

Andhra Pradesh I Telangana I Tamilnadu I Pondicherry I Karnataka I Kerala Vol-14 Issue-12, Krishna, July - 2020, Pages-16, ₹40/-





BECAUSE IT'S NOT JUST VIDEO. IT'S INSIGHT.

Surveillance solutions from edge to core



AN UNMATCHED SURVEILLANCE OPTIMIZED PORTFOLIO

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

wd.com/edge-to-core

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

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

© 2019 Western Digital Corporation or its affiliates. All rights reserved

Intel Capital to invest 1,894.50 Cr in JIO Platforms

Reliance Industries Limited ("Reliance Industries")



and Jio Platforms Limited ("Jio Platforms"), announced that Intel Capital will invest 1,894.50 crore in Jio Platforms at an equity value of 4.91 lakh crore and an enterprise value of 5.16 lakh crore. Intel Capi-

tal's investment will translate into a 0.39% equity stake in Jio Platforms on a fully diluted basis. Intel Capital joins the list of marquee firms who have recently invested in Jio Platforms, taking the total investment amount to 117,588.45 crore.

Jio Platforms, a wholly-owned subsidiary of Reliance Industries, is a next-generation technology platform focused on providing high-quality and affordable digital services across India, with more than 388 million subscribers. Jio Platforms has made significant investments across its digital ecosystem, powered by leading technologies spanning broadband connectivity, smart devices, cloud and edge computing, big data analytics, artificial intelligence, Internet of Things, augmented and mixed reality and blockchain. Jio's vision is to enable a Digital India for 1.3 billion people and businesses across the country, including small merchants, micro-businesses and farm-

ers so that all of them can enjoy the fruits of inclusive growth.

Intel Capital invests globally in innovative companies with a focus on disruptive technology areas like cloud computing, artificial intelligence and 5G – opportunities where Jio is also innovating and investing for growth. Intel Capital is the investment arm of Intel Corporation, a leader in the semiconductor industry, shaping the data-centric future with computing and communications technology that is the foundation of global innovations. Intel has operated in India for more than two decades and today employs thousands of employees there with state-of-the-art design facilities in Bengaluru and Hyderabad.

Quick Heal CSR to distribute over 1 Lakh Ayurvedic immunity booster medicine

The world economy has suffered serious disruptions in the wake of COVID-19. The pandemic has shaken both humankind and businesses to their core and brought them to their knees. However, frontline professionals such as healthcare providers, policemen, sanitation workers, government employees, and delivery personnel, among others, have still continued to serve people by risking their lives during these turbulent times.

Against this backdrop, Quick Heal CSR has associated with Shri Vishwavati Ayurvedic Chikitsalaya and Research Centre to extend support to the

'Covid-19 Warriors' of our country by distributing over 1 lakh Rasa Madhav Vati, an immunity



booster ayurvedic medicine. Created by medicinal and herbal extracts, and approved by the Food and Drug Administration (FDA), this medicine strengthens immunity against bacterial

and viral infections, which cause cold, cough, body ache, and fatigue. This medicine also purifies the blood, aid the respiratory system and improves digestion in the process.

Commenting on the same, Dr. Kailash Katkar, Managing Director and Chief Executive Officer, Quick Heal Technologies Limited said, "As a responsible corporate citizen, it is our duty to come forward and secure the real fighters who are serving the nation while being on the viral front. We at Quick Heal Technologies are delighted to collaborate with Shri Vishwavati Ayurvedic Chikitsalaya and Research Centre to contribute our bit to the 'Covid-19 Warriors' with an aim to keep them secure through ayurvedic medicines. We will continue to take more such initiatives to protect India and its heroes in every possible manner."

Microsoft and Accenture collaborate on startup challenge to accelerate innovation in ecosystem

Microsoft's 100X100X100 program is collaborating with Accenture to host the third edition of the



Accenture Ventures Challenge for startups in India. To be held on August 11 in a virtual format, this year's edition

of the annual challenge will recognize startups in India across four categories: supply chain resilience, channel shift to digital commerce, systems resilience, and responsible technology.

Launched in 2018, the Accenture Ventures Challenge is an annual event run by the Accenture Ventures Open Innovation program in India to identify

the best B2B tech startups to develop solutions for real-world challenges faced by businesses. This collaboration is the first corporate access partnership for Microsoft's 100X100X100 program in India

Accenture Ventures Challenge 2020 will identify 12 innovative startups that are helping to address the business and human impact of COVID-19, driving innovation in the 'never normal' era. The winner in each category will be given an opportunity to join the Accenture Ventures Open Innovation partner program and co-create solutions for Accenture clients around the world. Winners will also get access to benefits from the Microsoft ScaleUp program, which supports Seed or Series A B2B startups to scale and co-sell with Microsoft sales teams.

Honeywell Expedites Development And Production Of Vital Vaccines And Medical Therapies

Honeywell announced Fast Track Automation, a combination of proprietary technology innova-



tions for the life sciences industry that enables vital vaccines, treatments and therapies to move from regulatory approval to full production in as little as two months depending on

process requirements. The solution incorporates process automation elements that can be configured in a virtual environment, then implemented rapidly once a therapy is approved and

ready to be produced for public distribution. The most efficient way to ramp up the production of potential therapies is to facilitate development of commercial-scale manufacturing earlier, while treatments and prevention therapies are still in clinical trials. Fast Track Automation has been designed to be used in development applications in as little as two months, and then to help manufacturers scale up to full production immediately after the appropriate regulatory approvals are granted.

Carlyle to acquire approximately 25% stake in Airtel's Data Center business

Bharti Airtel ("Airtel"), India's largest integrated



telecommunications operator, and Comfort Investments II, an affiliated entity of CAP V Mauritius Limited, an investment fund managed and advised by affiliated entities of The Carlyle Group (together, "Carlyle")

announced an agreement under which Comfort Investments II will invest US\$235 million in Nxtra Data Limited ("Nxtra"), a wholly owned subsidiary of Airtel engaged in the data centre business. The post-money enterprise valuation of Nxtra is approximately US\$1.2 billion and Carlyle will hold a stake of approximately 25% in the business upon completion of the transaction, with Airtel continuing to hold the remaining stake of approximately 75%. The transaction is subject to the necessary regulatory approvals, including approval from the Competition Commission of India.

Headquartered in New Delhi, Nxtra from Airtel offers secure data centre services to leading Indian and global enterprises, hyperscalers, startups, SMEs and governments. Nxtra's nation-wide portfolio of 10 large data centres and more than 120 edge data centres provides customers with co-location services, cloud infrastructure, managed hosting, data backup, disaster recovery, and remote infrastructure management.

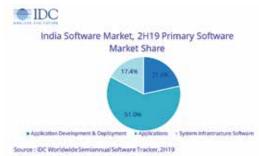
Simplicity. Elegance. Performance.



Need we say more?



COVID-19 will Lead India Enterprise Software Market Growth to Taper Down to 3.8% YoY In 2020



As per International Data Corporation's (IDC) latest Worldwide Semiannual Software Tracker, 2H19 (July–December), the India software market grew by 16.0% year over year (YoY) in 2H19 compared to 2H18. For 2019, the India software market achieved a revenue of US\$6.48 billion.

"India stands as the second-largest software market in Asia/Pacific (excluding Japan and China) (APEJC) and also managed to keep its growth pace stronger than some of the major economies in the region," says Mohsin Baig, market analyst, enterprise software, IDC India. "The growth was shaped by demand for cloud application, application modernization, increasing IT spend by the small and medium-sized business (SBM) segment, cloud-native software startups, and government initiative for data localization," adds Baig.

