Global Surges in Ransomware Attacks

Organizations worldwide are in the midst of a massive wave of ransomware attacks. In the last 3 months alone, the daily average of ransomware attacks has increased by 50%. As these attacks continue to mature both in frequency and intensity, their impact on business has grown exponentially. In the past month, there has been reports about ransomware attacks targeting a shipping giant, a US-based broker and one of the largest watch-makers in the world.

– the more these type of attacks "succeed" the more frequently they occur.

Cyber-criminals have also started to incorporate a new tactic in their ransomware playbook: double extortion. In what has become a trend since Q1 2020, threat actors are adding an additional stage to their attacks. Prior to encrypting the victim's databases, the attackers extract large quantities of sensitive information and threaten to publish this information unless their ransom demands are

impacted by ransomware globally, from 2.3% in Q2 to 4% in Q3. And, healthcare is number one most targeted industry in the US.

Our data comes from ThreatCloud, Check Point's threat intelligence engine, which is derived from hundreds of millions sensors worldwide, enriched with AI-based engines and exclusive research data from Check Point Research.

Preventing Ransomware

So what can organizations do to ensure they're less susceptible to ransomware attacks? Here are some tips to consider.

General Good Practice

Education: Training users on how to identify and avoid potential ransomware attacks is crucial. Many of the current cyber-attacks start with a targeted email that does not even contain malware, but a socially-engineered message that encourages the user to click on a malicious link. User education is often considered as one of the most important defenses an organization can deploy.

Continuously data backups: Maintaining regular backups of data as a routine process is a very important practice to prevent losing data, and to be able to recover it in the event of corruption or disk hardware malfunction. Functional backups can also help organizations recover from ransomware attacks.

Patching: Patching is a critical component in defending against ransomware attacks as cyber-criminals will often look for the latest uncovered exploits in the patches made available and then target systems that are not yet patched. It is critical that organizations ensure that all systems have the latest patches applied to them as this reduces the number of potential vulnerabilities within the business for an attacker to exploit.

Security Best Practice

Endpoint protections: Conventional signature-based anti-virus is a highly efficient solution for preventing known attacks and should definitely be implemented in any organization, as it protects against a majority of the malware attacks that an organization faces.

Network protections: Advanced protections in the enterprise network such as IPS, Network Anti-Virus and Anti-Bot are also crucial and efficient in preventing known attacks. Advanced technologies such as sandboxing have the capability to analyze new, unknown malware, execute in real time, look for signs that it is malicious code and as a result block it and prevent it from infecting endpoints and spreading to other locations in the organization. As such, sandboxing is an important prevention mechanism that can protect against evasive or zero-day malware, and defend against many types of unknown attacks on the organization.

Check Point's Anti-Ransomware solution defends organizations against the most sophisticated ransomware attacks, and safely recovers encrypted data, ensuring business continuity and productivity. Anti-Ransomware is offered as part of Check Point's comprehensive endpoint security suite, SandBlast Agent, to deliver real-time threat prevention to your organization's endpoints.

Top 5 countries affected by Ransomware
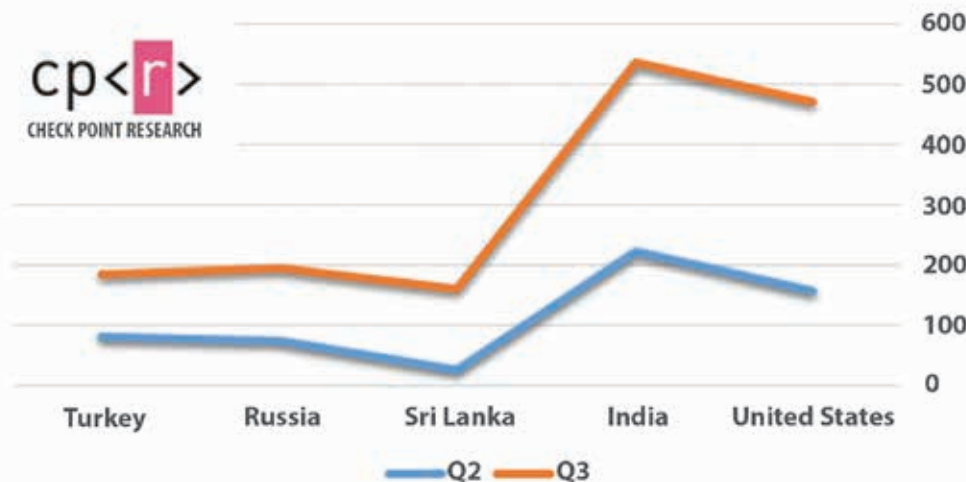
Claiming a new victim every 10 seconds, ransomware has proved to be a lucrative attack method for cybercriminals. Check Point Research studied and analyzed this wave of recent attacks, and this blog details characteristics, the targeted countries, potential reasons for the wave, and tips on how organizations can prevent ransomware attacks.

Ransomware in Q3 2020 – which countries are most impacted?

In the last 3 months, there has been a 50% increase in the daily average of attacks, compared to the first half of 2020. US ransomware attacks doubled (~98% increase) in the last 3 months, making it the #1 most targeted country for ransomware, followed by India, Sri Lanka, Russia and Turkey.

The top 5 countries affected by ransomware in Q3 in terms of the number of attacks are:

• US (98.1% increase)
• India (39.2% increase)
• Sri Lanka (436% increase)
• Russia (57.9% increase)
• Turkey (32.5% increase)

*All the graphs and statistics used in this report present data detected by Check Point's Threat Prevention technologies, stored and analyzed in ThreatCloud during Q3 2020.

Why is this happening now?

The current pandemic has forced organizations to make rapid changes to their business structures, often leaving gaps in their IT systems. These gaps have given cybercriminals the opportunity to exploit security flaws and infiltrate an organizations network. Hackers will encrypt hundreds of thousands of files, incapacitating users and often taking whole networks hostage. In some cases, organizations simply prefer to pay the price instead of dealing with encrypted files and recovering their IT systems. This creates a vicious cycle

paid.

Driven by fear, organizations sometimes prefer to pay the ransomware immediately to avoid having their valuable data exposed. Recently, different ransomware operators have taken advantage of the current pandemic and used this tactic to force hospitals and medical research institutes to pay the ransom, putting the lives of patients in danger. Furthermore, Emotet, after taking a 5 month hiatus, has surged back to 1st place in the Most Wanted Malware Index, impacting 5% of organizations globally. Emotet is an advanced, self-propagating and modular Trojan. It was originally a banking Trojan, but has recently been used as a distributor of other malware or malicious campaigns.

Emotet operations sell their infected victim's details to ransomware distributers and because they are already infected, these victims are vulnerable to more attacks. This makes ransomware attacks even more "effective" to the attacker since more infected targets means more entry points for ransomware attacks.

Ryuk Ransomware in focus

Unlike common ransomware which is systematically distributed via massive spam campaigns and exploit kits, Ryuk is used exclusively for tailored targeted attacks. Ryuk was first discovered in mid-2018, and soon after, Check Point Research published its first thorough analysis of the ransomware which was then targeting the United States. There has been a significant increase in Ryuk's activities since July 2020, and it has been attacking about 20 organizations per week.

There has been a steady increase in the number of healthcare organizations targeted by Ryuk, and there has been an almost twofold increase in the percentage of healthcare organizations being

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Key Technology Investment Trends for the Future Enterprise

Recent IDC data shows that actual market performance has been stronger than suggested by survey and market indicators, especially in the U.S., due largely to cloud and remote work support. Service provider investments to meet demand for cloud and digital services are stable compared to other sectors and remote work/learning has driven stronger PC volume and a greater focus on security for the year.

"Overall information and communications technology (ICT) spending is expected to have a 5% compound annual growth rate (CAGR) through 2024. In terms of total IT spending, we are seeing a more shallow V-shaped drop this year. Total IT spending will drop to about 1% growth this year, but this is far stronger than the 3% decline that was expected earlier in the year," said IDC President Crawford Del Prete.

In a recent IDC survey, 42% of technology decision makers indicated that their organizations plan to invest in technology to close the digital transformation gap. "The pandemic created a business necessity for increasing technology investment and accelerating digital transformation timetables," said Meredith Whalen, Chief Research Officer at IDC. "What we are learning is that many of these initiatives that started as ways to mitigate the economic impact of COVID-19 have become permanent roadmap requirements for Future Enterprise success in the digital economy."

