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# FAIITA conducts Annual General Body Meeting with an aim to focus on the 20-21 targets



Federation of All India IT Association (FAIITA) conducted their Annual General Body Meeting in Hotel Courtyard Marriott, Ahmedabad hosted by Federation of IT Associations of Gujarat (FITAG) on 10th January. Almost 100 members including Governing Body Members, President of Associations, State Coordinators from almost 15 to 20 states attended the meeting. Members shared their opinions, ideas and solutions in context with the Agenda of the meeting.

Kaushik Pandya announced their achievements from the time he took the responsibility as President in the month of October 2019, he also expressed future targets to reach the goals which were aimed by FAIITA. Official website



of FAIITA was launched by Alex Pen, Director of Taipei World Trade Center Liaison, Mumbai. Every state association were given the opportunity to discuss on their local issues and developments. To get more focused on the individual departments work, FAIITA formed individual committees of 20-21 i.e OLS Committee, Fund Raising Committee, Social Cause Committee, Exhibition and Events Committee, Government Liasoning Committee, Make In India Committee, SI Committee, Membership Drive Committee.



In the event, Few founders members were felicitated who spent their time and energy for the associations and channel community. Also, last 5 years financial reports were submitted which was approved by the members present. It was requested to all the associations across India come up with new proposals. One of the important decision taken by FAIITA was to visit the major associations across India. It was also requested to add FAIITA as a part by sharing in the local association activities. Other highlights of the meeting were-ConfedITA launched 2020 Dairy with the hands of Kaushik Pandya and also presented their achievements and future plannings, CMDA Invited to their prestigious Annual Event i.e IT EXPO in PUNE, TAIT invited to their Annual Sport Event in Mumbai, FITAG also presented their achievements and future plans.

**President's Message:** From the bottom of my heart, I appreciate everyone who attended



this event and put their efforts, time and money spent to attend FAIITA Annual General Body Meeting. It is indeed a pleasure to understand that most of the

associations members across India believe FAIITA as their own federation and are they are inclined to work towards the betterment of the fraternity. As usual, FITAG has done a wonderful show, your presence has graced the occasion to its best. OLS committee meetings with Brand Owners were fruitful as per the feedback received from the vendors and those who attended these meetings. We are sure that a new milestone would be achieved by signing the MoM with all the vendors leading to better hygiene in the market. The discussions in AGM will make a good impact as all member representatives took part in the interactions on every point of the agenda. The governing body meeting followed immediately after AGM which showed the keen willingness of the Governing Body

Members to work for the benefit of FAIITA.

As I have been insisting, I once again remind you all to start investing half an hour a day from your routine for FAIITA, I am sure we all will see newer heights in coming future. I am also expecting all the twelve committees to be functional by the time we assemble for the next governing body meeting which is proposed to be held at Ranchi in the month of April. Once again, thank you so much for being a part of FAIITA gathering. I am surely looking forward to such large scale events for specific purposes in the coming future, said, Kaushik Pandya, President, FAIITA.

Thank you Governing Body Members, Presidents of Association, State Coordinators for attending the meet. The meeting went on well



with the member representatives taking special interest in the proceedings. The Agenda of Annual General Body Meeting of FAIITA were Confirmation of Minutes

of Last AGM Meeting, Audited accounts to be approved, Name of Auditors for FY 2010-21 to be approved, Rate for Advertisement to be approved for web site, Appointment of Chairman for the legal & dispute committee, Spokesperson of FAIITA to be appointed, Approving the amendment in bye laws as provided, Member Association fee etc.

I thank FITAG for their hospitality and also the event was professionally handled. All I can say to our members is thank you for giving your time and keep on working for the betterment of our channel community, Said, Navin Gupta, Secretary, FAIITA.

I worked under the leadership of Past President Champak Raj Gurjar and Past Secretary



Saket Kapoor in FAIITA which was a privilege to me as FAIITA got recognised Pan India and standards were set. I worked with the past team for 5 years as Joint Secretary

(South), Now again an opportunity has been given to work under the leadership of Kaushik Pandya, Devesh Rastogi and Navin Gupta with their dynamic ideology, I am confident FAIITA will definitely take its next level.

I request to all the state associations to share the logo of FAIITA in their programs as well as inform about the local programs. Thank you FITAG for your hospitality and good planning, said, Bommisetty Deepak, VP-South, FAIITA.



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# Achieving more for the world



The beginning of a new year and a new decade is a time to reflect, set intentions and move forward with bold ambition.

Leaders everywhere are in the midst of a global conversation about the future of democracy and capitalism — a future interconnected and enmeshed within the context of digital transformation. What does it mean to be a global company contributing to each nation's local interests? How can our products and tools help solve the most important challenges through the use of digital technologies?

For us, it's an opportunity to reflect on our company's purpose and mission: to empower every person and every organization on the planet to achieve more.

Our mission is enduring. It drives who we are and everything we do, emphasizing our passion to empower both the people and the lasting institutions they build.

As we consider the opportunities and the pressing challenges facing the world today — as we work to empower the 7 billion people on the planet — we must recommit to this sense of purpose and mission and redefine what “achieving more” means for the world. Oxford professor Colin Mayer's definition of the purpose of a corporation is helpful. Mayer writes that the purpose of business is, “producing profitable solutions to problems of people and planet.”

Looking forward, we believe empowerment to achieve more has four interconnected components:

Power broad economic growth through tech intensity

Ensure that this economic growth is inclusive

Build trust in technology and its use

Commit to a sustainable future

1. Power broad economic growth through tech intensity

In the next decade, broad economic growth will happen if digital technology and software can be applied to empower every person and every organization in every industry, every community and every country.

We live in a world of ubiquitous computing. Consider that there will be 50 billion connected devices by 2030, more than double the number today, and that by 2025, the size of the global datasphere will reach 175 zettabytes, up from 40 zettabytes today. As a platform company, we're building each layer of the tech stack for this new era. We are building the world's computer to span the intelligent cloud and the edge; we are creating rich AI supercomputing;

and we are making computing more ambient with multi-sense, multi-device experiences.

As people's lives — including the places we go and the things we interact with — become digitized, they create new opportunities and new breakthroughs: from precision medicine to precision agriculture, from personalized e-commerce to personalized education, from connected manufacturing floors to connected homes. AI is the most transformative technology of our time. And we are focused not only on pushing the frontiers of this technology and building the next generation of data and AI workloads, but also creating new immersive experiences that transcend any single device and help us regain a sense of balance and control in our lives. We think deeply about how to ensure people can determine what is public and what is private and are able to use our technology in order to regain a balance between consuming content and creating it. This increasingly digitized and connected world will create new economic value from the data we generate — more accurate predictions, more personalized services and deeper insights. And it will ensure the digital economy's growing hunger for data can offer everyone an opportunity to contribute productively and benefit economically.