IDC classifies the software market into three primary categories: applications, application development and deployment (AD&D), and systems infrastructure (SI) software. Applications contributed 61.0% to the overall market revenues, followed by AD&D and SI software with shares of 21.6% and 17.4%, respectively, in 2H19.

As per IDC's current estimates, engineering applications, collaborative applications, customer relationship management (CRM) applications, enterprise resource management (ERM) applications, and data management software are the leading

software segment in terms of revenue. The collaborative applications remained the highest growth segment with 47.3% YoY during 2H19.

The majority of India enterprises have digital transformation (DX) initiatives in place or plan to implement in the next 12–24 months. These initiatives are tied to their enterprise strategy. Modernizing legacy applications, using as-a-service model, and harnessing emerging technologies, such as Internet of Things (IoT), automation, and augmented/virtual reality (AR/VR), to enhance customer and employee experience are some of the key DX initiatives, which are acting as the driving factors for the software market in India.

India Market Forecast:

In terms of forecast, IDC estimates India's overall software market to grow by 3.8% YoY in 2020 and grow at compound annual growth rate (CAGR) of 7.6% during 2019–2024. There is a significant decline in the overall software market because of the COVID-19 pandemic, forcing enterprises to relook at their IT spend. Enterprises at this point are focusing on operational resiliency, ROI, business continuity plans, and parking aside all noncritical projects for the next three to six months at least. However, there has been an increase in spending on remote work enablement and cloud adoption. There will be heightened demand for collaborative applications, application platforms, security software, system and service management software, and content workflow and management applications.

The ongoing pandemic has pushed many enterprises to implement work-from-home (WFH) policies for the first time, and this has created a demand for collaborative applications as well as an increase in security threats. IDC expects a rise in demand for technologies such as VPN, authentication, endpoint security, encryption, and application security. In

EDITORIAL

EDITOR: Dinesh Shyam Sukha CO-ORDINATOR: Siddhi

PRODUCTION & OPERATION: Ramayya POSTAGE & PACKING: L.N.Rao ADVERTISING SALES: V.K.Gupta

DESIGN : Dikshit

CREATIVE DESIGNER: MKVS

ACCOUNTS: Murthy

MAGAZINE CUSTOMER SERVICE:info@cellit.co.in Ads: press@cellit.co.in

contact@cellit.co.in, 9246402144

NOTE

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

the application platform segment, enterprises have mostly prioritized their spending based on the criticality of applications or processes as the enterprises focus on automation, demanding application agility, and speed to market. Segments such as robotic process automation (RPA) and model-driven application platform (MDAP) are expected to witness growth in the spending.

According to Shweta Baidya, senior research manager, enterprise software and IT services, IDC India, "The outbreak of COVID-19 have resulted in the partial/complete transformation of working models with the use of collaborative platforms. New software implementations, upgrades, or migrations will be delayed by a few quarters, unless extremely critical. Because of the supply chain disruptions, especially in the manufacturing and retail sectors, IDC expects heightened adoption of supply chain management digitalization and optimization solutions, to strengthen operational resiliency and business continuity plans in the likelihood of a relapse of the crisis."

Indian Start-ups Shaping the Nation's Economy

There has been a significant rise in the number of startups in India in the last few years and a large number of start-ups have been launched across diverse sectors such as fintech, AI (Artificial Intelligence), medtech, edtech, hospitality, automobiles and more. There was an addition of more than 1,300 startups in 2019. Apart from spurring innovation, startups have the potential to create direct, as well as, indirect employment. An estimated 60,000 direct jobs and 1.3~1.8 lakh indirect jobs were generated by the start-ups in 2019.

Close to 500 million internet users are from rural and smaller towns of India. This has resulted in reducing the rural-urban divide enticing entrepreneurs to build solutions for these consumers. Many new-age internet firms are aiming to connect with the next billion users, which will spur another set of start-ups. Indian start-ups are transforming the automotive industry in India by working on innovative solutions that are tailor-made for the Indian consumers. Electric vehicle start-ups are leveraging technologies such as Artificial Intelligence (AI), Machine Learning

(ML), Internet of Things (IoT), etc. to provide consumers with a connected mobility experience. The Government of India has also taken adequate steps to promote the culture of entrepreneurship in the country. Startup India Initiative (or Startup India Programme) was launched by the Government in 2016 for supporting entrepreneurs by building a robust start-up ecosystem, providing them funding support, creating incubation and forging industry-academia partnerships. The Government also launched 'GeM Startup Runway', a unique concept launched by GeM (Government e-Marketplace) in partnership with Startup India. The platform provides an opportunity for start-ups where they can directly get orders from the universe of Government buyers

Under the Startup India Programme, the Government has also created the 'Fund of Funds for Startups (FFS)' with a corpus of INR 10,000 crore for funding promising start-ups.

The Confederation of Indian Industry (CII) has been supporting start-ups through the CII Startups

Coalition, a platform for building a stronger entrepreneurial ecosystem in India. The platform helps in democratizing access to opportunities by connecting different ecosystem stakeholders such as founders, investors, mentors, service providers, etc. CII will be setting up the National Centre for Innovation, Entrepreneurship and Start-ups in Hyderabad by partnering with the Telangana Government and Pratiksha, a trust run by Mr S. Gopalakrishnan, Past President, CII. CII has also teamed up with IIT-M (IIT-Madras) for nurturing and promoting innovative green start-ups across the country.

Although impacted by the recent outbreak of Coronavirus, the Indian start-up ecosystem is also helping India deal with the pandemic crisis. A Mumbai based start-up, amidst the Covid-19 lockdown, is providing emergency rides to frontline helpers, medical patients and essential service providers. Action COVID-19 Team (ACT) comprising founders of Indian start-ups and members of investment advisory firms has launched a programme promising a grant of INR 100 crore to support innovators working on solutions to control the pandemic.

CELL IT, VOL-14, ISSUE - 12 4 KRISHNA, July -2020



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

Get Quality, Warranty, Durability, Longevity.



FOR SALES ENQUIRIES: VIJAYAWADA - Pramod Bhaskaran - 8008143220 / Venkata Prasad Davu - 9490901317 VISAKHAPATNAM - Maddula Harish - 9849996132

*T&C Apply | Best Buy Price of ₹846 is for 1 unit of Toner TN-B021 (MRP ₹940) | Original Toner cost per page is calculated on toner yield of 2600 pages (as per ISO/IEC 19752) at ₹846 | MRP mentioned above is for 1 unit and subject to change without prior notice.



HCL Technologies achieves 100,000 users actively using Microsoft Teams

HCL Technologies (HCL), a leading global tech-



nology company, announced that it now has over 100,000 employees globally using Microsoft Teams, on a monthly basis. This demonstrates HCL's effectiveness in enabling its employees with remote working options

and workplace modernization during the global

health pandemic.

In these difficult times, with social distancing becoming the norm, Microsoft Teams has enabled HCL employees to connect and collaborate with colleagues from the safety of their homes. The milestone brings a powerful validation of HCL's Fluid Workplace initiative that is designed to assist and quickly roll out new ways of working that will outlast the impact of the global health pandemic.