IDC's outlook for the Future Enterprise identifies three overarching initiatives that directly link technology investment to digital transformation efforts – creating digital parity across the workforce, designing for new customer demands, and accelerating automation initiatives.

Creating Digital Parity

Before the pandemic, organizations, on average, had only 14% of their employees working from home. That percentage has increased dramatically – to 45% – and many organizations anticipate that work-from-home employees will remain a large proportion of the workforce going forward. Supporting hybrid workforces and ensuring that remote and work-from-home employees have the same sets of connectivity and productivity tools as their in-office counterparts will be essential to long-term success.

Prediction: By 2023, 75% of the G2000 will commit to providing technical parity to a workforce that is hybrid by design rather than by circumstance, enabling them to work together separately and in real-time.

Prediction: By 2022, an additional $2 billion will be spent on desktop and workspace as a service by the G2000, as 75% of them incorporate employees' home network/workspace as part of the extended enterprise environment.

Designing for New Customer Demands

Almost half (47.6%) of all U.S. consumers are "very concerned" about their personal health as it relates to the COVID-19 virus, according to IDC's recent U.S. consumer survey. This concern for safety has spurred many businesses to create new contactless consumer experiences, including curbside pickup. Enterprises will also invest in design and user interface requirements for contactless process automation with an emphasis on voice-based experiences and self-service options through mobile apps.

Prediction: By 2023, 75% of grocery ecommerce orders will be picked up curbside or in store, driving a 35% increase in investment in onsite or nearby micro-fulfillment centers.

Prediction: In 2021, 40% of development activities will reprioritize design and user interface to support contactless process automation.

Accelerating Automation Initiatives

Enterprises will increasingly adopt automated IT operations practices to support the greater scale required for digitally driven enterprises. Robotic process automation (RPA), robotics, and artificial intelligence (AI) technologies will play a more important role in labor automation while a continued focus on autonomous operations will drive investment in Digital Engineering organizations and digital operations technologies.

Prediction: By 2022, 45% of repetitive work tasks will be automated and/or augmented by using "digital co-workers," powered by AI, robotics, and RPA.

Prediction: By 2023, 75% of Global 2000 IT organizations will adopt automated operations practices to transform their IT workforce to support unprecedented scale.

COVID-19's Impact on Industries

The COVID-19 pandemic has created unique situations for specific industries, including healthcare, hospitality, retail, and small and medium businesses (SMBs), requiring them to rethink the way they use technology to engage with customers.

Healthcare: Telemedicine will be a permanent fixture going forward. With nearly a third of consumers interested in having a telemedicine option post-pandemic, healthcare providers are predicted to increase spending by 70% on connected health technologies by 2023.

Hospitality: Despite being an industry known for people-based services, 85% of hospitality brands will implement self-service technologies by 2021, changing how they engage with guests.

Restaurants: Restaurants have taken the economic brunt of the pandemic and many have turned to home delivery out of necessity. Post-pandemic, 30% of restaurants using third party delivery platforms will deploy native delivery options to eliminate third-party fees, increasing profit by 25%.

Retail: Contactless payments have seen increased adoption during the pandemic and will be viewed as a customer experience imperative going forward, causing 85% of retailers to offer at least two contactless payment options by 2023.

SMBs: At least 30% of SMBs will fail by 2021 leading to a new wave of microbusiness-powered and ecosystem-first disruptors by 2023. These microbusinesses will be single employees that leverage the power of a digital platform to obtain and fulfill work.

IRIS Computers supplies 8,000 HP Computers to Kendriya Vidyalaya

IRIS Computers has gradually coming out of the acute economic depression in view of the National Lockdown imposed to save the Human Lives following the rapid spread of the dreaded Coronavirus Pandemic (COVID-19).

The Company's sales plunged from Rs 100 Crores to just Rs 11 Crores and from that level the company has regained and started improving upon its performance. The most significant part is that the company has not retrenched even a single employee from the company during this period.

Iris continues significantly in empowering Digitalization of India, the education sector has been one of its strong forte, Iris has done whooping businesses over 100 crores in near past.

The company has successfully bagged a Rs 50 Crores bid to supply 8,000 Desktop Computers to Kendriya Vidyalaya Schools across the nation including the far-flung areas in the North Eastern Region and remote areas of Andaman and Nicobar Islands.

Talking to newsmen, Sanjeev Krishen, CMD, IRIS said, "This demand for computers have suddenly come up in view of the introduction of ONLINE Education so that the children should not lose their academic year in view of the COVID-19".

He said in this case, we have been given the charge of delivering these Desktop computers at its respective destinations by us and this is a great job of making it available to them well before time.

Mr Krishen revealed that all these computers are from HP – a leading computer manufacturing company, IRIS have been distributing since many years.

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Infosys to Acquire Award-Winning Digital Customer Experience, Commerce & Analytics Company, Blue Acorn iCi

Infosys, a global leader in next-generation digital services and consulting, announced a definitive agreement to acquire Blue Acorn iCi, Adobe Platinum partner in the US, and a leader in digital customer experience, commerce and analytics. The move further strengthens Infosys' end-to-end customer experience offerings and demonstrates its continued commitment to help clients navigate their digital transformation journey.

Blue Acorn iCi is an award-winning digital customer experience company. It brings to Infosys significant cross-technology capabilities through the convergence of customer experience, digital commerce, analytics, and experience driven commerce services. With services that include strategy, analytics, design, and engineering, Blue Acorn iCi elevates marquee global brands across industries from Media, Consumer Goods & Retail, to Financial Services, Manufacturing and Technology.

With over a decade-long track record of building digital content and commerce experiences for Fortune 500 brands, Blue Acorn iCi has attained the unique position of being among the first ever Adobe Platinum Partners with AEM & Magento Specializations while also receiving the 2020 Emerging Solution Partner of the Year award in the Americas.

NEC Technologies India announces rebranding to NEC Corporation India

NEC Technologies India announced its rebranding to NEC Corporation India (NEC), effective from September 21, 2020. The shift reflects the company's strong commitment to the country and India's growing importance to the NEC Group's global business.

NEC has plans to expand the portfolio and depth of its solutions and services offered both in the Indian market and globally. Supported by a strong and talented workforce of 6,000 employees in India, the company now serves as a global delivery hub for offshore support & product development, pursuing further growth in the domestic market. NEC Technologies India today announced its rebranding to NEC Corporation India (NEC), effective from September 21, 2020. The shift reflects the company's strong commitment to the country and India's growing importance to the NEC Group's global business.

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STL appoints Mihir Modi as Chief Financial Officer

STL, an industry leading integrator of digital networks, has announced the appointment of Mr. Mihir Modi as its Chief Financial Officer. Mihir will lead all financial matters of the company and work closely with the Executive Committee and the Board of Directors.

Mihir is an experienced management professional with over 20 years of career spanning finance, M&A, strategy and general management, across large scale listed companies and early stage start-ups in India, Europe and Africa. Most recently he has co-founded a contemporary digital media content company, and led Zee Entertainment as its Chief Business Officer and CFO. Before Joining Zee, Mihir has worked with Ernst &Young, Novartis Pharma in Europe and Godrej Consumer Products. Mihir is a qualified Chartered Accountant and an MBA from Indian School of Business.

On joining STL as the CFO, Mihir Modi said, "The world has entered a decade of network creation that will ensure connectivity and comprehensive digital experiences for all. A high bandwidth, responsive and agile digital platform has become a global necessity, and STL is poised to be a global leader with its suite of end-to-end digital network solutions. I am excited to work with the leadership team to take STL's performance to new levels."

Emphasising the impact of this announcement, Anand Agarwal, Group CEO, STL, said "We are delighted to welcome Mihir as the Chief Financial Officer of STL. Mihir is a finance professional with a wide range of experiences in digital growth businesses. Mihir's experience in building deep industry alliances, managing internal efficiencies and eventually delivering consistent shareholder value, will help bolster STL's strategy to deliver profitable growth."

RP tech India Announces Distribution Agreement with Cambium Networks

RP tech India, a leading value-added technology B2B solutions company is pleased to announce a distribution agreement with Cambium Networks. Headquartered in Rolling Meadows, Illinois, United States, Cambium Networks is a leading global provider of wireless networking solutions. RP tech India will ensure seamless availability of the broad portfolio of networking solutions of Cambium Networks through its robust distribution network spread across pan India.