At Microsoft, we call this dynamic tech intensity: adopting best-in-class digital tools and platforms for the purpose of building new, proprietary products and services. Companies, communities and countries can build their own technology products and services only if they have a skilled workforce to do so. Our own LinkedIn data shows that 60 percent of job openings for developers are outside the tech sector. By mapping every member, company, job and skill, LinkedIn is helping connect workers to economic opportunity in new ways. This broad-based availability of digital skills, jobs and the resulting economy that we look forward to in the coming decade will stand in stark contrast to the economic concentration seen in only a few regions like the West Coast of the United States and the East Coast of China. Every country can achieve independence in this increasingly interdependent world.

2. Ensure that this economic growth is inclusive  
Broad economic growth fails if it is not inclusive. Every country, industry and citizen can prosper by leveraging their comparative advantage and by embracing tech intensity. Platform companies like ours have at their core a business model designed to drive comparative advantage and inclusive growth. Within every region we operate, I seek out and celebrate the local jobs created by our ecosystem. This local digital ecosystem, in turn, makes it possible for their own region's small businesses to become more productive, multinationals to become more competitive, the public sector to become more efficient, and health and educational systems to produce greater outcomes.

Inclusive growth requires that we equip everyone with the skills and technology required for the jobs of tomorrow, and to drive renewed productivity growth.

For example, there are more than 800 million people today who need to learn new skills for their

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jobs. Two-thirds of students today will apply for jobs that do not yet exist. Not only does this skills gap impact prospects for individuals, it has a systemic effect on the ability of companies, industries and communities to realize the full potential of this digital transformation. That is why Microsoft is investing in next-generation education and skills training — creating pathways to 21st century jobs.

Also consider that more than 500 million apps will be created in the next four years to drive transformation and productivity for every organization. To accelerate this, we have to create a new category of developers. We call them citizen developers — equipping domain experts in every sector with tools that are low-code or no-code to create solutions that solve their unique business needs.

Furthermore, there are 2 billion firstline workers in the world. They compose the majority of the global workforce in industries such as hospitality, manufacturing, retail and healthcare. Yet, 77 percent say they don't have the technology needed to be productive. By equipping them with powerful technologies, such as mixed reality and a platform for collaboration, we are helping these workers acquire new skills and drive productivity for their organizations. However, we must also enable everyone to participate and thrive in this growing economy.

There are more than 1 billion people around the world living with a disability, and as we celebrate the contributions of people with disabilities in the workplace, we must also build tools and products that reflect the diverse experiences of our customers and employees. It's why we are prioritizing accessibility in our products and services, building diverse teams and seeking input from the accessibility community in the development process.

Access to high-speed internet is fundamental in an increasingly digital and connected world, and something many living in urban areas take for granted. We are working to bridge this divide, with Microsoft's Airband Initiative, a five-year commitment to bring broadband access to 3 million people in unserved rural communities in the United States by July 2022.

Finally, we also must ensure that we support the success of our own communities, including the many people who work with Microsoft as vendors. We



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know that the health, well-being and diversity of our own employees contributes to Microsoft's success, which is why we offer industry-leading benefits. We also know that we rely on the contributions from people working at our suppliers who are also critical to our success. That's why we require our U.S. suppliers to provide a minimum of 12 weeks paid parental leave as well as paid vacation and sick leave for their employees. And in 2019 we announced a commitment to fund community-based affordable housing in the Puget Sound.

### 3. Build trust in technology and its use

At its core, every platform company must earn and sustain the trust of its customers and partners. Without trust, none of this progress is possible. There are three pillars to our approach: privacy, cybersecurity and responsible AI. Across each, our commitment goes beyond words to real actions, providing tools and frameworks for our customers and working collaboratively with the public sector to drive policy change.

The first pillar is privacy. We believe privacy is a fundamental human right. Our approach to privacy and data protection is grounded in our belief that customers own their own data and ensuring any product or service we provide is built with privacy by design from the ground up. Our privacy principles include a commitment to transparency in our privacy practices, offer meaningful privacy choices, and responsibly manage the data we store and process. It's why we were early supporters of the European Union's General Data Protection Regulation (GDPR) and why we were the first company to expand GDPR's core rights to all our customers around the world. To date, more than 26 million people have used these tools and it's why we will continue to advocate for new privacy laws to ensure customers enjoy the transparency and control they deserve.

The second pillar is cybersecurity — a central challenge in the digital age. Cybercrime affecting businesses, governments and individuals costs more than \$1 trillion a year, up from \$600 billion in 2018.

We analyze more than 6.5 trillion signals each day, and process 630 billion authentications and scan 470 billion emails for malware and phishing each month. This massive signal generates insight that fuels security innovation across our platforms. However, technology is not enough to combat these increasing threats. It also requires partnerships for a heterogeneous world — both with governments and industries. We called on the world to borrow a page from history in the form of a Digital Geneva Convention, with a goal of updating international law to protect people from cyberattacks. But as a technology industry, we must work together to create a safer internet. More than 100 global technology and security companies have signed the Cybersecurity Tech Accord, committing to advance online security and resiliency around the world.

Third, we build AI responsibly, taking a principled approach and asking difficult questions, like not what computers can do, but what computers should do? Fairness, reliability and safety, privacy and security, inclusiveness, transparency and accountability are the ethical principles that guide our work and are translated into the software development tools for our developer community.

### 4. Commit to a sustainable future

The scientific consensus is clear. The world today is confronted with an urgent carbon crisis. If we don't curb emissions, and if temperatures continue to climb, science tells us that the results will be devastating.

To address the damaging effects of climate change, each of us must take action — including businesses. No one company can solve this macro challenge alone, but as a global technology company, we have a particular responsibility to do our part.

We are using technology and data to solve global environmental problems and accelerate progress toward a more sustainable future, focusing on the challenges of water, waste ecosystems and carbon in the atmosphere.

It starts with addressing the carbon footprint of our own technology and company. Since 2012, we've

been carbon neutral across our own operations, imposing an internal carbon tax to drive behavior change. Datacenters that power the cloud are large consumers of electricity. We've also significantly expanded our use of renewable energy.

But we know we need to do more and move faster. This week we announced a commitment that by 2030, Microsoft will be carbon negative across our direct emissions and our supply chain. And we will go beyond that: By 2050, we will remove from the environment all of the carbon we've emitted directly or by electrical consumption since our company's founding in 1975.