Dassault Systèmes Demonstrates Innovations for the Life Sciences Industry in India

Dassault Systèmes hosted "The World After: From



Things to Life 2020," a one-of-a-kind virtual conference that provided in-depth insights into the vast potential of the life sciences industry in India. With a deep understanding of the cur-

rent challenges facing pharmaceutical, biotech and medical device companies, and the patient care sector, Dassault Systèmes hosted the event as part of its commitment to help advance the pace of discovery of new drugs and medicines and deliver holistic, superior patient and physician-centric experiences.

"The World After – From Things to Life" focused on transforming and digitalizing the life sciences industry in India, which is undergoing core shifts in business processes and manufacturing operations to make it more agile and adaptable, reinventing the value chain, capitalizing knowledge and strategic planning, adhering to regulatory frameworks, and introducing futuristic and advanced technological solutions.

"We intend to be a catalyst and technology enabler behind all the new opportunities evolving in the life sciences industry in India," said Deepak NG, Managing Director, India, Dassault Systemes. "We are born out of science and expertise in engineering. We want to bridge medical science and engineering into the domains of manufacturing of medical devices, to offering scientific applications on the 3DEXPERIENCE platform for drug research, discovery and manufacturing, to simulating treatments. Earlier this year, Dassault Systèmes announced its strategic direction for the coming years, extending its focus from things to life. We want to transform how people are cured and help them live a better life."

Epson leads projector market in India for the fifth consecutive year



Epson, a world leader in digital imaging and printing solutions announced that it has retained its No. 1 position in the Indian Projector market. This is as per the latest data published by Futuresource Consulting

for FY19. FutureSource Market Insight Report is accepted as the worldwide projector industry standard.

According to the report, Epson sold 76,761 projectors out of the overall 284,495 sold in India in FY19, capturing a market share of 26.9% and reinforcing its position as the country's No. 1 projector brand. Epson established a dominant position yet again with its nearest competitor BenQ trailing with 21.6% of the market share for the period. Futuresource Consulting, market specialists in visual displays, confirms that Epson is also the market leader worldwide for the past 19 years, from calendar year 2001 to 2019, with a worldwide market share of 41.4% in calendar year 2019. Commenting on the announcement, Harish A K, General Manager – Visual Products, Epson India, "We are proud to have yet again retained the No. 1 spot in the Indian projector market, which we have been leading for five consecutive years now. At Epson, we design, manufacture, sell and service our projectors ourselves, something that very few can claim in the industry. Our focus will be to maintain our market leadership in the coming years by focusing on developing cutting edge technologies and embracing innovation."

Pantum Wins Bid to Supply Printers and Ensures After-Sales Services for Mahanadi Coalfields Limited

Dassault Systèmes hosted "The World After: From Things to Life 2020," a one-of-a-kind vir-



tual conference that provided in-depth insights into the vast potential of the life sciences industry in India. With a deep understanding of the current challenges facing pharmaceutical, biotech

and medical device companies, and the patient care sector, Dassault Systèmes hosted the event as part of its commitment to help advance the pace of discovery of new drugs and medicines and deliver holistic, superior patient and physician-centric experiences.

"The World After – From Things to Life" focused on transforming and digitalizing the life sciences industry in India, which is undergoing core shifts in business processes and manufacturing operations to make it more agile and adaptable, reinventing the value chain, capitalizing knowledge and strategic planning, adhering to regulatory frameworks, and introducing futuristic and advanced technological solutions.

"We intend to be a catalyst and technology enabler behind all the new opportunities evolv-

ing in the life sciences industry in India," said Deepak NG, Managing Director, India, Dassault Systemes. "We are born out of science and expertise in engineering. We want to bridge medical science and engineering into the domains of manufacturing of medical devices, to offering scientific applications on the 3DEXPERIENCE platform for drug research, discovery and manufacturing, to simulating treatments. Earlier this year, Dassault Systèmes announced its strategic direction for the coming years, extending its focus from things to life. We want to transform how people are cured and help them live a better life."

Therefore, MCL required printers with high requirements for machine performance and monthly load. Moreover, automatic duplex printing and printing speeds of 30+ PPM (pages per minute) would deliver tremendous efficiency and value for such a busy company.

"Given their specific needs, Pantum supplied MCL with the P3500DN printer because of easy connectivity, energy-saving features, compact footprint and more. With an all-metal structure that ensures stable printing, the machine is suitable for large-scale production sites. Powered with a maximum monthly print volume of

80,000 pages, the P3500DN can easily help customers who always need to handle large print jobs. Also armed with automatic duplexing function instead of scanning both sides of a two-sided page in one pass, the P3500DN can quickly print 33 pages per minute (A4) and 35 pages per minute (letter).

Moreover, in order to be more convenient for the business, the built-in Ethernet network interface allows multiple computers to print from the same printer. The P3500DN also has a built-in paper tray that holds 250 sheets and two external trays that hold 550 sheets each to double or even triple printing experience, with a total paper capacity of 1,350 sheets", said, Abhra Das, National Head, Pantum International Limited.

MCL commented on the cooperation with Pantum, "We are very satisfied with the Pantum P3500DN printer. The printers are stable, durable, and quiet, with a low paper jam rate. In fact, We've placed an order for more than 700 new toner cartridges."

To best serve the Indian market, Pantum has always designed its printers that deliver high efficiency, convenience, durability and high-cost performance. More importantly, Pantum takes pride in its exceptional after-sales services and prioritizes providing a seamless, rich customer service experience as part of its brand commitment to its Indian customers.



HSUS X299 SERIES







EXPERTLY CLOCKED BY AI

Al Overclocking

Per-Core Intelligence

Al Overclocking harnesses the full potential of your CPU by utilizing onboard intelligence to profile its characteristics and expertly tune the frequency and voltage of every core.

Teamed Power Stages

Designed for HCC CPUs

Our X299 series utilizes teamed power stages to double the burst current of each phase, enabling the CPU to remain stable at lower core voltages than conventional designs.

OptiMem III

Maximum Memory Bandwidth

OptiMem III trace layout enhancements remove motherboard-based bottlenecks for memory frequency, allowing you to make full use of the platform's judicious bandwidth.

*On selected model



ASUS - Wins 11+ awards every day

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



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

ASUS Representatives:

Bangalore: 8123596011 Chennai: 9094003141

Delhi: 9310604085 **Kerala:** 9745111198

Mumbai & MP: 9833329721 West Bengal: 9836040976 Rest of

Maharashtra: 9890288528

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

For Sales Enquiries : a mit_j@asus.com

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

MediaTek Introduces Helio G35 & G25 Gaming Series Chipsets

MediaTek, the world's 4th largest global fabless semiconductor company, launched its newest



chips in the smartphone gaming-focused G series – the MediaTek Helio G25 and G35. The latest chips feature

MediaTek HyperEngine game technology for faster, smoother performance, enhanced power efficiency, and brilliant graphics.

The new chipsets always keep you connected and deliver the lowest latency gaming experience.

They also offer enhanced imaging features, making these G-series chipsets a perfect fit for photography enthusiasts and gamers alike.

Targeting the global smartphone user base, the new chips enable device makers to design innovative, feature-rich smartphones, at competitive prices.

"Mobile gaming is now the preferred mode of entertainment across market segments, and MediaTek expanded its G-series to meet the huge demand for competitively priced, mainstream gaming smartphones," said Dr. Yenchi Lee, Deputy General Manager, Wireless Communications Business Unit, MediaTek.

