part of the IMAGE STAR Family's team goal it was everyone's responsibility to strengthen the concept and make sure the best of the best partners are part of the IMAGE STAR Family. IMAGE STAR team has added 120 partners to the 'Family' during the year. The next important area of improvement was supply-chain and delivery services. In order to improve the services, all the branch managers with the head office team were given a goal to consolidate all the warehousing and dispatch from multi location to a single location at headquarters. The company achieved the goal by centralizing the supplies, consolidating the business activities, cutting down small supplies in order to strengthen distributors across India. As a result, the sales not only crossed previous year numbers but had grown beyond the expectation. The demand for the IMAGE KING moved up by multiple levels

which led to the income tax department awarding IMAGE STAR with the bronze category certificate for highest income tax payer in the category.

Masood Khan known as Mr.Khan, CEO at IMAGE STAR PVT LTD "It's a proud feeling to be celebrating 24 golden years of success in the industry. A special thanks to the entire family of IMAGE STAR, in-house team and our channel partners across the country for all the support rendered during all good and bad times during this journey. It's just the beginning for all of us, with better strategies and streamlined sales force in place to achieve newer highs of success in the coming years. Our plan for 2020 is only going to create a win-win situation for the entire IMAGE STAR Family"

Mr. Khan, who is known for his leadership skills, announced a strong goal of doubling the turnover during the current year, streamlining and strengthening the distributor network and appointing IMAGE STAR Parivar in all leading cities in India. His aim is to achieve this and mark a milestone by IMAGE KING's 25th Silver Jubilee anniversary, on 29th November 2020.

IMAGE KING, a national brand with its headquarters in Chennai and direct branch offices in Bangalore, Cochin, Madurai, Secunderabad, Ahmadabad, Delhi and Guwahati enjoy a strong channel network of 5,500 dealers, 400 distributors and 120 IMAGE STAR Parivar members. The team is spread across India marketing IMAGE KING compatible toner cartridges, laser printer powder, cartridge parts like OPC drums, blades, PCR, magnetic rollers, printer parts, inkjet ink and dot matrix printer ribbons.

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2020

predictions for the Indian IT Industry

Padmanabhan Iyer, Managing Director and Global CEO, 3i Infotech



With digital transformation gaining traction and the acceleration of next-gen technologies such as Blockchain, Artificial Intelligence (AI), Machine Learning (ML) and others, organisations are becoming future-ready.

The Indian IT industry will be marching at a greater pace than ever towards Industry 4.0 by adhering to future technologies through digital transformation. Gartner estimates that IT spending in India will total \$94 billion in 2020, an increase of 6.6% compared to the current levels.

Here are some of the top technology trends to watch out for in 2020 –

Intelligent Automation (RPA and AI) – moving to a collaborative model

As cognitive technology deployments mature, value-centric activities will gain mindshare in the future. Combining cognitive technologies would allow bots to work in more complex scenarios that would typically require human judgment or decision making.

The investment of global enterprises in Intelligent Automation (IA) is on the rise with BFSI, retail and consumer packaged goods (CPG) being the key driving sectors.

While ML, predictive analytics and autonomies are moving up the maturity curve, AI-enabled chatbots and virtual assistants are already being used widely. Gartner predicts that 25% of customer service operations will be using virtual customer assistants by 2020.

24/7/365 business processing with seamless automation is feasible with an AI-enabled ERP. Integrating ERP with RPA technology can replace mundane and repetitive processes with nimble and agile process automation to achieve quick ROI. As per estimates, 40% of RPA adopters moving beyond experimentation with AI-enabled processes.

Hybrid Cloud Computing – adoption moving to

newer areas

Global cloud computing spending is predicted to almost double by 2022. Hybrid cloud adoption saw a big rise in recent years, with an expected CAGR of 17%. The security features on cloud have become promising and



it is becoming a priority to safeguard and protect application data and infrastructure.

High cloud adoption is observed in finance and accounting, supply chain and logistics, and IT management. The emerging areas are customer management, marketing, procurement and manufacturing and operations. On demand scalability and optimal utilization as per demands can facilitate cost savings by migrating to an ERP on cloud.

Internet of Things – moving to cloud-edge architecture

Investments in IoT technology services is growing faster than that in IoT products. Cloud service providers, analytics and infrastructure providers are driving the IoT solutions market. As a technological shift, IoT is moving from a centralized to a cloud-edge architecture and moving away from conventional processor chip enabling new edge architecture.

In the Indian market, 20 billion devices are to be connected to IoT by 2021. IoT is growing at a rapid pace and its adoption is spreading into various industries such as telecom, healthcare, retail, automobiles, manufacturing, supply chain, and service operations. However, security remains as one of the barriers.

Industrial IoT (IIoT) opportunity is set to surpass consumer internet by 2020. IIoT enables seamless dataflow across systems/applications/equipment and ERP for centralized monitoring, management and control centre.



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Blockchain – moving to a business case centric model

Globally and in India blockchain has progressed to different levels of maturity, and in India, it is looking promising. The government is the most critical stakeholder and enabler of blockchain; while BFSI leads adoption in India.

Currently, 40+ blockchain initiatives are being executed by the public sector in India. At nearly 50%, BFSI has the maximum production level implementations in India. Logistics, retail, and manufacturing account for nearly 25% of blockchain implementations.

Blockchain is transforming from the experimental model to a business case centric model, which will result in more projects moving to the production phase where over 70% of implementations will deliver cost savings or operational efficiencies. Integration of finance and supply chain domain with blockchain using industry-specific blockchain scenarios will be facilitated by modern ERPs. Blockchain enhances the existing benefits of ERP system to another level.

Industrial Robotics – a strong use case in ERP

Automotive is one of the leading verticals for industrial robotics and recently demand has been driven by tier 1/ tier 2 suppliers. Original Equipment Manufacturers (OEMs) are pushing suppliers to invest in robotics to ensure better quality and faster production.

Collaborative robots (Co-Bots) allow sharing heavy payloads and improve cycle times achieving an optimal degree of automation.

Strong growth of the e-commerce industry in India and of logistics subsequently has pushed automation to keep up with high throughput requirements. ERP could not be better automated without robotics forming part of most manufacturing automations.