Solving this problem will also require new technology, and last week we also announced a new \$1 billion Climate Innovation Fund to accelerate the development of carbon reduction and removal technologies.

We know that our most important contribution will come not from our own actions, but from empowering our customers around the world. Digital technology will play a critical role in tackling these issues, and we will work to develop and deploy technology that helps our customers reduce their own carbon footprint.

As corporations, our purpose and actions must be aligned to help solve the world's problems, not create new ones. If the previous decade taught us anything, it is that technology built without the considerations outlined above can do far more harm than good.

This is the decade for urgent action. It is time to take bold steps forward to address our most pressing challenges. We know no one company can solve these socioeconomic challenges alone, but together we can make the 2020s the period when we drive broad, inclusive economic growth through technology, built on a foundation of trust and commitment to sustainability. We look forward to collaborating with our customers and partners on this journey. Because each of us must commit to do more, in order for us all to achieve more.

## Amazon announces an investment of \$1 billion in digitising SMBs in India

Jeff Bezos, Chief, Amazon announced an investment of USD 1 billion (Rs 7,000 crore approx) in India to help bring smb online and committed to exporting USD 10 billion worth of India-made goods by 2025.



Earlier Amazon committed an investment of USD 5.5 billion in the country. India is the most important market for the company other than US.

"Over the next five years, Amazon will invest an incremental USD 1 billion to digitise micro and small businesses... across India, helping them reach more customers than ever before. This initiative will use Amazon's global footprint to create USD 10 billion in India exports by 2025," he said.

He added that part of this goal is to ensure that more people can participate in the prosperity of India. "We are making this announcement now

because it is working... When something works you should double down on it. And that is why we are doing it." Amazon hopes that this investment will "bring millions of more people into the future prosperity of India and at the same time expose the world to the 'Make in India' products that represent India's rich, diverse culture." The company had previously said it expected e-commerce exports from India to reach USD 5 billion by 2023 under its global selling programme.

## Acer retained No. 1 PC Gaming Notebook Brand in India with 26.4% Market Share

Acer, one of the world's leading gaming PC makers has successfully retained its spot of being the "No.1 PC Gaming Brand" in India for two consecutive years (2018 – 19), as per leading research firm.



Acer gained the highest spot in the gaming industry with

its critically acclaimed and extensively popular Predator and Nitro gaming series. Acer in India has the widest portfolio of PC gaming products such as laptops, desktops, monitors and accessories specifically designed for beginners to professional gamers. Acer has maintained the No. 1 position for 2018 and 2019 respectively with regards to unit shipments.

Commenting on the achievement, Chandras Panigrahi, CMO & Consumer Business Head, Acer India said, "We are very proud to attain the No.1 position in the gaming category for two consecutive years. We believe in creating best in class technology which serves the purpose of today's generation and assist them to go across and achieve next level in the forefront of technology."





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# Cybercriminals using conversation hijacking to steal money and sensitive personal information



## Barracuda Threat Spotlight:

In recent months, Barracuda researchers have seen a sharp rise in domain-impersonation attacks used to facilitate conversation hijacking. An analysis of about 500,000 monthly email attacks shows a 400-percent increase in domain-impersonation attacks used for conversation hijacking. In July 2019, there were about 500 of this type of domain-impersonation attack in the emails analyzed, and that number grew to more than 2,000 in November.

While the volume of conversation hijacking in domain-impersonation attacks is extremely low compared to other types of phishing attacks, these sophisticated attacks are very personalized, making them effective, hard to detect and costly.

Here's a closer look at the growing threat of conversation hijacking in domain-impersonation attacks, along with tips to help protect your business.

## Highlighted Threat

**Conversation Hijacking** Cybercriminals insert themselves into existing business conversations or initiate new conversations based on information they've gathered from compromised email accounts or other sources. Conversation hijacking is typically, but not always, part of an account-takeover attack. Attackers spend time reading through emails and monitoring the compromised account to understand business operations and learn about deals in progress, payment procedures, and other details.

Cybercriminals rarely use the compromised accounts for conversation hijacking. Instead, attackers use email-domain impersonation. They leverage information from the compromised accounts, including internal and external conversations between employees, partners, and customers, to craft convincing messages, send them from impersonated domains, and trick victims into wiring money or updating payment information.

## The Details

Cybercriminals spend time planning conversation hijacking before launching attacks. They use account takeover or research the target organization to understand business transactions and prepare for attacks.

To execute conversation-hijacking attacks, cybercriminals use domain impersonation, including typo-squatting techniques, such as

replacing one letter in a legitimate URL with a similar letter, or adding an unnoticeable letter to the legitimate URL. In preparation for the attack, cybercriminals will register or buy the impersonating domain.

Domain impersonation is a very high-impact attack. It can be easy to miss the subtle differences between the legitimate URL and the impersonated URL.

For example, an attacker trying to impersonate [barracudanetworks.com](https://barracudanetworks.com) would use a very similar URL:

- [barracudanetworkcom](https://barracudanetworkcom)
- [barracacom](https://barracacom)
- [barracudanetecom](https://barracudanetecom)
- [barracudanetecom](https://barracudanetecom)

Sometimes, an attacker changes the Top-Level-Domain (TLD), using .net or .co instead of .com, to fool victims:

- [barracudanetworks.net](https://barracudanetworks.net)
- [barracudanetworks.co](https://barracudanetworks.co)

Here's an example of cybercriminals impersonating an internal domain:

In other cases, attackers impersonate the external domain of a customer, partner, or vendor:

Cybercriminals invest a lot of time, effort, and money to register an impersonating domain and hijack a conversation. Attackers don't always use the compromised email accounts to perform the impersonation attacks, though, because the owner of the compromised account is more likely to notice the fraudulent communication. In addition, accounts don't usually stay compromised for a long period of time, but conversation hijacking can involve weeks of continuous communication between the attacker and victim. As a result, when using domain impersonation, attackers take the conversation outside the organization. This allows them to proceed with the attacks even if the accounts that were previously taken over have been secured and remediated.

Ultimately, the goal of these attacks is to trick victims into wiring money, making a payment of some kind, or change payment details. Domain impersonation and conversation hijacking require an investment of both time and money from the attacker. From the attacker's perspective, however, the cost is worth it because these personalized attacks are often more successful at tricking victims than other less sophisticated phishing attacks.

## Protecting against conversation hijacking

Use a variety of cybersecurity technology and techniques to protect your business from conversation hijacking:

### Train employees to recognize and report attacks

Educate users about email attacks, including conversation hijacking and domain impersonation, as part of security-awareness training. Ensure staffers can recognize attacks, understand their fraudulent nature, and know how to report them. Use phishing simulation to train users to identify cyberattacks, test the effectiveness of your training, and evaluate the users most vulnerable to attacks.