Qualcomm Snapdragon Wear 4100 Platforms Enable New and Enhanced User Experiences

Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, unveiled the new Qualcomm® Snapdragon Wear™ 4100 plat-



forms, Snapdragon Wear 4100+ and Snapdragon Wear 4100, designed for next-generation connected smartwatches and based on our ultra-low power hybrid architecture.

The Snapdragon Wear

4100+ platform is based on our proven hybrid approach and includes a super-fast System-on-Chip (SoC), a smarter Always On (AON) co-processor, and substantial improvements in platform power based on 12nm process technology compared to our previous platform. These enhance-

ments help our customers to bring rich, enhanced experiences across interactive, ambient, sports, and watch modes.

"We are delighted to be at the forefront of the fast-paced wearables segment," said Pankaj Kedia, global business head, smart wearables segment, Qualcomm Technologies, Inc. "We have seen tremendous success with our innovative hybrid architecture, first introduced in the Snapdragon Wear 3100 platform, which brings the best of performance and battery life to wearables. Today, we take this unique approach to the next level with the announcement of the Snapdragon Wear 4100 platforms which are bringing richer, enhanced experiences to next generation connected smartwatches."

Intel Announces Unmatched Al and Analytics Platform with New Processor

Intel introduced its 3rd Gen Intel® Xeon® Scalable processors and additions to its hardware and software AI portfolio, enabling customers to accelerate the development and use of artifi-



cial intelligence (Al) and analytics workloads running in data center, network and intelligent-edge environments. As the industry's first main-

stream server processor with built-in bfloat16 support, Intel's new 3rd Gen Xeon Scalable processors makes Al inference and training more widely deployable on general-purpose CPUs for applications that include image classification, recommendation engines, speech recognition and language modeling.

"The ability to rapidly deploy AI and data analytics is essential for today's businesses. We remain committed to enhancing built-in AI acceleration and software optimizations within the processor that powers the world's data center and edge solutions, as well as delivering an unmatched silicon foundation to unleash insight from data."

-Lisa Spelman, Intel corporate vice president and general manager, Xeon and Memory Group

Why It's Important: Al and analytics open new opportunities for customers across a broad range of industries, including finance, healthcare, industrial, telecom and transportation. IDC predicts that by 2021, 75% of commercial enterprise apps will use Al1. And by 2025, IDC estimates that roughly a quarter of all data generated will be created in real time, with various internet of things (IoT) devices creating 95% of that volume growth.

AMD Exceeds Six-Year Goal to Deliver Unprecedented 25 Times Improvement in Mobile Processor Energy Efficiency

AMD announced it has exceeded its moonshot



25×20 goal set in 2014 to improve the energy efficiency of its mobile processors 25 times by 2020. The new AMD Ryzen™ 7 4800H mobile processor improves on the energy

efficiency of the 2014 baseline measurement by

31.7 times, and offers leadership performance and extraordinary efficiency for laptop PCs. Greater energy efficiency leads to significant user benefits including improved battery life, better performance, lower energy costs and reduced environmental impact from computing.

"We have always focused on energy efficiency in our processors, but in 2014 we decided to put even greater emphasis on this capability," said Mark Papermaster, chief technology officer and executive vice president, Technology and Engineering at AMD. "Our engineering team rallied around the challenge and charted a path to reach our stretch goal of 25 times greater energy efficiency by 2020. We were able to far surpass our objective, achieving 31.7 times improvement leading to gaming and ultrathin laptops with unmatched performance, graphics and long battery life. I could not be prouder of our engineering and business teams."

Fully Integrated Wireless-Charging IC from STMicroelectronics

38V/3A low-I_a buck converters maintain high efficiency at all loads

In the age of 5G communication with ever-increasing demand for more power and higher efficiency, STMicroelectronics' STWLC68 product family provides the best solution for wireless-charging applications with industry-leading efficiency, highest power transfer, and safety.

ST's newest wireless-charging products operate as both a high-power receiver and a transmitter

enabling rapid power transfer and power sharing with FOD (Foreign Object Detection) and other important ST-proprietary safety IPs.

ST's proprietary high-voltage technology, paired with excellent mixed signal design and highest quality assurance, enables our customers to deliver cutting-edge wireless-charging products. The STWLC68 family of highly integrated devices needs a very low external BoM (Bill of Materials), ideal for integration in a wide range of applications from small wearables and appliances to larger ones like smartphones and tablets. Being WPC Qi 1.2.4 compliant, the STWLC68 is fully compatible with all Qi certified devices in the market.

With its fully integrated low-impedance,

high-voltage synchronous rectifier and low dropout linear regulator, the STWLC68 achieves high efficiency and low power dissipation, critical for applications that are highly sensitive to unnecessary heat buildup.

An I2C interface allows firmware and platform parameters to be customized in the device and the configuration can be programmed into the embedded OTP. Additional firmware patching improves the IC's application flexibility.

To serve a wider range of applications, the STWLC68 family comprises solutions suitable for the range from over 20W to 5W and below, such as the STWLC68JRH, customized to address lower-power designs.



D-Link

EVERYTHING AND EVERYONE CONNECTED IS NOW



DIR-1360 | Wi-Fi speed up to 1300 Mbps



Comes with

- 5 Years McAfee™ Secure Home Protection on Router &
- 2 Years subscription of McAfee[™] LiveSafe to protect all end point devices* from malware, virus etc.















DIR-2660 Wi-Fi speed up to 2600 Mbps









🖶 in.dlink.com | 🛆 sales@in.dlink.com | Tech Support: 📞 1860 233 3999 | Follow us 🕑 f in 🎯



CONTACT **D-LINK (INDIA) LIMITED:**

- BENGALURU Mr. Sudhakar V S Ph.: +91 9686168555 | E-mail: sudhakar.vs@in.dlink.com
- CHENNAI Mr. Dinesh Kumar Ph.: +91 9940636982 | E-mail: dinesh.kumar@in.dlink.com
- COCHIN Mr. Abdul Q Ph.: +91 9744074720 | E-mail: abdul.qayoom@in.dlink.com
- HYDERABAD Mr. Naveen Kumar Ph.: +91 9948999449 | E-mail: naveen.yerolla@in.dlink.com
- VIJAYWADA Mr. Sunil Babu Ph.: +91 8501064433 | E-mail- vijaywada@in.dlink.com
- VIZAG Mr. Naidu Sabbavarapu Ph.: +91 8501064411 | E-mail: vizag@in.dlink.com
- TIRUPATI Mr. Yogesh Ph.: +91 8501066111 | E-mail: tirupati@in.dlink.com • WARANGAL - Mr. Venu - Ph.: +91 8501066222 | E-mail: warangal@in.dlink.com

Acer Launches Enduro Lineup of Rugged Notebooks and Tablets

Acer today launched Enduro, its new line of rugged notebooks and tablets specially designed to provide the durability, portability and performance needed by professionals working in the field. First responders and industrial manufacturing workers will find the Acer Enduro N7 to be a reliable companion, while event producers and outdoor hobbyists will appreciate the thin-and-light yet durable Enduro N3. A series of Enduro tablets are also available for retail, warehouse and manufacturing usage scenarios.

Acer Enduro N7 Rugged Notebook

The Acer Enduro N7 is a rugged notebook con-



structed with shock-absorbent materials to offer the reliability needed by first

responders, field and industrial manufacturing workers while on the job. MIL-810G and IP65 certified[i], the device has been engineered to withstand drops onto the hardest flooring and to resist the ingress of dust and water. This dura-

bility makes the device suitable for work, hot or cold, and its 700-nit, 14-inch FHD screen offers excellent visibility whether inside or outside. For those working long days, the Enduro N7 comes with dual batteries: one hot-swappable battery with a long 10-hour[ii] life and another built-in bridge battery.