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Vertiv Appoints Savex Technologies as New Distributor in India

Vertiv, a global leader in building and servicing mission-critical technologies, announces the appointment of Savex Technologies as its new distributor in India. Through this partnership, Savex customers now have access to Vertiv IT infrastructure support solutions for data center from core



to edge. With the M/s Savex Technologies relationship, Vertiv strengthens its commitment to expand its reach and support in India with their wide portfolio of IT infrastructure.

Commenting on the appointment, Sanjay Zadoo, India country head – channel business, Vertiv Energy Pvt Ltd said, “We are incredibly pleased to bring on-board a partner that can help us tap new markets in the country. With expertise in provid-

ing seamless delivery and a nationwide presence, Savex Technologies will help us enhance the channel partner ecosystem and our capacity to share products across multiple touch points in the country. Along with significantly benefitting our end customers by offering them more avenues to secure our products, this partnership will also allow us to leverage the reach and expertise to expand our partner base across the country.”

Tony Berland takes reins at Legrand India with Global experience of over 20 countries

Legrand a global specialist in the electrical and digital building infrastructure, announced the appointment of Mr. Tony Berland as the CEO and Managing Director for Legrand Group in India. Mr Berland takes over reins from Mr. Thuard, will be responsible for strengthening India as a strong base for business operations making Legrand the industry



leader in the domain of electrical and digital infrastructure.

Mr. Berland has thirty years of experience working in the international electrical industry. He is associated with Legrand Group for over a period of 28 years. He was responsible for leading Legrand operations across markets like Europe, South East Asia, New Zealand and Australia. Tony has driven strategy-oriented growth across different geographies.

Sundar Pichai named as the new CEO of Alphabet

Sundar Pichai has been appointed as the new CEO of Alphabet. This comes four years after Google changed its corporate structure, and created



Alphabet and appointed Sundar Pichai as the CEO of Google. Now this announcement means that Google and Alphabet will have one CEO – Pichai not only remains the CEO of Google but has additionally donned the hat

of the big boss in the group (Alphabet is the larger group), after Google founders Larry Page and Sergey Brin have resigned from their respective big roles.

Larry Page until today was the CEO of Alphabet, since Google carried out its corporate restructuring in 2015. Sergey Brin on the other hand was the President, mostly focusing on robotics and AI. Both Page and Brin are curtailing their roles even further.

In a joint letter, Page and Brin said – “Today, in 2019, if (Google) was a person, it would be a young adult of 21 and it would be time to leave the roost. While it has been a tremendous privilege to be deeply involved in the day-to-day management of the company for so long, we believe it’s time to assume the role of proud parents-offering advice and love, but not daily nagging!”

LG ELECTRONICS ANNOUNCES LEADERSHIP AND OPERATIONAL CHANGES AHEAD OF 2020

LG Electronics (LG) announced that Brian Kwon, currently head of LG’s Mobile Communications and Home Entertainment companies, has been named to take the helm as Chief Executive Officer. Other changes announced for 2020 include: Park Hyoung-sei as president of the Home Entertainment Company, new Mobile Communications Company president Morris Lee, William Cho in the newly created position of Chief Strategy Offi-



cer and Chief Financial Officer Bae Doo-yong.

Brian Kwon has played an important role at LG in his more than three decades at the company. Mr. Kwon (56), joined Goldstar in 1987 and has held a variety of positions including business planning at LG Wales and head of the monitor division before being promoted to oversee the Home Entertainment Company in 2014. Mr. Kwon is a native of Busan, receiving his bachelor’s degree from Seoul National University and MBA from Aalto University in Finland.

Citrix promotes Safi Obeidullah to Technology Strategist and Field CTO in APJ

Citrix announced that Safi Obeidullah has been promoted to join the Office of the CTO as Technology Strategist and Field CTO for the Asia Pacific and Japan (APJ) region.

As of January 2020, Safi will commence his new role to lead the company in developing new customer relationships, evangelising the importance of employee experience through flexibility and collaboration and delivering flexible



working solutions. Based in Sydney, he will report to Christian Reilly, Vice President and CTO, Citrix.

Safi has over 20 years of experience in IT, primarily focused on end user experience; he has been a key member of the Citrix Australia and New Zealand (ANZ) team for the past nine and a half years, and the last seven as Citrix’s Director of Sales Engineering in ANZ supporting customers to realise their own digital transformation and implement improved employee experience for some of Australia’s largest brands.

Kaspersky appoints new General Manager in the South Asia region

Global cybersecurity company, Kaspersky announced the appointment of Dipesh Kaura as the new General Manager of Kaspersky in December who will be looking over the South Asia Region covering India, Sri Lanka, Bangladesh, Nepal, Bhutan and the Maldives.

Dipesh is expected to develop and implement business plans to ensure brand penetration, re-caland revenue growth by exploring potential business avenues in the region with his supreme experience in managing large accounts and strategic



planning for enterprise and BFSI deals. Dipesh will be based in Kaspersky’s South Asia office in Mumbai. Commenting on his new journey with Kaspersky, Dipesh Kaura said, “The cybersecurity landscape is evolving every second in the world and it is very interesting to see what the future looks like, especially with a team like Kaspersky who are ready to Bring on the Future of technology and cybersecurity. I am excited to take Kaspersky to the next level in this region. I see immense opportunities ahead for the company as we get ready to execute a strong strategy for both B2B and B2C segments in the entire South Asia region.”

Dell Technologies Names Jeff Clarke as Chief Operating Officer

Dell Technologies announces Jeff Clarke as its chief operating officer (COO) and vice chairman. Most recently, Clarke served as vice chairman of Products & Operations.



“Jeff has been a trusted advisor to me for more than 30 years,” said Michael Dell, chairman and CEO, Dell Technologies. “Jeff is well

regarded by the industry, our board, key stakeholders and team members. The way he intersects our technology vision with operational excellence makes him the ideal COO and partner.”