### Deploy account-takeover protection

Many conversation hijacking attacks will start with account takeover, so be sure scammers aren't using your organization to launch them. Use multi-factor authentication to provide an additional layer of security above and beyond a username and password. Deploy technology that recognizes when accounts have been compromised and that remediates in real time by alerting users and removing malicious emails sent from compromised accounts.

### Monitor inbox rules, account logins, and domain registrations

Use technology to identify suspicious activity, including logins from unusual locations and IP addresses, a potential sign of a compromised account. Be sure to also monitor email accounts for malicious inbox rules, as they are often used as part of account takeover. Criminals log into the compromised account, create forwarding rules, and hide or delete any email they send from the account, to try to cover their tracks. Keep an eye on new domain registrations that could potentially be used for impersonation through typo-squatting techniques. Many organizations choose to purchase domains that are closely related to their own to avoid the potential fraudulent use by cybercriminals.

### Leverage artificial intelligence

Scammers are adapting email tactics to bypass gateways and spam filters, so it's critical to have a solution in place that uses artificial intelligence to detect and block attacks, including account takeover and domain impersonation. Deploy purpose-built technology that doesn't rely solely on looking for malicious links or attachments. Using machine learning to analyze normal communication patterns within your organization allows the solution to spot anomalies that may indicate an attack.

### Strengthen internal policies

Help employees avoid making costly mistakes by creating guidelines and putting procedures in place to confirm all email requests for wire transfers and payment changes. Require in-person or telephone confirmation and/or approval from multiple people for all financial transactions.



## NETGEAR Exhibits its Range of Wi-Fi Devices for Home and Businesses



NETGEAR, the leading provider of networking products powering today's small to medium-sized businesses (SMBs) demonstrated its top of the line solutions for Home

and SMB's at CES 2020. The event is being held at Las Vegas from January 6 to January 9 and is witnessing the gathering of industry veterans from all across the globe. During CES 2020, NETGEAR introduced the Orbi 4G LTE Wi-Fi Router that combines the capabil-

ities of the popular and award-winning Orbi™ Tri-band Mesh Wi-Fi system with 4G LTE cellular connection to provide you an alternative to the traditional wired internet options based on Cable/Fiber or DSL connections.

## D-Link Unveils New 5G Solutions Capable of Wireless Speeds Up To 3 Gbps



Offering speeds up to 3 Gbps, D-Link's new 5G wireless solutions will help service providers take advantage of the expected adoption of 5G networks in 2020.

"With expanded spectrum and new applications, 5G is going to bring more competition to the broadband market within the coming years," said Raman Bridwell, Vice President of Product and Services at D-Link Systems, Inc. "These solutions will help more people access that network

in more places with the same wireline experience we have today."

D-Link's 5G NR Enhanced Gateway now features a sub-6 GHz wireless frequency that matches what many service providers will use for wireless communication between towers and home units. It also delivers AX3000 Wi-Fi between devices in the home and the unit.

The Enhanced Gateway is joined by two additional models—a 5G gateway utilizing sub-6 GHz frequency and AC2600 Wi-Fi and a 5G NR Outdoor Unit that supports both sub-6 GHz and mm-Wave.

## Qualcomm Launches Three New Snapdragon Mobile Platforms

Qualcomm Technologies, Inc. announced the launch of three new mobile platforms: the Qualcomm® Snapdragon™

720G, 662 and 460, which will enable enhanced user experiences across connect-



tivity, gaming and entertainment. These new mobile platforms enable fast 4G connectivity speeds, deliver key Wi-Fi 6 features and integrated Bluetooth 5.1 with advanced audio via the Qualcomm® FastConnect™ 6-series subsystems, support Dual-Frequency (L1 and L5) GNSS to improve location positioning accuracy and robustness, and are the first system-on-chip solutions to support Navigation with Indian Con-

stellation (NavIC). Designed to deliver new and improved AI user experiences across photography, voice assistants, and virtually always-on scenarios for increased contextual awareness, these new platforms also feature the Qualcomm® AI Engine and Qualcomm® Sensing Hub.

"While we see a fast adoption of 5G across geographies globally, we do recognize the phenomenal boost that 4G has given towards enabling broadband connectivity for Indian consumers. 4G will continue to remain a focus area for Qualcomm Technologies for regions like India, where it will stay a key technology for connectivity," said Rajen Vagadia, vice president and president, Qualcomm India Pvt. Ltd. "Our goal is to enable our partners to continue creating solutions that offer seamless connectivity access and exceptional mobile experiences, that consumers can count on."

## BIOSTAR RACING X570GTA ATX motherboard



The BIOSTAR RACING X570GTA is an ATX motherboard that supports AMD's 3rd and 2nd generation processors which provides an extremely versatile user experience when it comes to gaming and content creation capabilities and is equipped with ample features, exceptionally high build quality, outstanding performance and long-lasting durability.

The RACING X570GTA also comes with PCI-E 4.0 Ports which provide 2x faster bandwidth than its predecessor, secured with the BIOSTAR's exclusive Iron Slot Protection on the x16 lane which helps handle heavier graphics cards, prevent bending, and extend the longevity of the slot. The RACING X570GTA is built to support 4-DIMM DDR4 which can be overclocked at 4000+MHz for an additional boost in performance.

The RACING X570GTA styling follows BIOSTAR's existing RACING series, with an all new "lightning strikes" design with a black PCB, accented by grey styling throughout the board including the M.2 heatsink making this stylish piece of engineering highly adaptable when it comes to most build themes and the subtle use of RGB lighting is a great addition as this enables fully immersive user customization which makes the RACING X570GTA a highly favorable choice amongst its rivals. And if you need more, the board also comes equipped with both 12V and 5V RGB headers and the light up modes can be easily controlled through BIOSTAR's RACING GT EVO software and the VIVID LED DJ section.

## HYPERX LAUNCHES ITS QUADCAST MICROPHONE IN INDIA FOR STREAMERS AND CASTERS



HyperX, the gaming division of Kingston Technology Company, Inc. and brand leader in gaming and esports, announced the launch of the HyperX QuadCast™ microphone in India for

streaming and audio recording. HyperX QuadCast features a built-in anti-vibration shock mount and offers four polar pattern choices, gain control, a built-in pop filter, and a tap-to-mute feature that indicates the mute status by turning off the red LED lighting. This microphone will now be available at an MRP of INR 14,900 through HyperX's network of retail and e-tail outlets.

