Cloud, Cybersecurity, and Modernization Will Power Digital Business Models and Increased IT Spending, say Global 2000 Executives: Infosys

Infosys, a global leader in next-generation digital services and consulting, together with HFS Research unveiled a market study titled, 'Nowhere to Hide: Embracing the Most Seismic Technological and Business Change in our Lifetime.' Focusing on how the COVID-19 pandemic has impacted businesses across industries, this joint study by Infosys and HFS Research revealed that numerous organizations have accelerated the adoption of automation, digital business models, and the hyper-scale cloud to respond to customer needs quickly and competitively. The report also brought to fore a shift in corporate mindset to advocate change and digitize businesses.

The world changed overnight as COVID-19 created a state of upheaval and economic uncertainty, deeming the real-time prediction of complex risk scenarios as critical. The HFS Research spotlights the emergence of dynamic digital organizations energized by technology that has opened avenues for rapid progression and business growth. The report further highlights that more than digitizing processes, digital transformation is about business leaders reshaping existing business models and exploring new ways of uniting people, data, and processes to create value for their customers. The Infosys-HFS Research additionally emphasizes the strategies implemented by successful companies in various industries (G2K) to survive and thrive in the post-pandemic economy.

For the study, HFS Research, in partnership with Infosys, surveyed 400 Global 2000 executives to understand how businesses can survive and thrive in the economy riddled with the pandemic. It offers perspectives to develop an outlook for IT and business services in the current geopolitical environment.

Key findings:

- **Bigger impact:** Almost 70 percent of respondents believe that COVID-19 will have a bigger impact than the 2008 downturn with budgets, supply chains, employee availability, and customer intimacy being impacted the most.
- **Businesses that will thrive:** The public sector, banking, insurance, healthcare, life sciences, and the high-tech industry respondents are relatively confident as they see emerging opportunities for making appropriate investments amid the crisis.
- **Protecting the business:** At least 65 percent of respondents are insulating their business from volatility by building diverse customer pools and investing in an agile business model.
- **Digitize and Adapt:** Over 60 percent of enterprises plan to accelerate their digital transformation initiatives and over 70 percent plan to change their product and service portfolio to drive greater customer value.
- **Critical IT investments to compete:** Investing in creating a virtual, secure, and cloud-enabled IT environment that enables remote working at scale (virtualization, collaboration, security). Investments in the cloud, cybersecurity, and modernizing core IT apps and infrastructure are at the top of the priority heap.
- **Increased IT spending:** Enterprises expect to increase their spending the most on business and digital consulting, followed by IT infrastructure services (including cloud). They expect the demand for IT and business process services to pick up to serve the dual purpose of driving digital while saving cash.
- **Unleash your people to thrive.** Nearly 90 percent of organizations realize they need to reposition to unleash people in the new reality. Post-COVID, working arrangements will change dramatically. Only 37 percent prefer a return to an office-based environment. The work culture will evolve from siloed working to interdisciplinary collaboration.

Pravin Rao, Chief Operating Officer at Infosys said, "Post-COVID, we have witnessed accelerated scaling of digital across most enterprises. The strategic investment in cloud, cybersecurity, and modernization is not only helping businesses sharpen their focus on end-to-end customer journeys but also enabling them to do a lot more with much higher agility. With so much at stake to drive customer centricity and productivity, investment in employees and ensuring their well-being is of paramount importance. In a distributed work environment such as today, employees are an important centerpiece within the companies' strategy framework and therefore, it is imperative for organizations to see how the hybrid work model can be made more effective, productive, resilient, and secure."