With the addition of Cambium Networks, RP tech India has further strengthened its networking portfolio. RP tech India will offer Cambium Networks' multi-gigabit wireless fabric of solutions to system integrators and solution providers catering to the SMB and Enterprise verticals. The company will focus on the brand visibility in metros and upcountry markets through its extensive network of 50 branches, 50 service centers, direct reach in 750+ cities/towns and an ecosystem of 9000+ retail customers.

Announcing the partnership, **Rajesh Goenka, Director, Sales & Marketing, RP tech India,** said, "We are pleased to join hands with leading global networking and connectivity company Cambium Networks. With our wide reach, technical and sales expertise and deep insights into the networking market, we are confident to help them grow their business in India."

Highlighting the company's go-to-market strategy for Cambium Networks product portfolio, Mr. Goenka said that RP tech India would provide value-added support to Cambium's marketing activities through its dedicated network spread across pan India.

Cambium Networks has empowered millions of people globally with its wireless connectivity. Cambium Networks offers secure and reliable wireless broadband solutions for customers around the world. On the distribution agreement with RP tech India, **Bryan Sheppeck, Senior Vice President, Global Sales for Cambium Networks,** said, "India has been a top growth market for Cambium for several years and RP Tech's ability to make Cambium's portfolio of affordable yet high quality products available countrywide from more than 50 locations will be a critical element to the expansion of both companies and further our objective of connecting the unconnected."

Cambium Networks networking solutions will be available through RP tech India's distribution channel from October onwards.

HCL and IBM Expand Alliance To Help Organizations With Digital Transformation

HCL, announced a new collaboration with IBM to help clients accelerate their digital transformation by migrating enterprise mission-critical workloads to the IBM public cloud. The IBM Ecosystem Unit (IEU) at HCL will assist clients, including those enterprises in regulated industries such as financial services, telecommunications, life sciences & healthcare and energy & utilities, to develop digital and cloud-native solutions that will help advance their cloud journeys. These solutions will be built on the IBM public cloud using IBM Cloud Paks, containerized software running on Red Hat OpenShift, and Watson-powered advanced data and analytics.

"In line with HCL's vision and strategy, this new chapter in our relationship with IBM is an affirmation of our strategy in responding to a changing world. Leveraging the IBM public cloud will enable HCL to work with enterprises in regulated industries such as financial services." said **Kalyan Kumar, Corporate Vice President and Chief Technology Officer, IT Services, HCL Technologies**. "Currently our DRYiCETM portfolio runs on IBM public cloud. This collaboration will be extended to HCL's product portfolio, which includes the development of new SaaS offerings on IBM Cloud."

"We see increased demand for companies in many industries with sensitive data, such as financial services and telco, to migrate their critical workloads and applications to the cloud," said **Bob Lord, Senior Vice President, Cognitive Applications, Blockchain and Ecosystems, IBM**. "I see the flexibility and security of IBM's hybrid cloud platform built with Red Hat OpenShift at the core, combined with HCL's expertise in technology services, as a clear differentiator. Together, we can help clients maximize value and accelerate their digital transformation to any cloud environment, including the IBM public cloud."

ESET and Ingram Micro announce strategic partnership in India

ESET, a global leader in cybersecurity, today announced it has partnered with Ingram Micro, the world's largest technology distributor, to offer its security solutions for businesses on the Ingram Micro Cloud Marketplace in India. To better support SMBs in the current business climate, ESET is providing a monthly subscription option to customers. Commenting on the partnership, **Jyotil Mankad, Director & Head of Cloud Business,** Ingram Micro India, said "We are delighted to have ESET, the leading IT security company from the European Union, joining a growing list of top IT vendors in our Cloud Marketplace. Their products have been independently tested to be both effective and unobtrusive, so that people can get on with their jobs safe in the knowledge that their systems and data are well-protected. Partnering with ESET will provide our Value Added Resellers (VARs) and Managed Service Providers (MSPs) access to an even greater range of security solutions."

BenQ Partners with Zoom to Deliver Certified Video Conferencing Displays

BenQ, the internationally renowned innovator of visual display technology and digital lifestyle devices, today announced that its large-format displays will now deliver video conference solutions from Zoom Video Communications, Inc. on its digital signage and interactive displays.

'Today's workplace is rapidly changing and employees are demanding better experiences faced with the challenges of the pandemic. Workplace efficiency has become equivalent to the increase or decrease of the business outcome. Keeping this in mind, in the process of corporates adjusting to the new normal of remote working, BenQ reaffirms its commitment by integrating with Zoom and creating innovative smart technology while understanding the need for technological innovations and the market demands in the current scenario. We are confident that we will start to see businesses adapting corporate visual communication and video conferencing on an even faster rate', said **Rajeev Singh, Managing Director, BenQ India.** Collaborative technology has always been crucial to corporate needs, for effective communication, trading ideas, best practices, and information for the profit of business and clientele alike. With the integration of Zoom Rooms, BenQ interactive displays and digital signage will bring back the work efficiency and provide seamless interactive telecommunication through video conferring and chat services, enhancing remote screen sharing, content collaboration, and whiteboarding with notes, whether in a big conference room or a personal office.

Satcom to Distribute SolarWinds MSP Products in India

Mumbai-based Satcom Infotech, a leading value-added distributor, has announced its distribution partnership with SolarWinds MSP for the region of India. The announcement comes after Satcom's vigorous expansion plans in the Indian market.

Through this partnership, Satcom will be foraying into the managed services segment for the first time since their inception. As a distributor for some of the leading software products, like Sophos, GFI, Cososys, SOTI Tripwire, Data resolve, Parablu, Innefu, etc., Satcom will also start focusing on service management. With physical offices in Mumbai, Delhi, Bengaluru, and Chennai, Satcom will try to cater to all of India through its channel partners.

Announcing this, **Vinod Kumar, CEO, Satcom Infotech**, said, "Managed services is the established model through which IT services providers are able to offer IT as a service to their end users—at an affordable, usage-based cost." Vinod, further adding to the channel partner outreach, mentions, "Partners are the key to getting wide acceptance of any offerings, and we will continue to rely on this ecosystem to make our partnership with SolarWinds MSP a success in the Indian market."

Honeywell Deploys Video Analytics And AI To Help Building Owners

Honeywell announced new solutions to its Healthy Buildings Safety & Security offering that help building owners comply with social distancing and mask guidelines. The Honeywell Pro-Watch and MAXPRO Network Video Recorders (NVR) and Video Management Systems (VMS) can now use existing cameras to identify if building occupants are complying with guidelines around social distancing and wearing masks. The advanced analytics and deep learning artificial intelligence video analytics, provide an industry leading level of accuracy, when used in the recommended operating conditions, and can isolate and report any instances of non-compliance to buildings and facility managers.

"Many companies are grappling with how to comply to new guidelines and recommendations like social distancing and wearing masks to keep their workforce safer, and this can be a daunting task for facility managers to handle manually," said **Manish Sharma, Vice President and Chief Technology** Officer of Honeywell Building Technologies. "We've long known that video systems can do more than capture and store video feeds of events. We've deployed more powerful AI (Artificial Intelligence) & ML (Machine Learnings) to help identify trends, track patterns and help building owners better understand how spaces are used. These new solutions by Honeywell aim to give both building managers and tenants the ability to navigate living and working in the new normal."

Kingston Technology Top DRAM Module Supplier in 2019

2019 Ranking	Company	Shipment Market Share	DRAM Revenue (Million USD)
1	Kingston Technology	80.33%	12,937
2	Ramaxel	2.94%	474
3	SMART Modular Technologies	2.68%	431
4	POWEV	2.29%	369
5	ADATA Technology	2.27%	366
6	tigo	2.04%	329
7	Team Group	0.95%	153
8	Transcend Information	0.80%	129
9	Apacer Technology	0.60%	96
10	Innodisk	0.56%	91
	Others	4.53%	729
	Total	100%	16,105

Note: Module Makers have diverse business operations. However, this ranking is based solely on their annual DRAM module revenues.
Source: TrendForce, Aug. 2020

Kingston Technology, a world leader in memory products and technology solutions, announced it has been ranked the top third-party DRAM module supplier in the world, according to the latest rankings by revenue from analyst firm TrendForce (formerly DRAMeXchange). Kingston retains its number 1 position with an estimated 80.33% market share on $12.9B (USD) revenue, according to TrendForce. The rankings for 2019 mark the 17th consecutive year that TrendForce has placed Kingston in the top spot.