As COO, Clarke will retain his current responsibilities leading Client Solutions Group, Infrastructure Solutions Group, Global Supply Chain and working with Pat Gelsinger, VMware CEO, to drive innovation and integration across Dell Technologies. In his expanded role, Clarke will have oversight of day-to-day business operations working closely with Dell and the Dell Technologies’ executive leadership team (ELT). Clarke and the ELT continue to report to the CEO.



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MediaTek Announces Dimensity, World's Most Advanced 5G Chipset Family, & Dimensity 1000 5G SoC

MediaTek unveiled Dimensity, MediaTek's family of powerful 5G system-on-chips (SoCs) offering an unrivaled combination of connectivity, multimedia, AI and imaging innovations for premium and flagship smartphones.

The MediaTek Dimensity 5G chipset family brings smart and fast together to power the world's most capable 5G devices. Dimensity represents a step toward a new era of mobility – the fifth dimension – to spur industry innovation and let

consumers unlock the possibilities of 5G connectivity.

Dimensity 1000 is MediaTek's first 5G mobile SoC in its 5G family of chipsets. The single 5G chip solution, with its integrated 5G modem, is a brilliant combination of advanced technologies packed into a 7nm chip and tuned for 5G performance.

"Our Dimensity series is a culmination of MediaTek's investment in 5G and positions us as a leader driving 5G development and innovation. Our 5G technology goes head-to-head with anyone in the industry," said MediaTek President Joe Chen.

Voice control your world with the all new Alexa built-in boAt Stone 200A speaker

Boat lifestyle, a brand recognized for its Audio electronic products across the world has now expanded its product portfolio by launching its new Alexa built-in smart speaker boAt Stone 200A. The Speaker is not only portable and powerful but smarter now. With the all new boat 200A Alexa built-in speaker, you can ask to play music, hear the news, check weather, control smart home devices and access over 30,000 Alexa skills across genres. Stone 200A is portable and powerful

boAt Lifestyle is known for its intricate audio engineering, supreme comfort, exquisite



designs and best in class audio quality products. It brings music to your daily routine in a seamless manner, with top notch sound quality and a user experience like none other.

Walmart to Test-Drive Autonomous Grocery Deliveries with Nuro



Walmart is committed to delivering groceries – with a side of time-saving convenience – through our ever-expanding Grocery Pickup and Delivery service. As we near the end of 2019, we've grown our online grocery footprint to nearly 3,100 pickup locations with deliveries coming from more than 1,600 stores – powered by Walmart's team of over 50,000 personal shoppers.

Our unparalleled size and scale have allowed us

to steer grocery delivery to the front doors of millions of families – and design a roadmap for the future of the industry. Along the way, we've been test-driving a number of different options for getting groceries from our stores to our customers' front doors through self-driving technology. We believe this technology is a natural extension of our Grocery Pickup and Delivery service and our goal of making every day a little easier for customers.

We're already bringing the best of Walmart to our customers through Grocery Pickup and Delivery. By continuing to test autonomous vehicle capabilities, we're better able to understand the path self-driving technology can take us down the road.

Qualcomm Unveils Roadmap for Bringing 5G Mainstream in 2020

Alex Katouzian, senior vice president and general manager, mobile, Qualcomm Technologies, Inc.,



unveiled two new 5G Snapdragon mobile platforms to lead and scale 5G and AI in 2020. The flagship Snapdragon 865 Mobile Platform, which includes the Snapdragon X55 Modem-RF System, is the world's most advanced, global 5G platform, designed to deliver unmatched connectivity and performance for the next generation of flagship devices. The Snapdragon 765/765G bring integrated 5G connectivity, AI processing and select Qualcomm® Snapdragon Elite Gaming™ experiences. We expect Snapdragon 865 and 765/765G to power the most advanced Android-

based smartphones launching in 2020 – regardless of whether users are in 5G or 4G coverage. Full platform details will be shared tomorrow.

Katouzian also introduced our first family of mobile platform-based modules, the Snapdragon 865 and 765 Modular Platforms. These modular platforms are products of an end-to-end strategy to empower the industry with the tools needed to scale 5G with ease, offering our customers lower development costs while also more quickly commercializing products with new industrial designs for mobile and IoT devices. The first carriers announcing support of the certification program for Snapdragon Modular Platforms are Verizon and Vodafone, with more expected in 2020.

Dell Technologies strengthens its PC gaming portfolio in India with the launch of its gaming desktop



Addressing a steady rise in gaming enthusiasts looking for a desirable gaming experience, Dell in India has announced the launch of its gaming desktops, the v Built to cater to entrants in desktop gaming, Dell has expanded its G Series gaming range with the launch of the new Dell G5 desktop.

Desktops continue to enjoy a major share in the PC gaming segment in India, owing to sheer upgradability of components, whether you are entrant in PC gaming or nurturing your gaming skills to go pro. Additionally, superior graphics, sizeable storage, powerful performance and affordability makes gaming desktops a favorite among players. Dell believes that the evolving gaming landscape demands cutting-edge technology and innovation to keep players ahead of the competition. With this launch, Dell is addressing gamers who seek to build their own gaming rig and now have a choice in Dell.

Microsoft Nearly Doubles IOPS using Seagate Exos with MACH.2 Dual-Actuator Technology



Seagate's new Exos 2X14 enterprise hard drive is the first to integrate Seagate's groundbreaking MACH.2™ multi-actuator technology, and is being tested by customers now for data center deployments. MACH.2 has demonstrated its benefits over single-actuator drives for many applications including content delivery networks (CDNs), video streaming, mail servers, backup/shuttle services, Hadoop, cloud applications, and more. Microsoft is anticipating great success with Seagate's Exos 2X14 enterprise hard drives with MACH.2 technology. The goal: maintain the IOPS required for some of Microsoft's cloud services including Azure and the Microsoft Exchange Online email service, while increasing available storage capacity per data-center slot. With early tests completed, MACH.2 has demonstrated that it achieves the anticipated benefits for high-IOPS workloads.

OPPO works with global partners to conduct the first DSS data call



OPPO announced that it has made the industry's first DSS (Dynamic Spectrum Sharing) data call using its world's first DSS-enabled 5G smartphone via a collaboration with Ericsson, Qualcomm Technologies (a subsidiary of Qualcomm Incorporated), Swisscom and Telstra (sort alphabetically). OPPO has also become the global first smart device brand to support DSS. It marks a milestone on the path to make DSS technology a

commercial reality. DSS technology enables carriers to leverage existing 4G and 5G frequency spectrums and networks accelerating the global DSS-5G-Call-OPPO-1 deployment of 5G services and bring 5G experience on a broader scale.