"A new dawn will emerge as the fog clears. We must embrace this brave new business world where a perfect alignment of business outcomes and their enabling technologies demand all our focus and creativity. We are living through the emergence of dynamic digital organizations where people are energized by technology, where they plug into business experiences that are progressing rapidly to places where the possibilities are limitless, where the future is unravelling before our eyes. What we have experienced – inside of a single year – is the coming together of people to confront their fear of change to face the reality that their organization will sink without it", said Phil Fersht, CEO and Chief Analyst, HFS Research

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Artificial Intelligence will define India's entrepreneurial future

"Imagine a farmer who has all the information at one place to evaluate, well in advance, what kind of crop can he grow in the upcoming season. At the same time, the analytics that could provide policy makers with information to predict crises and act on it in a timely manner to mitigate the situation. With agriculture still being the biggest employer in India, technologies such as AI can have a big impact in fostering the growth of this segment," said Prof Manindra Agarwal from IIT Kanpur while talking about AI and its potential in solving the real world problems.

Agarwal, a Padma Shri awardee, was speaking at a panel discussion organized by Entrepreneur First (EF), a leading UK-based global talent investor and Start-up Incubation and Innovation Center (SIIC) at IIT Kanpur (IITK) on the role of AI in defining the future of businesses and promote the growth of new-age tech start-ups in India.

Covid-19 has accelerated India's efforts with innovation. Emerging technologies such as artificial intelligence (AI) have compelled us to reimagine our businesses and make them more agile, flexible and responsive. While the world is battling the pandemic, the need of the hour is to put the focus firmly on AI and the way it will redefine the reality of the post-Covid world. According to the report from NASSCOMM, Data and Artificial Intelligence (AI) could potentially add $450-500 billion to India's gross domestic product (GDP) by 2025 and drive India's economic growth.

Speaking at the event **Esha Tiwary, General Manager of Entrepreneur First, India** said, "Today, we are fortunate to have AI talent and researchers in the country that are top of the line at a global level. In fact, we are at the peak of reverse brain drain in the country – well trained and high quality AI researchers and experts are coming back to India to create impact here. As the real impact of AI lies in solving complex real world problems, it is quite exciting and inspiring to already see disruptions happening across multiple industries such as fintech, healthcare and real estate."

"To establish scale and solve a real world problem through cutting-edge innovation, startups need deep technical knowledge apart from commercial skill-sets, which high-quality researchers bring to the table. At EF, we create this bridge between business and technical experts so that they can come together to solve some of the world's biggest problems and create long lasting impact through entrepreneurship," asserted Esha Tiwary. IIT Kanpur officially partnered with Entrepreneur First earlier this year to facilitate the journey for exceptional and talented individuals who aspire to become entrepreneurs. The panel discussion was part of the collaborative program between IITK and EF to engage with potential founders through webinars, interactive discussions and online mentorship for students, researchers, and alumni of IITK and affiliated institutions.

The esteemed line of panellists included Prof Manindra Agarwal, IIT Kanpur, Esha Tiwary, General Manager – Entrepreneur First, India, and Rupak Agarwal, Founder & CEO – EvueMe Selection Bot. The panel touched upon various topics on Artificial Intelligence such as the evolution of Artificial Intelligence in India over the years, adoption of AI from Academia to Industry, certain industries placed at an advantage for leveraging AI and trends in the deep tech ecosystem.

Better Functioning Tech Makes for Less Stress at Work

Technology helps us connect, learn, get work done and reimagine our daily lives. Yet as we rely more on technology, we become more sensitive to its performance highs and lows. As the pressure to perform increases, businesses who understand the impact tech has on people are at an advantage. Not only can they offer a better experience – they can help employees become more efficient and effective.

At Dell, we use research to understand our customers' needs and to drive innovations as those needs change. That's why we embarked on our first ever neuroscience "Brain on Tech" study earlier this year. Our objective was to explore the intertwining relationship humans have with technology and how it affects our ability to work. We wanted to know the impact of technology performance on our overall well-being.

Together with EMOTIV, the global leader in portable brain sensing technologies and consumer neuroscience, participants' brain activity was monitored in real time (via EEG scanning headsets) while they worked and interacted with technology. This let us go far beyond the fill-in-the-bubble-survey, providing rich scientific results.