TrendForce states DRAM prices were lower in 2019 due to an ample supply combined with weaker demand from both the server and client sides, thus resulting in less revenue for many module makers. Kingston was one of the few manufacturers to go against this trend and see market share grow, according to the analysts. Kingston has maintained its competitive advantage by working closely with its partners and customers to remain flexible while adapting to their ever-changing needs as well as market conditions.

Western Digital Unveils Unmatched Combination of Speed and Portability

Western Digital Corp. released two new SanDisk® portable SSDs that offer nearly 2x the speed over previous generations. The SanDisk Extreme® and SanDisk Extreme PRO® portable SSDs are purpose-built to keep up with today's high-quality content demands. Professional photographers, videographers and enthusiasts capture and keep life's best moments every day and they need reliable solutions that perform on the move at astonishing speeds.

With capacities up to 2TB*, the new NVMe™ drives are perfect for creating amazing content or capturing and moving incredible 4K and 8K footage with ease. The flagship SanDisk Extreme PRO portable SSD features a forged aluminum chassis made to stay cool under the pressure of a heavy workload and a durable silicone design to withstand the rigors of production. The drives also help keep content safe with password protection and an upgrade to 256-bit AES hardware encryption.

"When every second counts, I need fast and powerful solutions that work as quickly as I do. I rely on SanDisk SSDs to keep up with my creativity," said Tyler Stableford, SanDisk Extreme Team member. "As an artist, speed is one of my greatest strengths, and I know with the SanDisk Extreme line of SSDs, I can get the job done with greater efficiency and capacity, and I never have to worry about running out of memory wherever the job takes me."

BenQ 4K Projectors maintain No.1 position in India in Q2 2020 with 53% market share

BenQ, the leading 4K projector brand, has maintained No.1 market share for 10 straight quarters in the Asia Pacific region*. BenQ achieved 27% share of market in the 4K projector segment in Asia Pacific, Middle East and Africa in Q2 2020. In Q2 2020, BenQ had a market share of 53% in the Indian Market in 4K Projectors.

With the increasing emphasis on social distancing, people are bound to indoors for a majority of their time. For the big screen entertainment aficionados, 4K home projectors bridge this gap by extending a full-fledged all-encompassing high-quality entertainment right within their reach any time of the day. Unlike earlier times when quality 4K entertainment meant putting together a plethora of equipment from 4K content (most pirated) to a 4K media player and even a 4K compatible display, today with BenQ's 4K home projector it all comes together seamlessly with a massive screen (100" and more) for an immersive visual delight, effortless installation with readily available compatible equipment and not to forget the vast variety of 4K content easily available on various streaming services (that leaves you spoilt for choice).

Seagate Launches SkyHawk AI 18TB Hard Drive

Seagate Technology plc, a world leader in data storage and management solutions, announced it is shipping 18TB SkyHawk™ Artificial Intelligence drives in volume. SkyHawk AI is the world's first purpose-built hard drive for artificial intelligence (AI)-enabled Surveillance solutions, enabling quicker and smarter decisions. The new drive supports deep learning and machine learning workload streams for Edge applications with ImagePerfectAI.

The capacity to retain more data over time is required for deep learning systems to become smarter and more accurate in their predictive analysis, and behavior analysis requires significantly more data than traditional video capture. SkyHawk AI simultaneously sustains 32 AI streams alongside 64 video streams and supports multi-bay NVR and AI-enabled NVR. SkyHawk AI offers a 550TB/year workload rate, more than 3× the workload rate of standard surveillance hard drives in order to manage data deluge in complex video security system environments without sacrificing performance. This drive intelligently adapts between traditional video workloads and video+AI workloads.

Pantum launches two new enterprise-ready Max Series printer models in India

Pantum has launched two new Max Series models in India, the P3305 Series and the M7105 Series, expanding the range of printing solutions for Indian enterprises. Designed to cover a wide range of work scenarios, the cost-effective, large-capacity P3305 Series and M7105 Series models help large enterprises to control expenditures while maintaining high-quality output.

Pantum's Max Series is designed to offer optimal printing and cartridge capacity while controlling costs, and the P3305 Series and M7105 Series do just that. These models achieve significant savings for enterprises, with competitive printing material and long-term operating costs with a cost per page (CPP) is just INR 0.25.

Moreover, both printer models offer robust printing capacities. Using the TL-425U toner cartridge, the printers are capable of printing 11,000 pages on one cartridge alone. The recommended monthly print volume of 5,000 pages is more than double the industry standard of 2,000, meeting the printing volumes of large enterprises.

Multifunctionality is a feature of any Pantum printer, and the P3305 Series and M7105 Series models are no exception. Operating these printers is intuitive and efficient thanks to one-click driver installation and automatic duplex printing. These WiFi-enabled printers support mobile phone direct printing. An automatic document feeder (ADF) also supports automatic scanning, copying, and more. These features make the printing and copying experience more convenient and seamless, enhancing work efficiency.

As the world continues to fight against the pandemic, Pantum is committed to standing with India by leveraging its brand and product strengths to help our customers achieve continued business success.

"Pantum will continue to optimize our product offering, after-sales service, and distribution so that we can better meet the need of the market and adapt the market changes all the time," said Mr. Abhra Das, Pantum India Sales Head.

Lenovo Launches Linux-Ready ThinkPad and ThinkStation PCs Preinstalled with Ubuntu

Lenovo™ announced a global expansion of its Linux® portfolio, extending its certification program that was announced in June to include PCs preinstalled with Canonical's Ubuntu® LTS operating system. Previously only accessible to enterprises via a customized bid, a comprehensive range of nearly 30 Ubuntu-loaded devices will now be available for purchase via Lenovo.com. These include 13 ThinkStation™ and ThinkPad™ P Series Workstations and an additional 14 ThinkPad T, X, X1 and L series laptops, all with the 20.04 LTS version of Ubuntu, with the exception of the L series which will have version 18.04. "Lenovo's vision of enabling smarter technology for all really does mean 'for all'. Our announcement of device certification in June was a step in the right direction to enable customers to more easily install Linux on their own. Our goal is to remove the complexity and provide the Linux community with the premium experience that our customers know us for. This is why we have taken this next step to offer Linux-ready devices right out of the box," said Igor Bergman, Vice President of PCSD Software & Cloud at Lenovo. With this expansion comes increased accessibility to open source apps, libraries and tools to enhance developers' productivity. Not only does this offer a seamless out-of-box experience for those who previously braved the often time-consuming process of loading Linux onto their Lenovo devices themselves, it also provides this community of programmers, software developers, AI professionals and other Linux users an increased range of devices to choose from.

The New Dell G7 15 Makes its Debut in India

Dell Technologies announced the new Dell G7 15 7500 in India. Redesigned to offer a thinner profile and value-added features for gamers who want more from their gaming PC, Dell continues to address a variety of gamer profiles with its new offering.

The new Dell G7 15 is a high-end gaming laptop with 3-sided narrower borders. It stands out for its sophisticated style, featuring a thin and innovative Origami hinge design. The distinct design makes for a sturdy build, with larger space and better airflow for a desirable look and feel.

At just 18.3mm it features a Mineral Black chassis with iridescent silver accents, 4-zone customizable RGB WASD keyboard and 12-zone chassis lighting, elevating the gaming experience, allowing users to shift from the day's work to a gaming session, conveniently and in style.

Powered by the latest 10th Gen Intel Core CPUs with up to i9 and NVIDIA's GeForce RTX graphic card, the gameplay experience is enhanced with a precision glass trackpad. The discrete "Game Shift" macro key in G7 instantly activates the processors and cooling system into a hyper-performance mode for heavy action scenes.

ASUS announces entry into Commercial PC market in India

ASUS India, Indian arm of Taiwan-headquartered, multinational computer hardware and electronics company, announced the launch of a wide portfolio ofcommercial PC products in India under the brand umbrella of ASUS ExpertBook and ASUS Expert Center.

ASUS has been the fastest growing brand in Consumer PCs in India in 2020 and has gained entry into the top 3 Consumer PC Brands Club in Q2 2020. With the launch of Expert Series Commercial PCs, Enterprise Customers in India will get a choice of innovative products with cutting-edge technology from ASUS that have been customized for the needs of Indian Enterprise users under ASUS's Made for India initiative.

ASUS Expert Series of Commercial PCs are designed to up the professional standard of enterprise and businesses. Fast-growing businesses encounter challenging IT needs, and these demands evolve rapidly. That is why all ASUS Expert Series commercial products are designed with quality, reliability, and flexibility to meet these challenges with the ultimate objective of increasing the productivity returns for businesses' IT investments. ASUS Expert Series provide unmatched technology, performance, durability, and design for Business and Professional use. Hence the ASUS ExpertSeries is powered by Intel® Core™processors.