The call made on November 29th was using an OPPO 5G smartphone powered by the Qualcomm® Snapdragon™ X55 5G Modem-RF System, connected Bern, Switzerland and Gold Coast, Australia, via Swisscom's and Telstra's commercial 5G networks that feature Ericsson Spectrum Sharing (ESS) technology. The call was achieved using spectrum sharing on a 3GPP Frequency Division Duplex (FDD) band. It also marks the first achievement of OPPO Ericsson 5G Joint Lab. When compared to 4G, the 5G network, features high speed and low latency, boosting video quality and reducing latency significantly to create an exceptional 5G video call experience for users.

Fujitsu Begins Shipping Supercomputer Fugaku

Fujitsu Limited announced that it began shipping the supercomputer Fugaku, which is jointly developed with RIKEN and promoted by the Ministry of Education, Culture, Sports, Science and Technology with the aim of starting general operation

between 2021 and 2022. The first machine to be shipped this time is one of the computer units of Fugaku, a supercomputer system comprised of over 150,000 high-performance CPUs connected together. Fujitsu will continue to deliver the units to RIKEN Center for Computational Science in Kobe, Japan, for installation and tuning.

By developing Fugaku, Fujitsu has accumulated various technologies and know-how, including

cutting-edge development, system integration, simulation, and AI. Utilizing its supercomputing technologies, Fujitsu is contributing to resolve social issues, promote innovative research, apply such technologies in DX (Digital Transformation), and enhance its industrial competitiveness, including new drug development and the realization of a safe society through disaster prevention and mitigation.

The supercomputer Fugaku is a very large system, in which more than 150,000 high-performance CPUs A64FX(1) developed by Fujitsu based on the Arm instruction set architecture are connected by a high-speed network Tofu Interconnect D(2). In pursuit of superior performance and high reliability, Fujitsu has concentrated its advanced technologies and developed the supercomputer together with RIKEN.

Qualcomm and Siemens set up the first 5G private standalone network



Qualcomm Technologies, Inc. and Siemens have setup a joint proof-of-concept project at the Siemens Automotive Test Center in Nuremberg, Germany, demonstrating the first private 5G standalone (SA) network in a real industrial environment using the 3.7-3.8GHz band. Qualcomm Technologies is providing the 5G test

network and 5G industrial test devices that run on our foundational 5G technologies, and Siemens is supplying industrial end-devices like automated guided vehicles (AGV).

The 5G private standalone network proof-of-concept at the Siemens Automotive Test Center enables Siemens and Qualcomm Technologies to test technologies, solve problems, and come up with solutions for the future of private wireless applications in industrial settings. Qualcomm Technologies set up 5G industrial test devices along with a 5G standalone test network that includes a 5G core network and 5G base station with remote radio head. Siemens provided the actual industrial setup including Simatic control systems and IO devices.

Eurotech Unveils Advanced Cable Cubby Enclosures

Eurotech Technologies, the leading technology solutions company announced the launch of Best-



Net Cable Cubby that combines AV control, connectivity and AC power. The

plug and play, table-top flush mount Cable Cubby enclosures delivers uninterrupted access to network, phone, VGA, microphone, HDMI output, USB and 3.5 audio. The BestNet Cable Cubby enclosures are ideal for boardrooms, educational institutions, hospitality industry and large training facilities, where multiple, distributed table-top cable connections are required.

The next generation BestNet Cable Cubby enclosures deliver advanced cable management solution and present convenient access to AV connectivity and AC power. The motorized Cable Cubby flipping the socket in 180 degrees helps hide all the configurations and protects the inside interface. Highly feature rich and rugged, BestNet Cable Cubby enclosures offer convenient access to cable connections; prevents seepage of water and offers an architecturally streamlined & economical connectivity solution.

HONOR Officially Unveils the Brand-New HONOR MagicWatch 2



Global smartphone brand HONOR officially launched its new wearable product HONOR MagicWatch 2. This innovative timepiece attests to the excellence of HONOR wearable products, which has up to 14-days battery life² enabled by the Kirin A1 chipset, intelligent and well-thought fitness and health monitoring technologies, as well as customized clock faces and four different choices of watch straps that resonates with global youth to further activate a digital and fitness lifestyle. The brand new HONOR MagicWatch 2 (42mm) will start from €179 RRP, while the HONOR MagicWatch 2 (46mm) will start from €189 RRP in the global market.

"HONOR MagicWatch 2 is another strong product that helps to achieve the 1+8+N IoT strategy," said George Zhao, President of HONOR. "HONOR MagicWatch 2 marks HONOR's another big step in the brand's own ecosystem integration of connected smart products as well as the global wearable market. The HONOR MagicWatch 2 cements our forward-thinking in smartwatch design and development of wearable products. Whether you are out for fitness training or work, HONOR MagicWatch 2 will keep you at your optimal performance inside and out."

THREATS TO STEM FROM DEEPPFAKES, 5G AND ADOPTION OF PUBLIC CLOUD SYSTEMS



Global cybersecurity leader, Forcepoint has unveiled its predictions about the cybersecurity landscape for 2020. These predictions span across topics such as attacker techniques, communication platforms, infrastructure adoption, data protection legislation and cybersecurity strategies.

1. Deepfakes-As-A-Service increases ransomware effectiveness and election interference

With the growing complexity and realism being brought in to Deepfakes, it is predicted that the media will move to the forefront in 2020 as it becomes widely adopted for both fun and malicious reasons. It is anticipated that deepfakes will be deployed to impersonate high-level targets at enterprises in order to scam employees to transfer money into fraudulent accounts. Additionally, we will observe Ransomware authors target recipients with realistic videos of themselves in compromising situations, using Deepfake technology. In the arena of politics, we expect deepfakes to be leveraged as a tool to discredit candidates and push inaccurate political messages to voters via social media.