Acer Enduro N3 Rugged Notebook

The Acer Enduro N3 is a powerful notebook that strikes a balance between durability and portability, making it ideal for users who rotate between



several worksites such as architects, project inspectors, event managers, agricultural plant personnel or even lovers of the outdoors who

want to record their adventures. The Enduro N3 was specially engineered to be resistant to drops and water, achieving MIL-STD 810G and IP53[iii] certifications, while maintaining a thin-and-light frame of just 24.85 mm (0.98 in) at 1.985 kg (4.37 lb). Some of these features include reinforced corners for drops, Corning® Gorilla® Glass to protect the display from water and the unique water-resistant Aquafan.

Acer Enduro T5 Rugged Tablet

The Acer Enduro T5 (ET510-51W) is a durable and

rugged 10-inch Windows tablet designed for long periods of work in extreme environments. Its 10



hour2 battery can be swapped out, enabling continuous usage, and a 7th Gen Intel Core m3 processor lends it the power needed by logis-

tics and manufacturing workers. All on top of MIL-STD 810G and IP65 certifications and AEMS. Accessories such as docking stations, hand grips, shoulder straps, 4-point shoulder straps, car chargers and car holders are available to expand the functionality and mobility of the Enduro T5.

Acer Enduro T1 Rugged Tablets

The Acer Enduro T1 (ET110-31W) is a flexible and



rugged 10-inch Windows tablet that can double as a 10.1-inch notebook via an optional portfolio keyboard. The device's MIL-STD 810G4 and IP54 cer-

tifications, combined with an Intel Celeron processor and 64 GB of eMMC storage space, make it a reliable and convenient option for quick work on the go. The Enduro T1 can also be used while wearing gloves.

Dell Technologies introduces the smallest and lightest mobile workstation in its class



Dell Technologies announced the launch of the new Precision 5550 mobile workstation in India. The Dell Precision 5000

series support graphics and data intensive workloads, packing performance into the industry's smallest and thinnest 39.6 cm or 15 inch mobile workstation design. Developed for professional creators and engineers, it features a stunning 4-sided InfinityEdge 16:10 aspect ratio display, and a top bezel infrared camera for maximum screen real estate and an improved video conferencing experience. The Precision family of workstations deliver maximum performance with professional processors, graphics, feature massive memory and expansive storage options.

Elgato Makes Waves with the Launch of New Wave:1 and Wave:3

Elgato, the leading provider of hardware and software for content creators, announced the



launch of its first-ever microphones, Elgato Wave:1 and Wave:3. In addition to being premium microphones, Elgato Wave:1 and Wave:3 combine with the Wave Link app for Windows and MacOS to become complete digital mixing solutions that give content creators the professional audio control

they need. Developed in partnership with world-renowned microphone manufacturer LEWITT, Wave:1 and Wave:3 are born from rigorous calibration in both ultra-modern acoustic testing chambers and real-world streaming scenarios.

Elgato Wave:1 and Wave:3 boast broadcast-quality audio capture powered by a cardioid condenser capsule and 24-bit Analog-to-Digital converter. Proprietary Clipguard anti-distortion technology – developed with LEWITT specifically for Elgato Wave microphones – analyzes input in real-time. When sudden peaking occurs, sound is rerouted through a secondary signal path that runs at a lower volume. The entire process is autonomous, allowing content creators to produce clear audio that never clips, without having to constantly watch and adjust input levels.

NETGEAR Offers Armor Protection to its Latest Wi-Fi 6 Routers and Mesh Systems

NETGEAR, the leading provider of Wi-Fi 6



products that drive connectivity for today's smart homes, announced the availability of advanced cyber protection, NET-GEAR Armor™

powered by Bitdefender®, on Orbi Wi-Fi 6 Mesh Systems and a number of NETGEAR Wi-Fi 6 routers.

NETGEAR Armor™ cybersecurity protects the connected home and unlimited devices from online threats both at home and on-the-go. The multi-layered cybersecurity solution, which includes Bitdefender's award-winning anti-virus, anti-malware and data protection software for end devices, is built into NETGEAR Orbi Mesh Wi-Fi systems and Nighthawk Wi-Fi routers to protect Internet of Things (IoT) products, connected TVs, thermostats, mobile phones, computers, tablets and other devices.

ASUS Announces Al Noise-Canceling Microphone Technology

ASUS announced new AI Noise-Canceling Microphone (AI Mic) technology that intelligently elim-



inates unwanted background noise for clear voice communication for work or play. The new technology uses chipsetbased machine learning to filter out and remove other human voices and ambient sounds like wind or traffic noise. This new technology is now available on the ASUS AI Noise Canceling Mic Adapter and the latest ROG headsets.

ASUS AI Noise-Canceling Mic Adapter is the world's first USB-C® to 3.5 mm adapter with integrated AI Mic technology. It connects to any headset via a 3.5 mm audio jack to provide users with crystal-clear voice communication.

The built-in chipset handles all of the sound processing, so the adapter doesnot affect the performance of the mobile device, PC or laptop it is connected to. Weighing just 8 grams, the Al Noise-Canceling Mic Adapter includes exclusive ASUS Hyper-Grounding technology to prevent electromagnetic interference for noise-free audio. In select markets, it is available with a USB Type-C-to-Type-A adapter.

6 Digital Technology Trends set to transform the workplace

Across the world, we are witnessing a massive



transformation in every aspect of our lives owing to the COVID-19 pandemic. There has been a drastic change in the way we communicate, work and lead our lives. On the work front, we are facing several scenar-

ios, which are poised to become the new normal. As we move forward, technology will play a crucial role in the way we work, practically revolutionising the space.

As governments begin easing restrictions and businesses start functioning normally, here are some of the top digital communication technology trends that are set to transform the future of work.

Pacing towards 5G network: As many companies are moving towards a work from home culture despite certain relaxations in most parts of the country, there is an increasing demand for faster and higher bandwidth networks. 5G which is the next generation network designed with "Service Based" architecture offers a superior class of service based on the 'Slice' of network. This caters to a particular service type such as IoT, low latency applications such as Tele-Medicine and more, making its adaptation crucial to aid seamless remote working.

Rise of Virtual conferences: With a focus on maintaining social distancing and minimal contact with humans, companies are opting for webinars and virtual summits. In the new normal, industry is all set to witness an increase in virtual meetings and conferences for announcements, product launches etc. Many video conferencing applications have already witnessed a huge surge in usage in the past few months as employees are connecting with each other virtually. From

internal meetings with limited participants, to a full-fledged webinar or conference wherein thousands of people can participate, events will continue to take place online. This new trend is likely to continue for a long time with an aim to maintain social distancing etiquette and ensure everyone's safety.

Surge in IoT enabled Solutions: There is a rise in demand for smart devices across the country owing to factors such as enhanced lifestyles and the need to stay connected virtually. There is also a growing need for smart products that can be controlled through voice commands or remote commands for minimal physical contact. From remote monitoring of patients in hospitals to remotely operating the equipment in a factory, IoT adoption is likely to get a major boost in the changed world post COVID world.