D-Link Unveils Latest Gigabit Smart-managed Switches and New Entry-Level Managed Switch Series

D-Link (India) Limited has announced three new ranges of switches; The DXS-1210, DGS-1520 and DGS-2000 series. With advanced central management, Layer 3 features, and support for 10G Ethernet, DXS-1210 and DGS-1520 Smart Managed Switches are specifically engineered for small-to-medium business and enterprise networks. The entry-level DGS-2000 series managed switches are suitable for medium to large businesses that require high reliability and security in addition to a central management network.

DXS-1210 Series 10 Gigabit Ethernet Smart Managed Switches

With support for a combination of 10GBASE-T and SFP ports, the cost-effective DXS-1210 Series services a range of network needs for any business. D-Link's new additions to this series, models DXS-1210-28T and DXS-1210-28S, are 28-port switches equipped with four 10G/25G copper or fiber ports which allow for low latency, high efficiency, and flexibility for easier network integration. With Layer 3 features and expandable capacity, the DXS-1210-28T can serve as either an aggregation/access switch in large Enterprise environments or as the core of an SMB network.

DGS-1520 Layer 3 Stackable Smart Managed Switch

D-Link's DGS-1520 Series is the successor to the DGS-1510 series and the first of D-Link's smart managed switches to support 10G Base-T ports for uplinks/stacking. This series includes a range of 28 and 52 port switches with a choice of SFP, 2.5GBASE-T PoE, 10GBASE-T and combo 10GbE/SFP+ uplink ports. High bandwidth uplinks eliminate network bottlenecks and provide low-latency connections to core networks and servers, while multi-Gigabit PoE ports eliminate potential network bottleneck when connecting to high-bandwidth 802.11ac/ax access points. With zero-touch provisioning, multi-site network deployments are effortless, and there is no need for onsite IT personnel. These switches are designed to provide maximum uptime as well as high security, multiple management options and flexible stacking configurations with a powerful 80-Gigabit stacking bandwidth using fiber, copper, or hybrid mode. Additionally, the DGS-1520 is compatible with D-Link's latest DPS-520 PoE Redundant Power System which can connect upto 4 non-PoE models of DGS-1520 for a more resilient and reliable network.

DGS-2000 Series Managed Access Switches

The DGS-2000 Series accommodates various needs of enterprise access layer connectivity by offering advanced Layer 2 features and support for Power over Ethernet (PoE). With a full line of switches between 8 to 48 Gigabit Ethernet ports, all models feature an additional 2 or 4 SFP ports either as standalone or combo GbE/SFP ports. DGS-2000 provides 104 Gbps total switching capacity, and up to 30W per port with 370W total PoE budget. Optional SFP ports can link multiple remote networks across extended distances.

Diversified Computing:
Open Innovation for Shared Success

Deng Taihua, President, Huawei's TDD business unit

At HUAWEI CONNECT 2020, Huawei announced that it will open up the full-stack Kunpeng and Ascend and launched the distributed diversified computing software suite to the industry. These open source technologies are designed to catalyze industry innovation and enable simplified development, allowing Huawei to achieve shared success with industry partners in the new computing era.

Thriving Kunpeng and Ascend Industries

2019 saw Huawei announce the computing strategies of open hardware, open source software, and partner enablement. Over the past year, Huawei remains committed to these strategies and continues to advance the Kunpeng and Ascend industries together with industry partners. The close collaboration between Huawei and partners has empowered a new era of diversified computing.

Huawei sticks to the Partner-First approach. It opens motherboards and components, as well as technology capabilities, to enable hardware partners to build self-branded products. The hardware and expertise openness has yielded fruitful results. For example, in June 2020, the shipment of partners' servers had exceeded that of Huawei servers. In terms of open source software, Huawei has made openEuler, openGauss, openLooKeng, and MindSpore go live as scheduled. Based on these open source versions, software partners have launched commercial releases and applied them to key industries and projects. The Kunpeng and Ascend industries thrive rapidly and comprise nearly 300,000 developers, more than 1,000 partners, and over 3,000 certified solutions.

Addressing Explosive Growth of Computing Power Demands with Open Innovation

We are moving into an intelligent world where all things are connected and the computing requirements explode. We used to improve the chip process for higher computing power, but now to meet the mass computing requirements we need to innovate the computing architecture from the ground up. To embrace this challenge, Deng Taihua, President of Huawei Computing Product Line, illustrated the ideas of Huawei in his keynote speech. "The innovation is open, including the combination of general and heterogeneous computing, and covers the full stack of hardware, basic software, and application enablement. With Kunpeng and Ascend, Huawei provides diversified computing power, embraces full-stack inno-

vation, and works with partners and developers to advance the computing industry ecosystem. We wish to join with every developer and blaze the trail forward, together fostering an open ecosystem for diversified computing".

Full-Stack Kunpeng: Opens up Huawei's Capability to Spur Industry Innovation

To spur industry innovation, Huawei announced that it will open up the full-stack Kunpeng, including the Kunpeng motherboard 2.0, new versions of openEuler and openGauss, Kunpeng BoostKit for application enablement, and Kunpeng DevKit for full-pipeline development.

The Kunpeng motherboard 2.0 is opened up in the form of basic board + extended board + open BIOS/BMC. This new pattern of hardware openness aims to facilitate the differentiated innovation of partners and help partners build differentiated and competitive device products for different industry scenarios and applications. openEuler is an operating system dedicated to community collaboration, innovation and diversified computing. The newly released version combines diversified computing power with the ultimate performance, enhanced security and trustworthiness, and open ecosystem. openGauss, another software product, is an enterprise-grade database with a kernel that features high performance, reliability, and security. It is an ideal option for partners who want to improve enterprise-grade features while steadily promoting the commercial use of databases.

To strengthen application enablement, Huawei debuts the Kunpeng BoostKit, an application enablement kit that provides open source high-performance components, acceleration software packages, and tools/reference implementation for mainstream scenarios. Developers can directly use them to achieve high application performance. Another showpiece product launched by Huawei is the Kunpeng DevKit. It supports the full-pipeline development by enhancing the Code Scanner, Porting Advisor, and Tuning Kit. The newly released BiSheng Compiler and the porting tool without source code run on a plug-in design, allowing them to adapt to mainstream integrated development environments (IDEs) for efficiency boost in full-pipeline development.

Full-Stack Ascend AI: Unlocks the Ultimate Simplicity and Performance to Fuel Innovation

The Ascend AI full-stack innovation aims to provide developers with a full-stack AI solution that boasts the ultimate simplicity and performance. This solution enables AI developers to tackle challenges that arise during algorithm development, application development, and service deployment.

Having dedicated to innovating the Atlas hardware, Huawei takes one more step forward to launch the full-stack software platform that comprises the Compute Architecture for Neural Network (CANN) 3.0, MindSpore 1.0, MindStudio 2.0, and MindX 1.0.

CANN is the core of AI computing hardware. It boasts the following highlights:

- Inference and training in all scenarios across device-edge-cloud
- Three innovations, that is, the enablement of all scenarios, the ultimate performance, and simplified development
- One-time development and flexible deployment on various hardware form factors in all scenarios
- A unified programming API ACL for all hardware series for inference and training
- Optimized software/hardware collaboration for powerful hardware performance

MindSpore is an AI computing framework for all scenarios across device-edge-cloud. The newly released MindSpore 1.0 supports fully automatic parallelism of models, operators, and hardware processing units. It enables adaptive all-scenario deployment, and cross-heterogeneous hardware execution without model conversion. With MindSpore 1.0, the E2E development process is simplified because models pre-trained by third-party frameworks can be automatically converted.

MindStudio 2.0 is a toolchain that provides developers with full-pipeline support, ranging from operator development and model training to inference, application development, and deployment. It runs on a plug-in design and is easy-to-install.

MindX 1.0 allows developers to implement AI functions with only a small amount of code or even without code. It consists of the deep learning component MindX DL, intelligent edge component MindX Edge, pre-trained model library ModelZoo, and X industry enablement SDKs.