2. 5G offers unprecedented data theft speeds

Fifth generation cellular network technology (5G) allows data transfer at a 10 times faster rate than 4G. While this appears to be a promising service for organisations, the more reliable connectivity and lower latency of 5G will also work in favour of determined employees wishing to transfer swathes of corporate data. With the roll-out of 5G continuing in 2020, cybersecurity stack needs to have visibility and control of such data movement else organizations risk being unable

to identify data theft at the speed necessary.

3. Organizations will become "Cloud Smart" but remain "Cloud Dumb"

As organisations increase their adoption of cloud infrastructure, we should expect to see greater and greater breaches of Public Cloud systems. Even as enterprises move to a Cloud Smart or even Cloud First agenda to streamline their digital transformation journey, when it comes to securing these cloud infrastructures, they continue to remain "Cloud Dumb" due to the prevalent misconception that cloud providers will also secure the infrastructure. Attackers will have a renewed focus on Public Cloud accessible systems and data in 2020 and beyond due to the richness of the prize and ease of accessing it. While cloud service vendors are responsible for protecting the infrastructure, the onus of protecting business critical data lies on the enterprise by monitoring access, managing configurations, and analysing risky user behaviours. We expect to see more breaches both from external and internal parties as Cloud applications become more ubiquitous.

4. Businesses will mature in their approach to data/privacy protection legislation

There is greater awareness on the need for data privacy amidst organizations and individuals, due to regulatory implementations following the European Union's General Data Protection Regulation (GDPR) and the upcoming Indian cybersecurity policy. Organizations around the globe have observed that maintaining an individual's (customer's) privacy and protecting their data can be a differentiator of the business's service. We expect this trend to continue into 2020 and beyond. Furthermore, in 2020 organizations will explore the non-breach non-compliance implications of data privacy and protection regulations. This will invoke a move from a breach preven-

tion approach to a more holistic principles-based approach. Currently many businesses are manually compliant to the regulations, in that, should they receive a high volume of Subject Access Requests under GDPR. Moreover, compared to the fines levied in 2019 we can expect 2020 to observe an exponential increase with regard to the size and quantity of fines that Supervisory Authorities will bring to bear on offenders.

5. Cybersecurity strategies will incorporate a move from Indicators of Compromise (IoC) to Indicators of Behaviour (IoB)

In 2020, there will be a marked increase in the number of organizations recognising the need to enhance their IoC-based threat intelligence with the contextual insights of behavioural indicators. A shift to Indicators of Behaviour will better protect their data in the modern network environments that support anytime, anywhere working. As such business's cybersecurity strategies will shift from an outside-in approach (looking at how external attackers are seeking to penetrate a perimeter) to one of an inside-out approach (understanding the risks that lie within and the importance of preventing data theft no matter the user, device, transfer medium or cloud application).

"There is an urgency among businesses to safeguard their data and people, as attackers are increasingly harnessing new technologies and techniques to launch attacks on intellectual property and critical data. said **Surendra Singh, senior director and country manager, India & SAARC, Forcepoint.** "By shifting from the outside-in approach to inside-out approach and keeping users and data at the centre of their cybersecurity design thinking, it will help organizations mitigate threats in near-real time in today's sophisticated threat landscape."

HOW ADVANCED SURVEILLANCE CAN MAKE OUR CITIES SAFER

Abhishek Kumar, Regional Director, South Asia, Onvu Technologies

Giant skyscrapers, ultramodern designs, futuristic technologies, drones, automated cars, and a smart home that speaks as well – the horses simply start running free as soon as the idea of a 'smart city' even remotely crosses our mind. This is, perhaps, how our hi-tech bases are going to look in the future, but as we witness the first domino tumbling to turn this broader vision into a tangible reality, how safe are these cities going to be is what must be our prime concern.



One thing that goes without saying is that crime is a major challenge experienced by our country. The broader situation only aggravates when

Sifting through the sands of time: Making our smart cities invincible

metropolitan cities are brought into perspective. Metropolitan cities, due to their generally inbound population, often become the epicenter of criminal activities. For instance, Delhi had 54,287 registered criminal cases under IPC in 2012, a figure that grew to 155,654 cases within a span of two years, and to 209,519 of the same by 2016. These burgeoning cases are despite the fact that Delhi is a national capital. Then, how can one expect to have a crime-free landscape in the upcoming smart cities, especially as these tech hubs come with a promise to have minimal human interference for across-the-board processes?

This is an area where technology, surveillance technology to be specific, can bring a considerable difference. Surveillance systems can be deployed throughout the vast expanse of the city, specially targeting high-footfall regions and public places. These areas can be monitored

for criminal activities as well as other critical incidences that affect public security and these operations can be driven through centralised video walls in the local surveillance centre. This approach can result in a proactive security mechanism and help in minimizing the crime rate for the city. But is it possible to monitor everything from streets, highways, and lanes down to residential areas, tourist attractions, and high-footfall regions, that too round the clock without missing incidences? Well, to err is human.

To err is human: How to minimize errors and omissions in surveillance

Human errors have been a crucial element of productivity and risk management reports prepared by global organizations. But to what extent can these errors be allowed, particularly when talking with regard to public safety and security? The human dependency, at least complete dependency on humans, is being gradually inverted

for across-the-board processes. Thankfully, this also includes surveillance. Today, state-of-the-art surveillance systems cannot only recognize and capture incidences such as aggressive behaviour, vandalism, and theft, but can also detect fire hazards and other public security use cases. They can then transmit the video feed directly to the concerned department in the local surveillance centres, thereby completely eliminating the scope of errors and omissions. These video analytics-driven systems can, moreover, be programmed for typically challenging scenarios, such as managing road traffic, cleanliness of a given region, and crowd control. Such systems can also be integrated with the Aadhaar database to facially recognize the offender(s), if any, and bring them to book instantly for any criminal offence – much like automated

traffic challans issued today. But a fact that most people are not acquainted with is that incident capturing and facial recognition are not possible simultaneously. If a surveillance camera is positioned to focus on facial recognition, it is not possible to capture incidences and vice versa.