E-Commerce is the king – There is a huge surge in online shopping for household items, apparels and books. And with it comes a big demand for online or mobile payment solutions and services. People have started to use more online banking services and other online financial services such as investments. Overall, there will be more online financial transactions and commerce that will take place in the post COVID era. These changes will force a more rapid adoption of communication infrastructure spend in rural and unconnected areas, with the use of technology such as VSAT terminals, UHF frequency based rural wireless broadband solutions, Wi-Fi etc.

Use of Shared Spectrum: It is a given fact that there is going to be an upsurge in content being consumed on mobile devices in a post COVID-19 world. This is particularly seen in the use video conferencing platforms for team meetings, attending lectures online, or watching video for leisure and entertainment. Prior to the pandemic hitting the country, video occupied over 70% of the content transmitted over mobile networks.

This phenomenon is bound to increase exponentially and might overload mobile networks that have not been designed to handle huge amount data being consumed. This causes the mobile networks to jam and slows down streaming and downloads on devices. To avert network jamming and create a superior user experience, communication companies will use "Shared" spectrum. There are various types of shared spectrum options available. Dynamic shared spectrum such as TVWS, CBRS give additional coverage and have the capacity to provide connectivity to the unconnected population. Sharing of spectrum amid two diverse networks- such as Broadband and Broadcast networks can be a possibility. Through the use of 5G broadcast, which is a convergence of the two spectrums and a 5th generation data transmission innovation, users can enjoy hassle free video consumption, for increased productivity.

Communication via Artificial Intelligence and Machine Learning: Communication solutions such as Artificial Intelligence and Machine Learning (AI/ML) are crucial for the future. Whether it is for learning to steer the traffic using most efficient path or to dynamically adjust the network parameters to provide most optimal user experience in a given region, AI/ML will become integral part of communication networks. For example - When wireless networks are using shared spectrum, AI/ML systems will uninterruptedly monitor the load on various networks. Basis the data type, network load and number of users the AI/ML systems can support networks with a choice to select the utmost optimal parameters to distribute content. These systems will help enhance user experiences significantly.

With swift progress the development of innovative technologies, corporate India definitely has much to look forward to as digital technology is set to transform our lives in a post COVID-19 world

Several Areas of Automotive Technology are Being Developed to Facilitate Safer Car Rides



As COVID-19 begins to influence the technologies that are embedded into vehicles, car manufacturers should focus on four specific areas to help lessen the risk of infection to car occupants, according to Gartner, Inc. These areas include disinfec-

tion, possible detection of contagion and maintaining social distancing.

"The new normal set by COVID-19 will clearly influence how people travel," says Pedro Pacheco, senior research director at Gartner.

"The fear of infection is starting to drive some travelers away from public transport placing a greater emphasis on private cars and shared mobility services. However, even within these, individuals want reassurance against contagion and several technologies are being put in place in response to that need."

Automotive CIOs should work with internal and external technology partners to incorporate technologies across four areas that help lessen the risk of the COVID-19 infection to car occupants

Cabin Disinfection

Ultraviolet C (UVC) lights in the car cabin can

be used to disinfect several frequent-touch surfaces. The existing plastic and glass surfaces in the car can also be replaced by anti-microbial plastics and glass to reduce the possibility of contagion from drivers and passengers touching cabin surfaces. This disinfection can also be done through a heat cycle, where the car's climate control can heat up the cabin for a long period to reduce the amount of microbial contamination.

Cabin Air Purification

Car manufacturers can install plasma air purifiers that can filter air impurities down to PM2.5, which is considered adequate to combat germs

and pollution. In-car plasma air purifiers are something relatively common in several Asian countries, which means the technology is ready for adoption. Use of high-efficiency particulate air (HEPA) filters can also filter germ airborne particles in the cabin when climate control is set for air recirculation making it safer for passengers.

Connected Car Functionalities

Automated door locks and engine start/stop actions via mobile applications can reduce surface contact inside the vehicle. Mobile applications can be used for car sales and after-sale contactless services, such as test drive, dealership vehicle servicing, roadside assistance, home

maintenance service and vehicle home delivery. "Contactless payment is another connected car application allowing passengers to pay while sitting inside the car, reducing the risk of exposure to infectants," said Mr. Pacheco.

Human Machine Interface

The use of an effective voice assistant can reduce contact with cabin surfaces. Emotional artificial intelligence (AI) can make the interaction between passengers and the vehicle more personalized and at the same time help in early detection of symptoms. For example, emotion AI could detect visible symptoms in passengers such as cough and fever and notify the driver. The pandemic has brought focus to implementa-

tion of hygiene measures and technologies that can help reduce the risk of infection. "Car manufacturers can use these technologies to attract more buyers, given that health is one of the top priorities of all individuals," said Mr. Pacheco. Further information is available in the Gartner report titled "How Will COVID-19 Influence Car

Learn more about how to lead organizations through the disruption of coronavirus in the Gartner coronavirus resource center, a collection of complimentary Gartner research and webinars to help organizations respond, manage and prepare for the rapid spread and global impact of COVID-19.

Technology?"

Real-world digital transformation expertise to help create the adaptive workforce required for the digital age

Genpact a global professional services firm focused on delivering digital transformation,



announced Adapt and Rise, a role-based online learning platform that leverages Genpact's expertise honed from delivering real-world change for hundreds of clients. By making key insights available to the public at no cost, Genpact aims to enable professional resilience and

accelerate adoption of the most critical professional skills and competencies required to succeed in the digital age.

With the quickening pace of change, professionals need to constantly improve their skills to distinguish themselves and provide maximum value in a hyper-competitive job market. Skills that were once seen as nice to have are now critical to succeeding as part of the adaptive workforce required in the digital economy. By opening to the public parts of its highly successful continuous learning platform, Genome, Genpact is helping to accelerate the professional learning process for everyone.

With Genome, Genpact is continuously preparing internally for the future of work by enabling its talent to acquire new skills and evolve quickly as industries and technologies change. Inspired by work done by MIT's Center for Collective Intelligence, Genome harnesses the collective intelligence of Genpact's more than 90,000 employees. Using Genpact's experts to curate knowledge for its distributed workforce, Genome encourages the flow of information and easier learning. Adapt and Rise takes this tested foundation and is now offering it to the public.

"In this time of unprecedented global change, it is incumbent on those who have resources to provide access to those who need them," said Tiger Tyagarajan, chief executive officer of Genpact. "We believe it is important to share the insights honed from our business and technology expertise to help people reach their professional potential and maximize their ability to drive meaningful impact in the world."

Genpact, in partnership with EdCast, provider of an award-winning Learning Experience Platform (LXP) used by Global 2000 companies and large government organizations, is making content available globally to enable people at all levels to amplify their capabilities. Participants can learn and master a wide variety of essential skills relevant to many key roles at the heart of digital transformation.

Expert curators have rigorously curated 1,500 pieces of the most relevant publicly available content that will help professionals upskill in 13 vital roles: Business Analyst, Digital Program Manager, Finance and Accounting Professional, Human Resources Professional, Infrastructure and Logistics Professional, Process Operations (Individual), Process Operations (Team Leader), Process Operations (Organization Leader), Procurement Professional, Project Manager, Risk and Compliance Professional, Sales and Marketing Operations Support, and Tech Support Engineer.

Each role-based channel features approximately 100 hours of bite-sized learning content, including videos, articles, blogs, podcasts, and more. The content is categorized into 14 skills that are common across roles, including Artificial Intelligence Basics, Change Management, Customer Experience, Design Thinking, Digital Business Strategy, People Leadership, and Storytelling. These skills have become core to career advancement across roles and career stages.