Releasing Distributed Diversified Computing Software Suite

Diversified computing and distributed applications will be the norm in the future. Before converting diversified computing power into high-performance distributed applications, developers need to tackle a series of challenges, including:

- Leveraging the advantages of many-core computing power
- Combining diversified computing power with applications in an optimal manner
- Improving the parallelism performance of distributed applications
- Achieving the linear increase of application performance as the system scale grows

Solving the issues caused by converged application development, such as the high learning costs and cross-system collaboration

To help industries address these challenges, Huawei releases the distributed diversified computing software suite that features the simplified application of diversified computing and the efficient development of distributed and parallel applications. This tool efficiently unleashes the potential of diversified computing power and helps distributed applications create value. The

suite consists of three key components, including the cluster acceleration library, unified scheduler, and distributed parallel application development framework.

The cluster acceleration library covers all diversified computing scenarios and interconnects with mainstream distributed application ecosystems. It is empowered by groundbreaking algorithm innovations to help application developers address the performance challenges caused by mass data, distributed communication, and multi-core parallel processing.

The unified scheduler for diversified computing power and loads supports large-scale and efficient resource collaboration across domains. It can also integrate AI with the big data application ecosystem without code intrusion, and achieve the resource collaboration of public cloud and across data centers.

The distributed parallel application development framework based on function computing helps developers define the development and running modes of high-performance parallel applications in a data center. It enables developers to program on a large-scale distributed system.

Cultivating Talent to Cultivate the Industry

The talent cultivation in the digital age is based on basic theories and needs to embrace the latest technology trend and market requirements of the industry. Talent cultivation requires the collaboration of multiple parties to create a healthy talent ecosystem, where each party draws on its respective advantages to vitalize the basic education and promote industry-specific practices.

Against this backdrop, Huawei has partnered with the Ministry of Education and 72 universities to set up the Intelligent Center for AI talent cultivation. The Center is the result of industry-university-institute collaboration, paving the way for new talent to lead the next evolutionary phase of computing industry. Huawei, together with Tsinghua University Press and various leaders from prestigious universities, has published tutorials and serial teaching materials to disseminate the latest knowledge of Kunpeng and Ascend to teachers, students, and developers. Looking forward, the further collaboration with universities will help develop courses in Kunpeng- and Ascend-related fields. In 2020, Huawei has launched the pilot Kunpeng- and Ascend-related courses in more than 20 universities. By 2021, these courses will be offered to over 70 universities in China, with plans to extend to over 2,600 universities and higher vocational colleges across the country.

AI, Blockchain and IOT Together To Bring Real Value to Organizations

Sanjay Pathak, Head Blockchain, Healthcare & Insurance Practice, 3i Infotech

A few decades back, it would have been impossible to imagine the way we communicate, interact or transact on social and economic fronts today. Similarly, today it's very hard to fathom the real potential of 'blockchain', despite the promises it has. Blockchain today is still in its infancy, and its mainstream value is yet to be realized. While, it's for sure that blockchain will disrupt the existing solutions, not only in industry and commerce but in almost all aspects of our day-to-day lives, but it cannot do so just by itself. Same holds true for Internet of Things (IoT) as well as for Artificial Intelligence (AI), though in different perspectives and magnitudes. The underlying fact is that to get the real value the new age emerging technologies like blockchain, AI and IoT will have to work in tandem. As we begin to understand the new normal in the midst of the corona pandemic, it will be important to draw value from any digital transformation that organizations undertake. Businesses will have to think beyond their domain and scope to provide services which are of actual value to consumers. **This article focuses not on "why" but delves into "how" this can happen.**

When it comes to communication and transactions, speed and efficiency are the prime factors that have improved by leaps and bounds. IoT has brought new and cheaper ways to communicate with 'things' which was not fathomable in the past. Now, blockchain, with promise of immutability, transparency, security, Interoperability etc. allows us to exploit otherwise unused resources, trade the un-tradable, and allow new ecosystems that were not possible before. The new entrant AI (inclusive of machine/deep learning, vision, NLP, robots or autonomous machines etc.) has already started to deliver great value to many industries, so much so, as to reduce or even replace the human element. Further advancement in 5G communication only sounds as a positive catalyst to this ecosystem.

However, the aforementioned technologies, with a disjointed ecosystem or industries' siloed approach towards them, may not reach their full potential, as promised.

In the above combination, 'data' becomes the common driving factor. While IoT is producing data from new sources and sensors, blockchain is safeguarding and ensuring immutability, and the AI layer on top is helping deliver new business meanings and outcomes in almost real-time. In summary, data value chain, comes from new technologies enabling collection, sharing, security, immutability, analysis, and automation of decisions with minimal human involvement.

If you observe the shifting industry trends, as per a recent Gartner report, 75% of IoT implementers have already implemented blockchain or plan to do so by 2020 in US. While this is just the beginning, the best is yet to come, when industries will start to think on real customer problems, rather than their domain specific process and functions.

Let's run this model on a practical consumer problem of provenance – the classic 'Farm to Table' use case. Through the journey, the big questions that need solutions are with respect to quality, credibility, genuineness, safety, increase in efficiency and warranting correct distribution of revenue. IoT takes care of conditions maintained in farms with respect to temperature, humidity, soil nutrients and growth progress, and also conditions at processing centers and logistics. All this information along with farmer, land and crop details can be collected and stored on blockchain-based smart contracts. AI-based engine on top of this, with feeds from weather systems etc. can potentially trigger and automatically execute smart contracts and take required action based on pre-agreed rules, including payments etc. In an adverse event like an outbreak at any stage, the source could be easily traced and isolate the products that used the impacted material and necessary actions can be taken to quickly prevent further damage. Next, this can be extended to insurance and forward commodity trading using a trade setup, thus bringing real value from agriculture, supply chain, financial services, insurance and other industries combined.

IoT has come a long way in improving the type of sensors, size and cost and even their usage in some industries; the real consumer centric benefits can be manifold. AI faces the challenge of accuracy, trust and confidence over replacement by the human cognitive mind. Building such ecosystems without regulatory pressure, is not easy if not impossible. This is one of the primary factors for Blockchain and other similar transformative technologies not gaining mainstream acceptance or adoption.

On the backdrop of traditional computing, let's also keep an eye on 'Quantum Computing' breakthroughs, as this not only threatens the key features of these emerging technologies, but will severely impact best of encryption, security and cryptography that exists today. Which means any industry, digital ecosystems, IT infrastructure will have to evolve in rapid pace before they get negatively impacted.

Microsoft study finds close to 4 in 10 consumers in India involved in bullying

Keshav Dhakad, Group Head & Assistant General Counsel – Corporate, External & Legal Affairs, Microsoft India

With COVID-19 necessitating remote work and learning across the Asia Pacific region, results from a new Microsoft study remind us all to be mindful of how we treat others online.

Research results released on 14 September show that 38% of people in 32 countries say they've been involved in a bullying incident as the target of the bullying, someone who displayed bullying behaviors, or as a bystander. Across India, 38% of consumers, comprising 34% of adults and 43% of teenagers, said they were involved in a "bullying incident". 25% of respondents said they were the target and 17% a bystander or witness to bullying or harassment. Adult respondents were also asked about "bullying", also known as "harassment", both inside and outside the workplace. In India, 15% reported bullying occurring in their workplace, and 27% outside. Workplace bullying is a particular challenge during the current pandemic, with separate Microsoft research on the future of work highlighting an increased blending of life and work.

Microsoft's digital civility research

Conducted in April and May 2020, the study included a total of 32 geographies, with 4,511 people surveyed across nine countries in Asia Pacific (Australia, India, Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand, and Vietnam). This research builds on similar studies about digital civility that Microsoft has conducted each year since 2016.

The latest study, "Civility, Safety and Interaction Online – 2020," polled teenagers aged 13-17 and adults aged 18-74 about their online experiences and exposure to 21 different online risks across four categories: behavioural, sexual, reputational, and personal/intrusive. Full results from this latest installment will be made available on international Safer Internet Day, in February 2021.

The impact of bullying amongst adults

Online bullying has very real consequences in the offline world. Where bullying is online, a victim can be exposed to harm at any time of day, from anonymous sources, and with the potential for abuse to be broadcast to a wide audience. And while we often think about cyber-bullying as an issue facing children and young people, it is important to be aware that people of all ages can be affected by online mistreatment, cruelty, and abuse. One tragic example here in Asia Pacific is the recent death of Japanese reality star and professional wrestler, Hana Kimura.