The breakthrough: 360-degree surveillance equipping monitoring teams with advanced capabilities

Lately, 360-degree surveillance systems have emerged as a ray of hope for everyone, as such systems address multiple pain points at once, which include the overall device requirement, associated deployment costs, subsequent bandwidth and storage requirement. They also provide a singular high-definition video stream that can be converted into multiple virtual cameras with the ability to tilt, pan, and zoom both live

and recorded video feed.

Above everything else, these video feeds can be used to identify incidences and execute facial recognition at the same time. They can also be used to recognize habitual criminal offenders and can non-intrusively keep them under the scanner to minimize the threat that they can cause to other city dwellers. Absconding criminals, on the other hand, can be instantly put behind the bars – making our upcoming smart cities a lot safer than other cities at present. However, an essential ingredient in bringing about this novel concept into a perceptible reality is that such systems need to be deployed now, when the foundation of our smart cities are being laid, rather than later, when doing so will be a task nigh impossible.

5G SUBSCRIPTIONS TO TOP 2.6 BILLION BY END OF 2025



Ericsson expects the global number of 5G subscriptions to top 2.6 billion within the next six years, driven by sustained momentum and a rapidly developing 5G ecosystem. The forecast is included in the November 2019 edition of the Ericsson Mobility Report, alongside a range of other forecasts with an end-of-2025 timeline and communications service provider insights.

Average monthly data-traffic-per-smartphone is forecast to increase from the current figure of 7.2 GB to 24 GB by the end of 2025, in part driven by new consumer behavior, such as Virtual Reality (VR) streaming. With 7.2 GB per month, one can stream 21 minutes of HD video (1280 x 720) daily, while 24 GB would allow streaming 30 minutes of HD video with an additional six minutes of VR each day.

The report also projects that 5G will cover up to 65 percent of the global population by the end of 2025 and handle 45 percent of global mobile data traffic.

2019 is the year leading communications service

providers in Asia, Australia, Europe, the Middle East, and North America switched on their 5G networks. South Korea has already seen a big 5G uptake since its April 2019 launch. More than three million subscriptions were collectively recorded by the country's service providers by the end of September 2019.

China's launch of 5G in late October has also led to an update of the estimated 5G subscriptions for the end of 2019, from 10 million to 13 million.

Fredrik Jejdling, Executive Vice President and Head of Networks, Ericsson, says: "It is encouraging to see that 5G now has broad support from almost all device makers. In 2020, 5G-compatible devices will enter the volume market, which will scale up 5G adoption. The question is no longer if, but how quickly we can convert use cases into relevant applications for consumers and enterprises. With 4G remaining a strong connectivity enabler in many parts of the world, modernizing networks is also key to this technological change

we're going through."

Given its current momentum, 5G subscription uptake is expected to be significantly faster than that of LTE. The most rapid uptake is expected in North America with 74 percent of mobile subscriptions in the region forecast to be 5G by the end of 2025. North East Asia is expected to follow at 56 percent, with Europe at 55 percent. Other forecasts include: total number of cellular IoT connections now seen at five billion by the end of 2025 from 1.3 billion by the end of 2019 – a compound annual growth rate of 25 percent. NB-IoT and Cat-M technologies are estimated to account for 52 percent of these cellular IoT connections in 2025.

Year-on-year traffic growth for the third quarter of 2019 remained high at 68 percent, driven by the growing number of smartphone subscriptions in India, the increased monthly data traffic per smartphone in China, better device capabilities, an increase in data-intensive content, and more affordable data plans.

INDIA IS ONE OF THE TOP CONTRIBUTORS TOWARDS MILESTONE'S GROWTH ACROSS THE APAC REGION

Ritesh Deokar, Country Manager, India, Milestone Systems

Exclusive interview with Ritesh Deokar, Country Manager – India, Milestone Systems

In the coming years, IP based surveillance systems will play



a crucial role in maintaining social control, recognize and monitor threats to prevent undesirable behaviors such as shoplifting, thefts, vandalism, terror attacks and criminal investigations.

Trends that will dominate VMS industry are:

The emergence of Smart Cities to build a Smart & Safe World

According to Frost and Suvillian, the smart city industry is expected to be worth \$1.5 trillion by 2020. Large cities like Singapore, Dubai, have already started harvesting the benefits of intelligent video. India is also geared up with their flagship program Smart Cities Mission in 2015. To drive this mission video management software (VMS) will play an important role in providing information that visual data can offer to enhance user experience and city management.

Smart Transportation for a Safer and Better User Experience

India is experiencing rapid urbanization and will continue to do so in the future. Smart transportation developed on the basis of smart infrastructure includes multi-modal connected conveyance and IT solutions that are important for any service planning. Smart transportation systems will lead to increased demand for solutions like modern Communication Systems, Smart Card Ticketing, GPS, ITS, access control systems, CCTV cameras etc.

How was the last financial year for Milestone? Can you highlight your achievements and areas that boosted Milestone's growth in India?

2019 has been a rewarding year for Milestone Systems. India is one of the top contributors towards Milestone's growth across the APAC region and growing at a positive rate of 30% YOY. Our growth is backed by securing significant deals in major verticals, such as retail, transportation, and smart cities. Looking at the trend, Milestone has invested all such verticals.

With the consistent growth and expected demand in the region, we have also expanded our operations in India. Last year, we moved to a larger facility, which is strategically located in the tech hub of Bengaluru city. We have also opened

a local office in Mumbai and Delhi respectively with significant increase in employment headcount in sales, pre-sales and support.

Additionally, we have partnered with 40 business partners, increasing our channel community to over 300 partners.

Do you think digitalization has a positive impact on the channel community? Is it difficult to align them with the latest technologies? Can you share some tips for channel partners to increase their value in an ever-evolving business environment?

Digitalization certainly has a positive impact on our channel community and this is seen through our Milestone Marketplace— a digital community platform and knowledge hub for channel partners to leverage to designing intelligent end user solutions. Through Marketplace, Milestone becomes a platform orchestrator and will empower the open platform economy to build one of the largest and strongest partner communities.