Capturing clear and consistent audio via USB, HyperX QuadCast offers four polar patterns: stereo, omnidirectional, cardioid, and bidirectional for flexibility in audio capture, and utilizes a built-in internal pop filter designed to reduce noise for clearer voice quality.

## CLOUDWALKER LAUNCHES POWERFUL BURST TV SOUNDBAR



CloudWalker Streaming Technologies, the revolutionary tech company creating digital products for smart entertainment on the big screen, has announced the launch of its ground-breaking and

powerful 'BURST TV Soundbars' to be available on Amazon in 2 variants. These dynamic Soundbars have been designed to fit in perfectly with any smart TV for an enhanced home entertainment & more. Equipped with the latest Bluetooth 5.0 Technology, built-in or external subwoofer and 11 LED Party light modes, the premium and sophisticatedly designed Soundbar is all set to redefine the smart home entertainment and ensure #TvAmplified experience to every Smart TV owner. They can be currently purchased on Amazon.in.

## EZVIZ Introduces First C3W Colour Night Vision Wi-Fi Camera to Bring 24X7 Colour Images

EZVIZ, a global smart home security brand has introduced the First EZVIZ C3W Colour Night



Vision Wi-Fi Camera featuring colour night vision. This innovative security camera that makes it dramatically easier and smarter for users to protect their

home and business anytime, anywhere. This camera enables to see colour images in the dark using the new EZVIZ colour night vision camera,

a new breakthrough technology in EZVIZ's product line. This latest camera offering from EZVIZ enables to see colour images in the dark making them look more real and clear.

This is the latest offering from EZVIZ Smart Home product portfolio. The innovative products and services from EZVIZ can be applied to home, workplaces, stores, schools, and more. EZVIZ empowers partners to share its unique cloud services, and together build a thriving Internet of Things (IoT) ecosystem.

## Canon expands its flagship EOS-1D series in India with the launch of new masterpiece, EOS-1D X Mark III



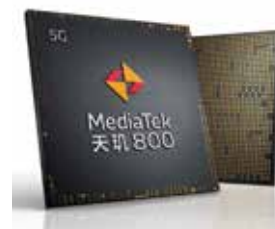
Canon India announced the launch of EOS-1D X Mark III – the flagship product from the Canon EOS range, which can be easily identified as the pinnacle of camera design. Next generation flagship EOS, the EOS-1D X Mark III brings together the best of technology to deliver stunning image quality and performance for professionals across all photography and videography genres. The EOS-1D X Mark III features the latest advancements and innovations in digital imaging technology making it truly deserving of the 'flagship' moniker.

Carrying forward the legacy built by its predecessor EOS-1DX Mark II, the launch of the new

EOS-1D X Mark III is aimed at stimulating the growing imaging segments such as wedding, wildlife, fashion, sports and filmmaking. This premium flagship camera is quintessential for fuelling the creative aspirations of professional photographers and videographers by delivering best in class images at an unmatched speed. The incorporated new technology offers an opportunity to experience innovation like never before. With its capabilities to capture images in dark surroundings coupled with capturing the perfectly timed shot, the camera provides the highest possible image quality in all shooting conditions. The EOS 1DX Mark III comes with Face + Eye + Head detection features which offers an unmatched subject tracking during live view still and video shooting, making it the fastest and best AF System DSLR full frame camera available in the market.

## MediaTek Announces Dimensity 800 5G Series Chipsets for New Premium 5G Smartphones

MediaTek introduced its Dimensity 800 Series 5G chipset family that will bring flagship features, power and performance to New Premium mid-range 5G smartphones.



MediaTek's Dimensity 5G chipset family offers powerful

system-on-chips (SoCs) with integrated 5G modems. The single chip solutions offer an unrivaled combination of connectivity, multimedia, AI and imaging innovations packed into an ultra-efficient 7nm chip. The first devices featuring Dimensity 800 Series SoCs are expected to launch in the first half of 2020.

"MediaTek already launched its flagship 5G smartphone solution, the Dimensity 1000, and with the 800 series 5G chipset family, we are bringing 5G to the mid-tier and mass market," said TL Lee, head of MediaTek's wireless business unit. "Everyone should have access to great technology. The Dimensity 800 Series will power the New Premium segment for 5G, bringing consumers flagship smartphone features and performance at midrange price points."

## Industry-First 8TB Super-Speed USB 20Gbps Portable SSD Prototype

At the Consumer Electronics Show 2020 (CES® 2020) Western Digital Corporation showcased



new innovations in its extensive lineup of storage solutions built for every consumer use, including a demonstration of the world's highest

capacity, pocket-sized, portable SSD prototype featuring a SuperSpeed USB 20Gbps interface. The company is also releasing the 1TB\* SanDisk Ultra® Dual Drive Luxe USB Type-C™ drive for smartphones and laptops.

## Samsung Unveils New Odyssey Gaming Monitor Line-up



Samsung Electronics, the global leader in the gaming monitor market\*, introduced its new line-up of

groundbreaking curved Odyssey gaming monitors at CES 2020. The new line-up has been completely reimagined with gamers in mind, including radically new curved displays and industry-leading performance features for a whole new way to game.

Comprised of the G9 model – with an indus-

try-leading 49" display – and the G7, available in 32" and 27", both Odyssey gaming monitors are completely redesigned and take immersive gaming to the next level. Both monitors feature an extremely deep curvature – the first ever monitors to possess a high-performance 1000R curvatures – and stunning QLED picture quality.



# New Chromebooks for 2020

Samsung, Lenovo and ASUS are introducing new Chromebooks to give you more options to get work done or sit back and have some fun. Chromebooks run Chrome OS — the powerfully simple operating system that boots up fast, and stays secure with seamless automatic updates for up to eight years. Here are a few of the newest Chromebooks that our partners just announced at CES.

## Samsung Galaxy Chromebook

If you're looking for a statement-making laptop that combines a high performance computing experience with stylish looks to match, look



no further than the new Samsung Galaxy Chromebook. It's the thinnest Chromebook ever and comes in eye-catching colors of Fiesta Red and polished Mercury Gray.

This Chromebook helps you get work done. The built-in stylus can be used to sketch out beautiful artwork and take quick handwritten notes. If you need to edit documents, there's Google Docs as well as Microsoft Word, Excel and Powerpoint. And the Google Assistant will get you from "I want to do this" to "it's done!" quickly.

There's also plenty here to help you wind down. The ultra crisp 4K AMOLED display gives you a

cinema quality viewing experience right at your desk. The Ambient EQ feature automatically adjusts brightness and color temperature levels based on the lighting around you, so whether you're watching a movie or playing a game, the display will be easy on your eyes no matter where you are.

The Samsung Galaxy Chromebook will be available for purchase in the U.S. by the end of March and will be priced at \$999.99.