Globally, for the respondents affected by workplace bullying, the most common consequences were feeling humiliated (58%), followed by feeling demoralized (52%) and a loss of self-confidence (51%). The impacts also varied across the generations. Fifty-three percent of respondents aged 18-24 reported feeling isolated and depressed as a consequence of bullying, whereas Gen X respondents were more likely to report being less productive at work (58%). Respondents exposed to online bullying or harassment in their workplaces were also more likely to report having "unbearable or severe" levels of pain from those experiences.

Responding to online bullying

When the target of online bullying or harassment, our research shows that most people in India either blocked the bully (70%) or talked to a friend about what happened (58%), while some reported the incident to a parent, teacher or trusted adult (43%). Only 28% of respondents said they had reported the experience to a social media company or other provider.

We want to encourage people of all ages to report any cyberbullying or online harassment to the relevant online service provider. User-reporting plays an important role in helping everyone to have safe and trusted online experiences. Microsoft provides links to report abuse or concerns in each product or service, along with topic-specific webforms to report non-consensual pornography (unartfully referred to as "revenge porn"), terrorist content, and hate speech. These issues, as well as bullying, harassment, and other inappropriate behavior are all violations of Microsoft's Code of Conduct as detailed in the Microsoft Services Agreement.

Research we released in July 2020 showed that digital civility had improved in Asia Pacific during COVID-19, with people reporting more positive online experiences across the region in April and May. As the pandemic continues to reshape the way we work, play, and learn, we in the region have an opportunity to embrace the Microsoft Digital Civility Challenge and try lead the world in treating each other with kindness, showing respect, and standing up for ourselves and others online.

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8 in 10 Indian professionals face frustrations with technical issues during remote work

Ashwin Rao, Country Director, India, Limelight Networks.

COVID-19 has sparked the world's largest work from home movement. Amidst it all, technology underpins the success of remote work in today's highly digital work environment. Yet, the switch to remote work has been challenging for more than half (52%) of the professionals across Asia Pacific, in countries such as India, Japan, Singapore and South Korea. This is according to a new regional report "Video Streaming is the New Norm for Work" from Limelight Networks Inc., (Nasdaq: LLNW) that takes a close look at COVID-19's impact on companies, assessing the role that content delivery and video streaming infrastructure has undertaken in facilitating virtual collaboration and productivity improvement.

With travel restrictions and lockdowns imposed across the country, many Indians found themselves having to work from home full-time. This required access to technology and strong network connections for the workforces to maintain productivity, retrieve and download files, and collaborate with colleagues. However, working remotely has been challenging for around 4 in 10 (43%) Indian professionals, who felt that their company's technical infrastructure was not fully prepared for the transition.

During this period, a majority of Indians (82%) also report feeling frustrated due to network issues and latency – such as difficulties accessing the internet, uploading and downloading files, poor video quality when streaming webinars and live content, or lags and delays during video conference and calls.

Additional insights from the report include:

Working from home increases productivity, but Indians are most likely to be working longer hours. Most (92%) of Indians agree that they have been more productive working from home, however 30% are working longer hours, just a little lower than the regional average of 33%.

While work from home is far more productive, Indians feel that there are obstacles such as connectivity issues. Common obstacles to productivity where Indians are worse off than the regional average include, weak network resulting in internet connection issues (42%), social media and internet distractions (75%), and latency issues when streaming video content (50%).

Technology cannot replace the human touch. A significant aspect of remote work is the reliance on technology such as team chat apps, video calls, and instant messaging platforms to communicate with colleagues. Although, 68% of Indians feel that technology is enabling quality interactions, another 29% report that technology is working as

an interim solution at best, with the need to balance this with in-person interaction, and 3% feel that technology can never measure up to face-to-face interactions.

Most people wish to continue working from home. Given that a majority of respondents in India (86%) feel that they are equipped to work from home on a long-term basis, it is not surprising that more than 90% of respondents are keen to continue working from home, either occasionally or on a permanent basis.

"India has undergone an unprecedented digital transformation. With the work from home phenomenon gaining steam, companies based out of India have very few options but to invest in improving infrastructure to tackle latency issues. With more and more professionals preferring work from home, Content Delivery Networks (CDNs) will be instrumental in improving online experiences for work and entertainment." said Ashwin Rao, Country Director, India, Limelight Networks. "In addition, the phenomenal growth of OTT content consumption is driving the demand for high quality viewing minimal latency ."

The "Video Streaming is the New Norm for Work" report is based on responses from 1,000 professionals across India, Japan, Singapore, South Korea who have worked from home during the COVID-19 pandemic.

Smart Digital Adoption is the key to unlocking the full business potential for SME/ SMB's

Sumana Iyengar, CEO & Co-Founder, Goavega

The pandemic has accelerated digital adoption across sectors, helping businesses evolve in the face of the crisis. While companies with a well-established digital ecosystem have managed to smoothly tide over the crisis, several others have woken up to the significance of technology enabled solutions and its role in not just surviving but growing in the post COVID market scenario. As the world wakes up to the new normal, digitisation has become imperative. From healthcare, banking, retail, beauty and lifestyle, F&B and logistics to even education and consulting have gone digital. With alternative platforms to interact, engage, and carry out sale/ purchase transactions online, the digital transformation of business processes have tremendously helped unlock the potential of both small scale as well as larger businesses, including MNC's.

However, factors like investment in IT infrastructure, recruitment of skilled talent, re-structuring operations etc., are some concerns plaguing businesses, especially the SME/SMB sector, who have been one of the most hit by the pandemic and the economic slowdown. Although relevant, these concerns can be easily addressed through partnering with efficient IT solution/ service providers who can help create a robust digital infrastructure for smaller businesses, at a fraction of the cost.

Listed here are key IT solutions that SME's/SMB's can adopt to create a tech-enabled business ecosystem which can help them unlock the real potential of their business.

• Pay per use Cloud services: With the advent of Software as a Service (SaaS) and Pay per use cloud services, several SME's/SMB's can leverage efficient and effective cloud infrastructure, that is suited to their needs, and pay for just what they use. These models not only help in effective migration of processes to robust cloud infrastructure, they also provide the customised solutions, timely resolution of technical glitches/ downtime, offer well documented reports and help train/ educate employees on how best to manage these, resulting in enhanced business performance, all at reduced costs.

• Data Analytics: Data is the new currency today, and collecting, analysing and using the data intelligence to understand and engage with the consumers is the new business edge. Third party service providers can help not only in data collection and analytics but can help create relevant insights based on the business sector and the specific needs of the client. These third party solutions can make a huge difference in helping SME/SMB's to transform and grow to their full potential

• Enterprise Mobility: Even as work-from-home and remote desktops are becoming the new norm, companies are struggling with achieving secure and efficient solutions that can help create seamless employee and consumer interaction. Through third party services that can help build customised mobile applications, businesses can rely on agile, secure and connected virtual workplaces, that offer seamless communication and connectivity that is vital for ensuring growth.

• CMS solutions: Customer satisfaction is key to sustaining and growing in any business. An automated, customised, and well-designed CMS software solution can be the key to boost business. Effective third party collaborations can help create an efficient CMS system that can help easy data capture and storage, automate certain operations, assist in creating effective marketing, and provide a digital platform to stay connected with consumers.

• Cyber Security: Last but not the lease, cyber security is the need of the hour. With massive digital transformations across sectors, coupled with the current norm of work from home, has left business and personal data exposed, making users vulnerable. The increasing instances of cyber-attacks, especially in the form of ransom ware and malware etc., have cost organisations huge losses. Cyber-security, in the age of rapid digital adoption, is a vital aspect that needs to considered by all those looking for digital adoption

While the above 5 factors are the basic first steps to create a digital infrastructure for businesses, SME's/SMB's can benefit tremendously from these, as they resume operations and grow in the post COVID scenario. As much as we are coming to terms with the new normal, it is important to learn, understand, and adopt relevant tools and support services to make the most of this to not just survive but also grow.

Saravanan Sankaran, CIO, Aravind Eye Hospital On Tele-consultation, Tele-medicines

Saravanan Sankaran, CIO, Saravanan Sankaran, CIO, Aravind Eye Hospital

The ongoing COVID-19 pandemic has severely compromised the existing healthcare delivery system. The pandemic poses several challenges in the regular patient care even in the urban cities, where healthcare delivery was generally deemed to be good. Aravind Eye Care System (AECS) is a leading eye-clinic has one of the largest facilities in the world for eye care. Over the years, this organization has evolved into a sophisticated system dedicated to compassionate service for sight. **Saravanan Sankaran, CIO of the healthcare organization** speaks on the way tech has evolved in the healthcare sector.