Some important tips for channel partners to increase their value in an ever-evolving business environment include:

- Be specialized and offer a vertical driven solution (Use case approach) -- specific solutions to specific problems
- Provide freedom of choice to customers – Milestone's core DNA is about openness. Our platform is preferred due to its foundation of openness and partnerships with a variety of companies around the world that develop solutions and plug into our platform.
- Offer customers a flexible, scalable and future-proof VMS solution.

Tell us something about your Channel Partner Program and what are the various schemes/incentives to boost the partner community?

Milestone Systems is 100% channel-driven company. Partners play an absolutely critical role in supporting our overall business strategy. From the beginning, we carefully guide, support and train our partners through Structured Training & Certification Programs. To keep them updated, we also conduct frequent webinars, knowledge sharing sessions and workshops. We also release eLearning courses in multiple languages to have a full understanding of our open platform XProtect.

In order to keep the partner updated on the latest technology trends, we equip our channel community with tools and program such as Technology Partner Program, Milestone Architect and Engineering (A&E) program. We also conduct in-house events on a large scale for the Milestone Open Platform Community, like MPOP and MIPS. These events provide a great platform for our partners to interact with industry professionals and learn about their solutions and integration with Milestone platform.

To drive motivation amongst our channel community, we constantly offer incentive schemes such as target rewards, sales rebates and joint funding for marketing drives. These schemes help to recognize and reward partners for their collaboration.

What are the initiatives taken by Milestone to accelerate customer traction in India? What is your go-to-market strategy in the coming years?

Our go to market strategy is to follow a 'use-case approach', based on the requirements of different verticals. We identify the pain-points of a vertical industry segment and then address them with the right technology solution and services.

Video management systems are a crucial part of all the segments, ranging from retail vertical to smart cities. In India, we have the highest market share and a huge referral base across verticals. We are committed to an ambitious growth strategy in the region, backed by a global plan to increase innovation capacity by 45 percent. For the past 2-3 years, our key focus areas have been in smart cities and airports. Currently, we are working with the Indian government to provide surveillance solutions for police stations and traffic monitoring. We are also helping airports to keep employees, passengers and luggage handling safe and secure. We enable large corporations to set up a state-of-art command center for centralized monitoring and surveillance. We will continue to work closely with the local government and enterprises on different projects.

How successful the recent MPOP 2019 held in Kochi was? What were the take-away from the event?

MPOP India 2019 was an extremely successful Milestone Community event where the world's leading manufacturers and experts from Milestone's Open Platform Community came together to showcase their technologies and solutions and integration to Milestone Systems' software platform. Held over a period of three days, the event witnessed a footfall of more than 140+ participants, including IP video system integrators, resellers, and distributors. It provided an in-depth session for business partners and IT professionals to share trends and technological advances in video management and offered learning, excellent networking opportunities and knowledge exchange with the visiting partners and end customers.

As a take-away, we want to let our partners and potential customers in India know that Milestone is committed and focused on capturing the untapped opportunities in India, and we are here to offer various open platform solutions to meet our end users' security and non-security needs. Events such as MPOP serve as a great platform to further strengthen our partner relations and overall network across the country.

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- Up to 300-meter coverage range
- Embedded controller for provisioning & management

GWN7610 | WiFi Access Point



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- Dual-band 3x3:3 MIMO technology
- Support for more than 250 WiFi devices
- Up to 175-meter coverage range
- Embedded controller for provisioning & management



WiFi IP Phones

WP820 | Portable WiFi IP Phone



- 2 lines, 2 SIP accounts
- HD voice with AEC and Noise Shield Technology
- Integrated Bluetooth, panic button, accelerometer and push-to-talk

GXP1760W | Mid-Range IP Phone with WiFi



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- 5-way audio conferencing
- 24 digitally programmable BLF keys
- HD voice, PoE, USB and EHS support

GXV3370 | IP Video Phone



- 8 lines, 16 SIP accounts
- 7 inch touch screen
- HD voice, PoE, HDMI, USB and EHS support
- Runs Android™ 7.0 with access to Android applications



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Vibs Infosol Completes 6 Years; Aims To Unleash Opportunities

Vibhore Srivastava, CEO, Vibs Infosol

Indore based Vibs Infosol is one of the key partners in the central part of the country. The partner



has already bagged some of the key business opportunities. The partner had completed 6 years in the industry focussing all solution offerings with special focus on cybersecurity. Vibhore Srivastava, CEO

of the company speaks on the company plans.

What are the key investments that are going in network security among the enterprises?

In today's environment, everyone is concerned about their Network and security. Earlier, Enterprises won't focus much on their network vulnerabilities and security patches. Now, since so many new exploit, virus, Trojans, Phishing attacks are being introduced on a regular basis, Customer has realised the vital role of Security in their environment. They have started discussing advance level security including Anti-exploit, Anti Ransomware, EDR / MDR, Access control over different products, identity management, DLP (End Point and Network), patch management, Port monitoring and more. Customers have started discussing the strong values of VA for their distribution networks as well. Many new OEM / Vendors have started focusing on this Region and the only reason for this is to have clear possibilities and threats / Opportunities in Network and Security aspects for Indian customers.

What are the factors that make companies look at network security prioritize than others?

The regular inception of various threats has directly started targeting the customer data security and network accessibility which adversely impacts the source of basic business values. Ransomware and phishing attacks are few very basic issues most of the organizations are worried about.

In the coming days, how are the investments in

security going to be among Indian companies?

Customers have understood the value of Security in their Infra. Those who are developing, have started understanding the factors or security leakage including cloud-based setup. They have initiated provisions for advanced threat management for endpoint and security patches as the prime focus. For those organizations, who are developed and have a strong process for security threat analysis, they have started working on the second line of defense mechanism for ensuring the safety of data and customer satisfaction.

Within security where the current investment trends are focusing?

Though all of the parameters are important for any organization. As a practice, Security management should always be treated in multiple factors approach. Earlier customers were only talking about Anti-virus but now they have understood the need to have dedicated Anti Ransomware, EDR / MDR and multiple technologies to protect their distributed Endpoint. Customer threat awareness programs (Phish Threats) are also encouraged by customers nowadays to educate their inside team about the correct actionable. These all-new threats and factors have again brought advance Endpoint management in trend. As far as Perimeter, Email security or other factors are concerned, they are always focused aspects while designing or managing Infra for every large or small setup. However, with the deployment of a few major appliances, the customer has more options to manage them as compared to the Endpoint as per the current scenario.