## Lenovo IdeaPad Duet Chromebook

Many people are consistently on-the-go for their jobs working on airplanes, from coffee shops or at a friend's kitchen table. That's why we're introducing a Chromebook specifically designed for mobile productivity: the Lenovo IdeaPad Duet Chromebook.



The IdeaPad Duet Chromebook is adaptable for your lifestyle—it's a 2-in-1 detachable with a 10.1-inch screen and comes

with a keyboard and backstand. It's compact enough to carry in a small bag, while engineered to let you get work done and be productive on the go.

This Chromebook has an ultrathin, detachable laptop-grade keyboard with a fully functional

trackpad to allow for fast typing anywhere. So when you need to get serious work done, just attach the stand and keyboard to edit a Microsoft Word doc or to clear your inbox.

If you want to take a break from work, detach the magnetic keyboard and use this Chromebook in tablet mode to watch Netflix and Disney+ or play games from the Play Store, even if you're offline. The Lenovo IdeaPad Duet Chromebook will be available for purchase beginning in May starting at \$279 including keyboard and stand.

## ASUS Chromebook Flip C436

Just finished a long day of work on your laptop and want to lay back and binge your favorite show? You can do both and all it takes is just a flip: introducing the new ASUS Chromebook Flip



C436, a powerful Chromebook that is designed to deliver an optimal multimedia experience. The 360° hinge with a frameless

touchscreen display can move with you whether you're working at your desk or sitting back on your couch. This Chromebook comes in a sleek and stylish all-metal chassis with built-in Harman Kardon quad speakers.

## Dell and Alienware Bring Their Battle Cry to CES With A Range Of Gaming Innovations

In 2002, Dell was dipping its toe into multimedia home entertainment and Alienware launched the industry's first gaming laptop, the Area-51m, a landmark in portable gaming. It was an amazing moment for die-hard gamers to play popular titles like Grand Theft Auto: Vice City anywhere they wanted. Power plus mobility, gamers could have it all.

Nearly two decades later, Dell and Alienware will



continue showcasing their relentless commitment to gaming innovations at CES. Kicking things off with the new redesigned Dell G5 15

SE (Special Edition), the latest product in Dell's G Series portfolio for new and price-conscious gamers. You'll also learn about a new software to help monitor in-game performance without having to leave your gameplay and about our recently announced Alienware 25" Gaming Monitor, but first, the Dell G5 15 SE.

This is the first Dell G Series laptop to feature 3rd Gen AMD Ryzen™ 4000 H-Series Mobile Processors (up to 8-cores, 16-threads), paired with the new AMD Radeon™ RX 5600M GPUs. These two AMD chips work seamlessly together using AMD Smart-Shift technology to optimize performance for the task at hand by automatically and intelligently shifting power between the Ryzen™ processor and Radeon™ GPU as needed, giving you exactly what you want at each moment of gameplay.

A couple of innovative new features that I'm really excited about are the "Game Shift" macro key,

which allows one key quick launch of game-ready settings for enhanced performance that reduces latency and sharpens images for fast, immersive gaming. Also, the Alienware Command Center offers a hub for controlling in-game and peripheral lighting settings, integrating nahimic 3D audio to provide a 360 degree sound experience with Audio Recon overlay, and providing a central game library for easy customization.

The thin, sleek redesigned G5 15 SE features a modern "fighter plane" look wrapped in a premium iridescent silver finish with metallic accents. Along with a 15.6" FHD display panel, the new G5 15 SE has an optional blazing 144Hz refresh rate, optional 4-zone RGB keyboard with WASD and optional 68Whr battery to keep the good times rolling. Here's the kicker: Dell is making this new G5 15 SE truly accessible with a starting price of \$799.99 USD beginning in mid-April.



In addition to the redesigned Dell G5 15 SE, fans of Alienware can now game on the Alienware 25 Gaming Monitor (AW2521HF) in the iconic Legend ID, that was built using feedback from our community as well as esports players from Team Liquid. With the popularity of PC games like the latest Assassin's Creed, players are demanding more immersive experiences, faster and more responsive displays. First, its 240Hz refresh rate is twice as fast as most gaming monitors on the market, coupled with a true 1ms gray-to-gray response time<sup>1</sup> that ensures every pixel is ready for every frame, thanks to the

new fast IPS technology. AMD FreeSync™ Premium technology<sup>2</sup> and NVIDIA G-SYNC® Compatibility provides a buttery-smooth gaming experience with virtually no screen tearing or blurring. With an IPS panel, you can expect consistent color from any angle.

When combined with a native FHD resolution, a 24.5" monitor delivers better and clearer images, making it the ideal size for high-speed gaming. Also, players are easily able to keep everything within their field of vision, letting them focus better on the action. Along with the iconic Legend design, our engineers have added new design elements that offer aesthetic and functional appeal, including a thinner, adjustable stand with height-adjustment markers as well as tapered, vertically slim legs that fit neatly under a keyboard. The Alienware 25 Gaming Monitor is the "Official Display for Team Liquid" and the official competition monitor for the League of Legends global events. This monitor starts at \$499.99 USD and will be available starting March 11.

Lastly, we are also announcing Alienware Second Screen, a new concept software that allows gamers



the ability to view their PC performance stats on their phone. Leveraging the underlying technology that powers Dell Mobile Connect,

Alienware Second Screen synchronizes with Alienware Command Center to present CPU, GPU and RAM diagnostics in real-time on a gamer's connected phone.

# Smartphones will remain the most important category, and will account for more than half of all smart device shipments



Canalys forecasts that vendors will ship more than 3 billion smart devices worldwide in 2023. These include smartphones, desktop PCs, notebooks, tablets, wearable bands, smart speakers and smart personal audio devices. This represents an impressive four-year CAGR of 6.5% from 2.4 billion units in 2019, despite economic and political uncertainty. In the smartphone market, vendors expect challenging conditions despite the introduction of 5G and new form factors, and will double-down on their ecosystem strategies in 2020 to challenge the incumbents in many device segments. Smartphones will remain the most important category, and will account for more than half of all smart device shipments. In terms of opportunities, smart personal audio will

be the fastest-growing category, up 32.1% year on year in 2020 to reach 490 million units, as Bluetooth headphones, earphones and TWS earbuds all grow. The second fastest-growing category will be smart speakers, up 21.7% to 150 million units in 2020, followed by wearable bands, which will grow 11.8% in 2020.