What are the new technologies and changes the healthcare sector has undergone during this COVID time?

Evolving Digital technologies such as artificial intelligence, machine learning, global positioning systems, smartphones, wearables, and video conferencing solutions are being harnessed to support the healthcare sector and professionals' response to COVID-19 across the world. These technologies had significantly helped tracking, contact tracing, including patient surveillance, location identification, and clinical management on the basis of mobile phone data and responses through smart applications.

The age-old tradition of a country like India is that the healthcare professional has physical interaction with a patient. In such a situation, do you see virtual consulting can replace the traditional way?

Aravind Eye Care (AECS) has been pioneering in telemedicine as a practice for many rural and remote parts in southern India for many years. We have been successfully delivering Primary Eye Care (Vision Center) Solutions connected with our base hospitals from many remote locations where network connectivity was not even possible or available in the early days. COVID had created much more demand for teleconsultation and authorities have responded with the telemedicine guidelines and in the process of addressing the same.

There are software management systems for handling data, AECS has IHMS, Vision center management system tools, but with growing concerns for data, how does AECS see the usage of Cybersecurity as a service?

Cybersecurity in AECS is a focused area across all the IT functions and we have been consistently improving our ISMS process, tools, and governance across all IT Systems and operation control areas. We engage partners to transform our Information Security Systems strategically. With regards to the storage of large volumes of data will AECS look for cloud services that are publicly available such as Amazon web services, Microsoft Azure or you feel that physical stores will be good for hospitals?

Cloud services have been in adoption for the past 2 years and we have made some significant consolidation and optimization on our physical storage on-premises.

What are the steps taken by all AECS hospitals in introducing newer technologies in enhancing collaboration between patients and eye-specialists?

In AECS we have consistently brought technology interventions leveraging Deep Tech solutions using AI, ML, Data intelligence, and analytics to improve our Patient Care System and EMR Solutions to our healthcare professionals. We are on the journey towards digital transformation.

SMEs Must Make Basic Steps Towards Data Security

Dhirendra Khandelwal, E Square System and Technologies, Bhubaneswar

Bhubaneswar-based E Square System and Technologies has a specific focus is in E-Governance, Defense, Education, Health, Steel and Mines, Energy, and Utilities as System Integrator(SI) . ESTPL has also led the various team and successfully completed projects like E district, E Registration, Secretariat Automation system, MRR, SAMS, and many other projects in Government, PSUs, and Corporate. **Dhirendra Khandelwal, Managing Director** of the company speaks on the ways how enterprises are looking after the cloud.

How is the awareness of cloud storage among your customers and how do they see cloud as an alternative for physical storage?

Cloud is the new frontier of business computing and delivery of software and applications and is quickly overwhelming the conventional in-house infrastructure as a reliable, scalable, and cost-effective IT solution. However, the expanding amount of data in numerous digital forms and the desire to have access to it from different devices has increased the importance of cloud storage. The awareness of utilizing cloud storage is caused due to the growth in usage of mobile devices, and subsequent storage and sharing challenges coming along with it. The other catalysts of cloud adaptation stem from the need of having them accessible various multiple gadgets one typically uses. Moreover, the uploaded data serve as a solid backup in case the device is damaged or lost. The core disparities between cloud hosting and traditional physical storage can be characterized by these key factors such as resilience, scalability, automation, running costs, and security. First, the information and applications hosted in the cloud are evenly distributed across all the servers, which are coupled to work as one. Therefore, if one server fails, no data is lost and downtime is avoided. Conventional IT systems are not so resilient and can and to ensure a consistently high level of server performance. They have restricted capacity and are helpless to downtime, which can enormously hinder workplace productivity. Second, cloud servers can scale up or down depending on the degree of traffic your website receives. With the traditional IT framework, if you run out of storage space, the only arrangement is to purchase or lease another server. Third, with cloud hosting regular monitoring and maintenance of your servers – such as upgrades, configuration problems, threat protection, and installations are handled by the storage provider. Fourth, with cloud-based services, you only pay for what is used – similarly to how you pay for utilities such as electricity. I recommend choosing a cloud service provider that is completely transparent in its facilitation of cloud platforms and guarantees optimum security measures which is critical when transitioning to the cloud.

What is the level of importance that placing your data on the cloud in a secure way has gained post-pandemic?

Yes, the effect of the COVID-19 pandemic shows expanded use of cloud computing platforms and more firms are in preparation for more remote work options, particularly among tech companies. The cloud lets organizations increase capacity without investing in hardware and facilities. Furthermore, there is less need to increase staff if your cloud provider is maintaining the infrastructure and extending the abilities of your current team. With the disruptions from COVID-19 and the probability of future disruptions, there has never been a more urgent period to move to the cloud. The cloud has long been championed as an avenue for efficiency and savings for the business. But in an era of COVID-19, virtual methods of working are as much about operational continuity as they are about operational spending. In this period of radical change, organizations are now rushing to grasp the opportunity with enthusiasm. Adopting a cloud-based strategy alongside cutting-edge computing capabilities can additionally enhance proximity and provision to meet end-consumer requirements. Cost savings may have driven early cloud adoption, but organizations progressively see the cloud as a way to drive growth while upgrading operational resilience.

How does the adoption of cloud go with small and medium companies?

Business owners are persistently scanning for ways through which their profits can be maximized without settling on quality, cost, and efficiency — the cloud guarantees an entirely perfect platform to meet such requirements. SMEs, which comprise a significant part of the industrial world, can benefit in several ways through cloud adoption. Besides, SMEs are very agile compared to big enterprises, and the cloud provides the perfect opportunity to meet this agility. Cloud technology gives that opportunity—with the pay-as-you-use model, the firm winds up saving substantial money on investment; this becomes even more significant for SMEs as developing businesses, aspiring to reach peaks and dominate the competitive world.

SMEs see ups and downs very frequently when compared to big businesses. Their market is very unpredictable and requires immediate adjustments in scaling. Using the cloud, SMEs can overcome this hurdle. As SMEs expand and plan to begin offices at specific locations, the cloud can be subscribed so that it will charge only for utilized services.

Does cloud security matters even for smaller companies?

Security breaches are a public threat that every enterprise needs to encounter; however, this threat reaches a higher standing when it comes to SMEs. They have the pressure of creating goodwill in the market and sticking out, to flourish. In the beginning, SMEs need to build a sense of unwavering quality in their clients. For this, SMEs must take fundamental steps towards data security. Cloud technology is one such phase that strengthens the security levels of the organization's data. In the cloud, the specialists who manage your data make sure it is encrypted and secured from the reach of hackers. An additional advantage of choosing a cloud is that your data is always backed-up.

What is the need for constant training and certifications for resellers in the cloud space?

As developments in cloud computing continue to transform the market for IT infrastructure, and as more firms seek cloud advisory services from their MSPs, the discrepancy between an MSP and a reseller has become obscured. Offering value-added services like consulting to cloud novices will place you ahead of your competitors with additional training from the cloud providers. Certified Resellers get a variety of discounts and many "Channel Reseller Programs" facilitate selling to government agencies, as well as commercial users, educational institutes, and NGOs. Certified Resellers obtain better pricing on business support, planning, administration support, and credits for expansion. Along with access to the latest access to technology, listing in the cloud providers portal, permission to use the official logo, and an invitation to closed-door events and webinars by the cloud providers. Also, Certified Resellers are qualified for a discount on certification training, so that you can train your contractor, and employees. The more individuals on your team who are certified, the better possibility of offering continuous, seamless service regardless of the employee and contractor turnover.

What is your organization's cloud strategy in the coming days?

The need to leverage both on and off-premises resources is a top driver of our IT strategy. We are accustomed to operating on cloud, adoption of on-premises data centers marks a major shift in our strategy towards the hybrid cloud. To summarise our recent cloud strategies are:

We have implemented a cloud roadmap to reduce the risk, cost, and complexity of integrating cloud resources as operations become more efficient and more predictable.

We leverage the cloud's full worth, and the innovation it characteristically offers, by coalescing the cloud strategy with business transformation. Priority to protect applications, data, and infrastructure while allowing for the ability to move workloads and manage assets across the hybrid cloud is the top priority for our cloud strategy.

Our team is combining the on-premises infrastructure, private cloud services, and multiple public cloud providers to form an infrastructure that caters to the strengths and benefits of each including the operational, security, cost, and access depending on the areas of importance of each for specific applications and data.