In these six years, what were the key milestones for your company?

VIBS Infosol has recently achieved the mark of a successful 6th-year presence. Since inception, we have always decided to work on strong values. Keeping an eye on the vision of the organization, we knew that it would not be easy for us to survive and stand firmly in today's market. Unlike many, we had decided to concentrate on our core technologies. This approach took a little longer

time for us to make a mark in terms of Turnover and visibility to vendors but we realized, sooner or later, the whole ecosystem knows and understands our core strength. Our key achievements during the journey to date include customer satisfaction and trust, employee values and retention, ecosystem acceptance and recognition. We have maintained the hygiene to address all important factors for the growth of our organisation. As far as transactions are concerned, we have many large technology-driven projects, services, implementations, certifications & acknowledgments. However, when it comes to achievement, we would always rate ourselves on the basis of customer and employee satisfaction and vendor acceptance. For us, every business relationship is significant and we would like to thank everyone for helping and trusting us to grow better.

What are the key plans for your organizations in the coming days?

As mentioned, Since inception, we had a clear vision and would like to follow the same strength. We always wanted to be in the league of most prominent and reliable Network and Security players in the ecosystem. We hope that we are firmly working on the right track and putting our best efforts to be the trusted advisor of the customers. Like others, We are also strategizing to focus on the Billion Dollar Cyber Security market. To move forward in the coming years, We have a strong plan, a well-designed team to address the market with the right set of vendors alignments. In the coming years, we are hoping to maximize our revenue through Network optimization and Security consultancy services. With the help of our dedicated team, we have achieved many strong certifications for different technologies to support our esteemed customers. This year, we are targeting to add a couple of niche product segments. Also, we are in discussions with top-rated vendors for becoming their extended service & sales arm to do value addition for them in the right sense to penetrate the core potential market.

TCS to Help VIAVI Develop Next-gen 5G Solutions

Tata Consultancy Services (TCS), a leading global IT services, consulting and business solutions organization, announced that it has expanded its long-standing partnership with VIAVI Solutions, a global provider of network test, measurement and assurance solutions, to support the development of next-generation products and solutions, leveraging technologies such as 5G, agile, automation, and IoT.

Over the last 20 years, TCS' relationship with VIAVI has evolved into a strategic one. With its investments in research and innovation of wireless technologies and deep contextual knowledge of the wireless industry, TCS has helped VIAVI deliver high-quality products with speed to market and helped it become a world leading supplier of Test Mobiles.

As wireless technologies evolve at a rapid pace,

test and measurement products are foundational for networking and smart device companies to develop the next wave of wireless technologies. Hence, there is a huge demand for robust 5G test and validation solutions, to hasten the product journey from the lab to the field and ensure optimal customer experience and quality. With its strong product engineering capabilities, powered by the Location Independent Agile Model, TCS will continue to partner with VIAVI as the cellular industry migrates from LTE to 5G.



"As the world moves to 5G, test and validation solutions will play a significant role in enabling this shift. TCS is proud to be VIAVI's partner in this journey to

unlock the huge transformational potential that 5G brings across industry verticals such as manufacturing, healthcare, retail and smart cities, among others," said V Rajanna, Global Head, Technology Business Unit, TCS.

Charl Cilliers, Vice President, Engineering, VIAVI,



said, "Our relationship with TCS enhances VIAVI's ability to rapidly deliver market-leading capabilities whilst maintaining flexibility against the backdrop of rapidly evolving technology demands of our customers.

We are excited to continue the partnership for the next leg of our growth journey with next-gen 5G solutions."

THE CONNECT BETWEEN OEM AND CUSTOMER IS INCREASING

Ahimaz John

Ahimaz John is a veteran in the IT industry having worked in various markets across India. Close to 2 decades of industry experience, he shares on how different markets in India works and how the role of channel partners are changing day by day.

How are the IT investments in South India is different from the other parts of the country?



In South India, mainly in TamilNadu apart from Tier-1 city, the Other Tier-2 cities is the developing phase. The city expansion in Tier-1

cities are also in the development plan. Hence there is a great amount of investment towards all sectors which will also attract IT investments. The better and good connectivity across South India using Fiber media /4G is one of the reasons where South India is in the higher IT Infra space. **What difference do you find in when a Technology company invests in IT and when a non-Technology company invests in IT?**

The Technology company has a clear long term strategy knowing the requirement of IT.

For example they may invest in own hardware for Long term projects. For short term project they may prefer to choose the Cloud than setting hardware at their own data centre. This is applicable only for medial level of Companies. If the technology is very larger in size, definitely will have their own Data Centre, they will try to accommodate all their requirements as a in house.

In case of Non-Technology company, they have a resistance towards the adoption of new technology, maybe due to higher in cost also the skilled manpower availability with affordable cost. They will invest on a mid-range technology and will expand in a whatever can add towards computing and storage.

Over the past 10 years, what are the ways, a customer's expectation towards a channel partner had changed?

The awareness on various technology has increased. The direct connect between the customer and the OEM also taking place through various modes. The channel partner has a very little role to play unless customer has a very painful issue, where the System Integrator can work out a solution. In a place where technology is evolving in a fast phase, what are the key aspects a channel organization should keep in

mind while recommending a solution to a customer?

(a) The ROI : The Return on Investment is need to be considered as the key aspect.

(b) The availability and Scalability with the solution

(c) The skilled resource availability in the domain with affordable cost by the partner as a FMS resource

Moreover, in many organizations, the expectations from a technology team is emerging beyond serving or ensuring the lights are on. They are part of the strategy team and are even responsible for profitability. How a channel partner should understand their business needs and serve accordingly.

The days had gone. The Customers are having more IT awareness and trends in the Information Technology. Understanding of the Strategic plan for the IT and align with their business plan is the Management level is a skill. So it is the senior level of the channel partner to align with the customer and work along with them to start with 5 years to 10years plan. Also Channel partner should have a highly skilled Manpower with them to meet such interaction and to convert the requirement into the business.



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