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There is no ‘one size fits all’ for ambient computing. Each vendor must take their own goals, capabilities and target audiences into account while they pick the right strategy. But there are many big bets to be made, especially for vendors new to this game,’ said Canalys VP of Mobility Nicole Peng. ‘Apple has showcased its capabilities to form a tight-knit ecosystem of devices and user experiences. But others are choosing a more open strategy. Smartphone companies are challengers in consumer IoT but can weaponize their prominent position in the everyday digital user journey to expand beyond their core business. To reach more users, often including iOS users, they must think outside the box to provide seamless integration between smartphones and smart devices, both from a connectivity and a software standpoint. By contrast, platform vendors, such as Amazon and Google, are far ahead in terms of ecosystem-driven features and services. It is not just that their services are platform- and device-agnostic, they also have much more capable smart assistants. To compete, hardware vendors must consider how different ecosystem devices should be positioned to align with their respective strategies, while creating new business models to complement the overall ecosystem.

## Wi-Fi Connectivity : The year that was and the year that will be for the India market

The world of mobile connectivity is on an ever rising trajectory and India is no different to this trend. In fact in India the proliferation of mobile medium has resulted in emergence of equally strong network of digital ecosystem. The convergence of technology and mobility has thus resulted in new-age consumer friendly value propositions spanning sectors such as ecommerce, healthcare, entertainment to cite a few.



The year 2019 witnessed rapid advancement of new age digital technologies namely IoT, IIoT, AI, ML and Cloud that all heavily depend on mobile connectivity. In India, where the landscape continues to face challenges on account of scarce spectrum, Wi-Fi played a savior. The space witnessed increased PPP (public private partnership) form of association for entities to collectively offer free Wi-Fi services as part of utility offerings to the larger mass. Thus one is likely to encounter free Wi-Fi services in public areas such as airports, railway stations, community centers. India also witnessed Wi-Fi being now looked upon as a standard offering in sectors such as education, hospitality, smart cities. One distinct and noteworthy relevance of Wi-Fi that strongly emerged on a global scale and

closer home in India is that of its application in Disaster Recovery Management.

Thus the dependence on Wi-Fi based connectivity remained a strong wave catering to various needs of end-users including entertainment needs, access to Netflix and Amazon and so on. The upcoming New Year is all set to further advance these trends particularly in areas such as public Wi-Fi Solutions, disaster recovery, video security and school and campus Wi-Fi Solutions. This in turn is giving rise to new-age value propositions as well as business models.

Publicly available research reflects that by the year 2021 public Wi-Fi hot spots will grow from 94 million in 2016 to 541.6 million. This trend emphasizes the fact that mobile data connectivity enjoys a strong sustainable consumer appeal by connecting the connecting to co-create multiple opportunities for future expansion.

For instance while the initial steps have been taken in the area of rural healthcare, next level of advancement should ensure that it reaches out to larger audience and it is here that Wi-Fi connectivity will play a crucial role. In such a scenario, the availability of Wi-Fi based data connectivity will help extend its benefits beyond healthcare to areas that enable livelihood such as trading of craft, handicraft, unique income generating avenues to cite a few.

Not only in rural areas, available of seamless connectivity is also expected to aid economy in

Tier 2 cities with research suggesting that such a scenario will help trigger consumer spends to the tune of around 45-50% thereby giving boost to domestic manufacturing, job creations, and overall consumption.

Additionally, advancements related to 5G are expected to materialize in the year 2020 with the first phase of 5G technology enabling next generation architecture and further fortifying the fixed wireless broadband market as well as influencing how devices interconnect. It is worth noting that this will be possible because 5G will enable millimeter wave i.e. high frequency architecture which will increase wireless data capacity and speed.

**The three main functions that it will accelerate include:**

- Incorporate fixed wireless broadband as a key application in both licensed and lightly licensed/unlicensed frequency bands
- Enable millimeter wave spectrum usage
- Support machine-to-machine real-time communications

As the world of wireless connectivity continues to evolve, the resultant outcome is the transformation of our lifestyle to an enhanced level. The ensuing year promises to further enable us to optimize our fullest potential and also make the industries achieve newer benchmarks in business excellence.



# WiFi Solutions from Grandstream

Keep your workplace connected with WiFi solutions from Grandstream. Start with the GWN series of WiFi access points for a high-quality, reliable network. Add to your powerful network with WiFi enabled SIP phones to complete your integrated unified communications solution.

## WiFi Access Points & Routers

### GWN7000 | Gigabit VPN Router



- 7 Gigabit ports (2 WAN & 5 LAN)
- Embedded controller to control 300+ GWN APs
- Multi-WAN ports with load balancing and failover
- 1 million packets/second routing and 10Gbps aggregate switching power

### GWN7600LR | Long-Range Outdoor WiFi Access Point



- 1.27Gbps wireless throughput
- Dual-band 2x2:2 MIMO technology
- Support for more than 450 WiFi devices
- Up to 300-meter coverage range
- Embedded controller for provisioning & management

### GWN7610 | WiFi Access Point



- 1.75Gbps wireless throughput
- 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



- 6 lines, 3 SIP accounts
- 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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# Cloud business growing exponentially across the globe and the trend is going to continue

**Dr. Christopher Richard, MD & Chief Cloud Architect, G7CR Technologies**

G7CR Technologies is a cloud-focused company; their entire business is focused on the cloud and they are very strong in the SMB front. Now, they are 3 years old in the cloud space and today they do close to around \$12 million business in the



cloud industry. G7CR is an expert Azure Managed Services Partner, driving the cloud transformation for over 800+ businesses pan India. G7CR provides cloud hosting services on Microsoft Azure,

packaged with all the related support services for free. These services include managing cloud servers, monitoring cloud deployments, cloud architectural designs, cloud security services, governance services, 24x7 telephonic support and implementing advance technologies like power BI, analysis services, artificial intelligence, bots and machine learning.

G7CR was recently honored with Microsoft Country Partner of the Year Award for India. Today, G7CR has been recognized globally for its technical capabilities and driving cloud success journeys for businesses from industry verticals such as Banking, Insurance, Manufacturing, Healthcare, PSUs, Education, Retail and IT. Some of their major clients include SBI Life, Pune Urban Co-op Bank whose core banking runs with us; we also have Wockhardt, Symphony, Rail Yatri, and many

more such clients.

Here is an exclusive interview with Dr. Christopher Richard, MD & Chief Cloud Architect, G7CR Technologies

**What are the differentiating factors between competitors and G7CR?**

One of the major differentiators is the technical value proposition that we provide because most of the partners in the cloud space have majorly been transactional where they might not have the technical expertise to assist the customers. Some of the reasons for customers to like and prefer us are that we have the technical skills and a 24x7 support team. For G7CR customers, cloud support is just a call away; we almost instantly solve their problems.