The content is presented in the context of the-

matic journeys, each with up to four levels of proficiency. The learning order is neither prescriptive nor linear; the learner can self-identify a starting point and engage with the content in any order. "EdCast helps global workforces meet their upskilling and reskilling needs to become futureready," said Karl Mehta, chief and founder of EdCast. "This is why we launched the Future of Work Alliance that is squarely focused on bringing this vision to fruition. We are very proud to partner with Genpact on the Adapt and Rise platform to bring personalized, role-based learning that is seamlessly integrated with tools that most people regularly use, including Microsoft Teams, Slack, Workplace by Facebook, Google, Service-Now, Salesforce, and others."

Genpact is democratizing learning at a moment of historically high unemployment and when economic pressures will likely impact company budgets that were earmarked for learning and development. The company aims to enable professional resilience in a hyper-competitive job market by making available learning for all on the most critical modern skills and competencies that organizations require to succeed in the digital age.

"Whether it's a graduating student, a transitioning worker, or a working professional, we at Genpact believe that everyone should have the opportunity to learn from our experience accumulated through thousands of engagements with hundreds of clients," said Gianni Giacomelli, chief innovation leader at Genpact. "Our collective knowledge allows us to determine what people should know and learn, and serve them the right knowledge to ignite insights, boost skills, and amplify talent. We are leveraging the collective intelligence enabled by the Genome platform to make the most contemporary real-world learnings available to millions of people at no cost."

Facebook Does Not Benefit from Hate

Nick Clegg, VP of Global Affairs and Communications

When society is divided and tensions run high, those divisions play out on social media. Plat-



forms like Facebook hold up a mirror to society — with more than 3 billion people using Facebook's apps every month, everything that is good, bad and ugly in our societies will

find expression on our platform. That puts a big responsibility on Facebook and other social media companies to decide where to draw the line over what content is acceptable.

Facebook has come in for much criticism in recent weeks following its decision to allow controversial posts by President Trump to stay up, and misgivings on the part of many people, including companies that advertise on our platform, about our approach to tackling hate speech. I want to be unambiguous: Facebook does not profit from hate. Billions of people use Facebook and Instagram because they have good experiences — they don't want to see hateful content, our advertisers don't want to see it, and we don't want to see it. There is no incentive for us to do anything but remove it. More than 100 billion messages are sent on our services every day. That's all of us, talking to each other, sharing our lives, our opinions, our hopes and our experiences. In all of those billions of interactions a tiny fraction are hateful. When we find hateful posts on Facebook and Instagram, we take a zero tolerance approach and remove them. When content falls short of being classified as hate speech — or of our other policies aimed at preventing harm or voter suppression — we err on the side of free expression because, ultimately, the best way to counter hurtful, divisive, offensive speech, is more speech. Exposing it to sunlight is better than hiding it in the shadows.

Unfortunately, zero tolerance doesn't mean zero incidences. With so much content posted every

day, rooting out the hate is like looking for a needle in a haystack. We invest billions of dollars each year in people and technology to keep our platform safe. We have tripled — to more than 35,000 — the people working on safety and security. We're a pioneer in artificial intelligence technology to remove hateful content at scale.

And we're making real progress. A recent European Commission report found that Facebook assessed 95.7% of hate speech reports in less than 24 hours, faster than YouTube and Twitter. Last month, we reported that we find nearly 90% of the hate speech we remove before someone reports it — up from 24% little over two years ago. We took action against 9.6 million pieces of content in the first quarter of 2020 — up from 5.7 million in the previous quarter. And 99% of the ISIS and Al Qaeda content we remove is taken down before anyone reports it to us.

We are getting better — but we're not complacent. That's why we recently announced new policies and products to make sure everyone can stay safe, stay informed, and ultimately use their voice where it matters most — voting. We understand that many of our critics are angry about the inflammatory rhetoric President Trump has posted on our platform and others, and want us to be more aggressive in removing his speech. As a former politician myself, I know that the only way to hold the powerful to account is ultimately through the ballot box. That is why we want to use our platform to empower voters to make the ultimate decision themselves, on election day. This Friday every Facebook user of voting age in the US will be given information, prominently displayed on the top of their News Feed, on how to register to vote. This will be one step in the largest voter information campaign in US history, with a goal of registering 4 million voters. We have also been updating our policies to crack down on voter suppression. Many of these changes are a direct result of feedback from the civil rights community — we'll keep working with them and other experts as we adjust our policies to address new risks as they emerge.

Of course, focusing on hate speech and other types of harmful content on social media is necessary and understandable, but it is worth remembering that the vast majority of those billions of conversations are positive.

Look at what happened when the coronavirus pandemic took hold. Billions of people used Facebook to stay connected when they were physically apart. Grandparents and grandchildren, brothers and sisters, friends and neighbors. And more than that, people came together to help each other. Thousands and thousands of local groups formed — millions of people came together — in order to organize to help the most vulnerable in their communities. Others, to celebrate and support our healthcare workers. And when businesses had to close their doors to the public, for many Facebook was their lifeline. More than 160 million businesses use Facebook's free tools to reach customers. and many used these tools to help them keep their businesses afloat when their doors were closed to the public — saving people's jobs and livelihoods.

Importantly, Facebook helped people to get accurate, authoritative health information. We directed more than 2 billion people on Facebook and Instagram to information from the World Health Organization and other public health authorities, with more than 350 million people clicking through.

And it is worth remembering that when the darkest things are happening in our society, social media gives people a means to shine a light. To show the world what is happening, to organize against hate and come together, and for millions of people around the world to show their solidarity. We've seen that all over the world on countless occasions — and we are seeing it right now with the Black Lives Matter movement.

We may never be able to prevent hate from appearing on Facebook entirely, but we are getting better at stopping it all the time.

Increasing reliance on the public cloud comes with several underlying challenges

Nilesh Jain, Vice President, Southeast Asia and India, Trend Micro



The fog has lifted to reveal photos of cities around the world with clearer skies – an unexpected silver lining in this pandemic. The next time you look skyward, may I suggest that you take a closer look at the clouds dotting the sky too?

We often miss not only the beauty of the atmosphere's omnipresent cloud but also cloud inter-

faces integrated all around our homes, offices and public spaces.

Amid the COVID-19 pandemic, many countries across the world opted to go under a 'lockdown' to 'flatten the curve' of infection. These lockdowns meant confining the citizens to their homes and shutting down businesses. While it has definitely slowed down economic activity, certain kinds of businesses have experienced tremendous growth. Take Netflix, for example. Owing to social distancing and stay-at-home orders, it is but obvious that people are keeping themselves entertained through multimedia streaming apps. For the first quarter of 2020,

new Netflix subscriptions reached 15.8 million surpassing the earlier prediction of 8.8 million. This brings us to the question of how Netflix could cope with such a massive surge in usage. The answer is the public cloud. Apart from the almost instant scalability it brings, the cloud-based business model used by companies such as Netflix allows them to not just scale when required, but also handle shifts in traffic patterns—all the while remaining reliable to their customers.

It is clear that the pandemic will accelerate cloud adoption. The opting for a cloud environment, once viewed as an option, will now witness greater urgency, due to the many benefits it brings. According to the annual State of the Cloud Survey, 30% of large enterprises expect their cloud usage to significantly increase as a result of the present crisis. Furthermore, among SMBs and enterprises, a net 47% of organizations plan for increased cloud usage because of the changes that the pandemic has brought on. However, this increasing reliance on the public cloud comes with several underlying challenges, the biggest of which is misconfigurations.