**What are the opportunities for cloud and cloud-based applications in India and the overseas market?**

Cloud is a business that is overall growing exponentially across the globe and we see that this trend is going to continue. We have also found some very big deals in India. We see a lot of growth across the globe and we also see our value proposition that we bring in, is something that has made us a successful entity in India. G7CR today is recognized as an entity above the crowd. We are the preferred partner for Microsoft for this year. Our value proposition to the cloud is unique because we can bring technical expertise and ensure that the customers know what they are doing and get the best out of this amazing platform called Microsoft Azure.

**Presence of G7CR in various countries and the road ahead**

G7CR is based in India and London and we have begun a rapid global expansion. We are looking to open in 3-4 countries shortly like UAE. We are tying up with certain companies as subsidiaries in the Netherlands and North America.

**What are your views on the security aspect of cloud computing?**

Usually, when we talk with lots of people, we do see security as a major concern. But to be frank, this is more of an opinion or a perception about security being a concern on the cloud then it really is. If a company had to set up their own data center in their own office and had to bring their own servers and then secure them, imagine how much of money will they have to spend on innovation in terms of research or in terms of analytics to basically keep themselves protected from all the latest security risks. There is a limited amount of money that any company could spend as an individual. But when you talk about players like Microsoft, AWS, etc, they have huge budgets in terms of having R&D teams and ensuring that their cloud is protected from the latest security threats. So, if you ask me, the perception is that security problems exist in the cloud, but the fact is you are far more secure on the cloud with Microsoft, AWS and others spending billions of dollars on research to protect from the latest threats. That is something you will probably never be able to do if you have your own data center.

## Digisol has predominantly been a channel driven organization and we share very strong bonding with our partners

**Raj Parthasarathy, Head of Distribution- South, Digisol**

**Opportunities & Challenges in southern market**

Southern region is one of the important markets for Digisol as it one of the emerging markets of the country and holds a lot of business potentials. South has been a stable market. All the verticals like IT/ITES, Banking & Finance, manufacturing, Government etc. these have equal share in the economy in south. We have observed business growth in the region and gradually we are scaling up our business and working towards digitally empowering enterprises, Government entities, Schools, colleges, banks, hospitals etc in southern part of the country.

**Brief us about Digisol's Channel Structure & strategy**

Digisol has predominantly been a Channel driven organization & we share very strong bonding

with our partners. However, considering that we are also going to focus on Enterprise, our channel strategy is to build & scale Enterprise Channel strength we would be having 1 to 2 ND's & RD's in every state catering to our Enterprise Active & Passive Solutions. This would be in addition to our existing 200 active partners across the country.

**What's Digisol's plan for channel partners in 2020? What all loyalty programs & schemes you have launched for channel partners?**

Digisol's plan revolves around empowering Channel partners by training them on newest technologies in IT Networking. We have introduced DITT-Digisol Institution of Technical Training program for Partners & System Integrators across India. The institution aims to create value for all our Network Engineers, Channel Partners and ISPs by consistently delivering quality training programs which are always in sync with the market demands. DITT comprises of four key training programs- DIGISOL Certified Cabling Installer (DCCI), DIGISOL CERTIFIED FTTH Expert (DCFX), DIGISOL Certified Switching professional (DCSP), and DIGISOL CER-

TIFIED Wireless professional (DCWP).

Besides this, we have launched various schemes for System Integrators and Partners when they accomplishing certain targets they can win a trip to Thailand and Azerbaijan.

**How do you see wireless networking cater in comparison with wired networking**

Wireless cannot replace wires from networking stand point a wired network has to be there to empower wireless. There are immense opportunities for wireless however the backbone always be wired. So there are opportunities for both wireless and wired in the future.

**How are you improving customer experience through service support?**

We have invested in our business and have a vast service support footprint to ensure it's easier for our customers to reach out to us. Digisol offers first-rate integrated after-sale-service and support, which consists of Service Centers, and Digisol Technical Assistance Centre (DTAC). We have widespread network of 63 Service centers across India and highly skilled professionals that offer excellent



state-of-the-art services to the customers. Customers can connect to us for any query on our toll free number: 1800 – 209 – 3444 or email us at [helpdesk@digisol.com](mailto:helpdesk@digisol.com). We have been offering In house Level 4 Support to customer.

#### What all new products we can expect from Digisol in 2020?

This year we will be introducing new range of products under Active, Passive & FTTH category. Our key product focus going forward will be as follows:

ConvergeX SCS Series: Our Enterprise Structure Cabling Solutions that will cater to PoE, Data Cen-

tre & New technologies like Wi-Fi 6 etc.

FTTH GPON: Our industry leading solution offering that will help address the Bandwidth hungry enterprises, Service Providers & End Consumers

Enterprise Active Networking Solutions: Catering to Smart Cities, Data Centre & Enterprise Customer Requirements e.g. Industrial Ethernet Switching, Wi-Fi, etc.

#### Digisol's Go To Market strategy

Our strategy is in alignment with our mission, which includes offering innovation to our customers and grow together with our key stakeholders like partners, SIs, ISPs. We will introduce new

products and solution under our Active, Passive & FTTH range of products, conduct training programs, educate our stakeholder about newer technologies and offer exciting schemes and loyalty programs for to Motivate partners.

#### How do you see future of IT networking in India

IT sector in India is advancing at an alarmingly fast rate and it has been driving growth for the last decade and more, and it has the potential to continue doing so. IT industry holds immense opportunities and I believe it would grow by 10-15% in the coming year.

## Kaspersky reports a drop in the cyberthreat incidents in India



Kaspersky in a recent media event in Bangalore stated that India has shown a positive progress in their fight against cyber-criminals. The Country reportedly saw a fall in the number of threats in 2019 as compared to 2018. According to Kaspersky's KSN reports; from 2018 and 2019 there has been a moderate decrease in the number of attacks targeted at India.

38.8% of the overall Indian Kaspersky users were attacked at least once by a web-based attacks in 2019 as compared to 2018 when it was 40.4%. These threats include file-less malwares, social engineering attacks and other attacks that were targeted through the world wide web. The total number of unique threats detected by Kaspersky products in the year 2019 were 142,250,268. The local threats or local infections detected in India by Kaspersky products in 2019 were around 231,142,762, bringing the country on the 69th

rank worldwide as compared to 2018 when the attacks detected were 297,477,131 and India was in the 47th place worldwide. These attacks usually happen due to major spreading of malware via removable USB drives, CDs and DVDs, and other "offline" methods.

India also ranks 14th worldwide in the number of attacks caused by servers that were hosted in India, which accounts of 8,064,950 incidents in the year 2019.

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