Misconfigurations—the biggest challenge in cloud environments

It is vital to remember that moving to the cloud does not mean all risks are eliminated. While some risk factors are reduced, others are introduced. Cloud environments face security vulnerabilities on several counts, from the failure to maintain proper security hygiene to system vulnerabilities at the end-user level. In fact, according to research conducted by Crowd Research Partners, nine out of ten cybersecurity experts are highly concerned when it comes to cloud security.

Biggest among these threats are misconfigurations, which to put it in the simplest of terms are the mistakes of the IT teams as they set up the organization's cloud infrastructure. According to a study conducted by Trend Micro, it was found that on an average 165 million miscon-

figurations take place on the cloud every day. The same study also pointed that four out of ten—40%—of cloud related incidents can be traced back to misconfiguration in the cloud environment.

It is necessary to understand why misconfiguration is such a big threat. Let's take an example we are all familiar with—an iPhone. Before starting to use a new phone, the security settings on the phone needs to be configured, to be changed from the default setting. Setting up privacy measures such as passcodes, fingerprint analysis, whether one wants to upload a picture of oneself to their Apple account, etc., has to be set up. Similarly, when an organization migrate their workloads to a cloud platform, security needs to be configured. Nevertheless, inadvertent misconfigurations are common. For instance, an application team configuring a workload whose prime concern would be application connectivity, may unintentionally misconfigure the connectivity, thereby overlooking network security.

Another reason for the rise in cloud misconfigurations can be attributed to the lack of visibility and rapid public cloud adoption. Without adequate visibility, security teams are unable to secure cloud environments. Furthermore, as the percentage of adoption grows, the volume of activity proportionally increases, leading to

additional misconfigurations such as a lack of awareness of cloud security and policies, lapse in supervision, lack or insufficient control and negligent internal activities. Add to this the number of services being provided by public cloud providers and it is easy to understand why misconfigurations occur. AWS, for example, between the years 2007 and 2017, have added 100 services to their portfolio, which roughly works out to around 10 services each year. This number spiked in the last two years alone, with their portfolio of services adding over 75 offerings.

On top of configuration visibility issues, container which has emerged as a solution for complicated micro service based cloud native applications (through the flexibility it provides) causes security teams to have very less visibility. This can be primarily attributed to the shared responsibility shift in DevOps, which then results in forgotten systems and undeleted logs which can turn out to be a hidden vulnerability. Underlying all these challenges is the fact that the pace of technology adoption is much faster than the adoption of security technology. For instance, by the time an enterprise adopts the use of containers, serverless technology emerges as another level of abstraction on top of containers—making it all the more difficult for security teams to keep up.

IBM Launches Watson Works to Address the Challenges of Returning to the Workplace

Subram-Natarajan, Chief-Technology-Officer-IBM-India

IBM announced Watson Works, a curated set of products that embeds Watson artificial intelli-



gence (AI) models and applications to help companies navigate many aspects of the return-to-workplace challenge following lock-downs put in place to slow the spread of COVID-19.

Returning people to the workplace during the continuing global pandemic demands new approaches to promote the health, safety and productivity of workers in a privacy-preserving way. Watson Works provides data-driven insights to help employers make informed decisions on workplace re-entry, facilities management, space allocation and other COVID-related priorities.

"We've designed Watson Works to help businesses navigate the workplace with the ongoing COVID-19 health crisis as effectively as possible," said Bob Lord, Senior Vice President, Cognitive Applications, Blockchain and Ecosystems, IBM. "Applying AI models and applications is especially useful in this context, where there are so many different sources of information businesses must consider, and every aspect of the situation is in flux."

Subram Natarajan, Chief Technology Officer, IBM India, said "It cannot be overstated just how dis-

ruptive the COVID-19 pandemic has been to businesses worldwide. As most of the global economies and businesses reopen, organizations are facing the complex challenge of returning people to workplaces in a way that prioritizes the health, safety and productivity of employees. Watson Works has been made available to enable companies to leverage Al for reinventing themselves to adapt to the new normal and emerge smarter." Watson Works is designed to help companies with these elements of returning to the workplace as they respond to COVID-19 related challenges:

- Manage facilities and optimize space allocation by using real-time data provided by the employer including WiFi, cameras, Bluetooth beacons and mobile phones. This data, collected in a way that is designed to preserve employees' privacy, enables managers to quickly reallocate spaces, designate no-go zones, arrange for cleaning and monitor crowding, social distancing and mask-wearing.
- Prioritize employee health by enabling employers to make evidence-based decisions about when to have employees return to the workplace and when certain offices or worksites should be closed. Facilitate the collection and analysis of real-time data from multiple sources, including local infection rates and trends, voluntarily shared employee symptoms and test results, employee and household health risks, and state and local regulations. Additionally, managers can be swiftly alerted to relevant updates.

- Communicate with employees, vendors and other stakeholders. Through virtual agents and apps that use Watson's Natural Language Processing capabilities, employees can get answers from employers to COVID-19 and HR questions, self-report symptoms, or learn whether or not they should report to work that day. Employees can also find out what time the employer thinks is the best time to arrive at the office, to avoid overcrowding.
- Maximize the effectiveness of contact tracing by assisting organizations with support for care agents and contact tracers. When employees voluntarily notify their employers of a positive test result and give consent, contact tracers can conduct interviews and use information from multiple sources to help identify individuals who should be notified of potential exposure, document all case-related information in a secured, privacy-preserving system, and trigger employer designed case management workflows to support employees while they recover.

IBM has long been a leader in the responsible stewardship of technology and clients' most valuable data. Watson Works will conform to the company's high ethical standards, long-established Principles for Trust and Transparency and guidelines for deployment of technologies in response to the COVID-19 emergency.

Watson Works is a curated set of products based on capabilities in IBM Return-to-Workplace Advisor, IBM TRIRIGA, IBM Watson Care Manager and IBM Maximo Worker Insights.







Returnto Work Safely & Efficiently with Rantum

Print, Scan, Copy



Accelerate your work efficiency!

- -One Step Driver Installation
- -ADF & Auto-duplex Printing
- Fast Printing: 33ppm (A4), 35ppm (Letter)
- -Large Monthly volume: 3500 pages
- -Smart Printing: Pantum App, Mopria, AirPrint (Wi-Fi models)

Print, Scan, Copy

Saving you more time and budget!

-One Step Driver Installation

-Print speed: 22ppm (A4), 23ppm(Letter)

-Monthly printing volume: 2000 pages

-Mobile Printing: Pantum App, Mopria,

AirPrint(Wi-Fi models)



Pantum M6502 Series

PANTUM SERVICE TOLL FREE NO.:18004193160 WWW.PANTUM.IN			
State	Phone Nos.	State	Phone Nos.
West Bengal & North East	9830228532	Maharashtra & Goa	9880788188
Delhi & Haryana	8383988496	Rajasthan & Madhyapradesh	9929980302
Bihar & Jharkhand	9831849971	Odisha & Chhattisgarh	7788967894
Gujarat	9601281633	Tamil Nadu & Kerala	9080407024
Uttar Pradesh & Uttrakhand	9831849971	Karnataka	9831849971
Telangana & Andhara Pradesh	9985682828	Punjab, Chandigarh, HP, J&k	9878640554

Get free printers on 🚺 @PantumIndia