While at first glance the results of the study confirmed what we assumed – experiences with high functioning and reliable technology and non-responsive or failing technology directly impact productivity and how employees feel – the profound extent this correlation had was astounding.

Using Technology to Supercharge Productivity and Efficiency

In our new era, PCs are often the only physical connection an employee has to a company. It's pretty incredible when you stop and think about it: this device is not only just for work, but also the gateway to engage with company culture and connect with customers and coworkers. And for many, IT is no longer just a cubicle over to help with system crashes or computer lockouts. "In our new era, PCs are often the only physical connection an employee has to a company."

What does that mean for business owners, IT experts, HR leaders and employees? The Brain on Tech research revealed that it is more important than ever to provide employees with solid, functioning technology. From day one, a great experience with your work PC is vital and ensures optimum productivity. For example:

• Employees can achieve an astounding 37 percent more in a workday when using technology that is not only newer but supported with the correct software and services.

• For every hour worked, good tech can save employees 23 minutes per hour or fifteen hours in a 40-hour work week. (How is that for a benefit to the bottom line!)

• A bad technology experience impedes employee performance by more than 30 percent on average, regardless of a user's perceived computer literacy.

• There are generational impacts. Younger Millennials and Gen Zers (those surveyed under the age of 26), were most impacted by a bad tech experience, performing twice as poorly as older participants in the study.

Delivering the Best Technology Experiences Impact How Employees Feel

Challenging technology can make today's new work-life dynamic more stressful. Our research showed that well-functioning technology can positively impact feelings and relieve stress for employees, creating both emotional benefits as well a lasting impact on retention. For example:

• (Almost) everyone loves puppies. Receiving different technology that is enabled with the power and tools end-users need to be successful after dealing with technology that is flawed by common IT issues was equally as exciting as watching videos of puppies.

• The study measured excitement once participants received and used new, better functioning computers. The change of equipment induced more excitement than receiving a monetary reward upon completion of the experiment.

• How study participants rebounded from the stress of a bad tech experience became an important piece of data as it demonstrated the effect stress has over an extended period, like a 9 a.m. to 5 p.m. workday. The results show that it those experiencing these high stress moments take three times longer to relax and recover even when listening to relaxing music, when compared to those experiencing less stressful moments in the workday.

• Timely technology refreshes can also benefit stress levels. Employees that have bad technology experiences during their workday feel twice as stressed, which is almost 30% more stressful than being asked to sing a song in public.

Keeping employees productive and happy is a top priority for companies today as they try to combat burnout, and businesses have the power to address this with great technology experiences. For example, make sure employees have the right technology set-up – including software and peripherals – or have the opportunity to customize their set-up to best fit their needs. Leverage solutions and services like PC as a Service (PCaaS) to help modernize the employee experience with subscription-based pricing and no upfront investment. Deliver easily managed and secure technology directly to the employee with minimal set-up required. And encourage workday flexibility. (For more suggestions, read here).

In the "Work from Anywhere" world, people, productivity, health and well-being matter. The best investment any business can make to reduce stress and improve productivity is to provide reliable, seamless technology experiences to reduce friction and help employees achieve their work goals.

The Experiment Methodology

In early 2020, Dell and EMOTIV developed a custom experiment to measure the reactions of users of various ages and computer literacy levels as they completed cognitively challenging tasks under time using both good and bad PC technology. EMOTIV's EPOC+ wireless Brainwear® headsets were used to collect participants' brain data in a work environment. Levels of stress, focus, excitement and frustration were assessed in real-time leveraging EMOTIV's proprietary machine learning algorithms.

EMOTIV researchers studied adult users representative of a modern workforce, including mixed gender, ages, computer literacy and familiarity with computerized workplaces. Participants in a work environment were required to complete cognitively challenging tasks under time pressure with the prospect of a reward tied to the level of completion of the tasks.

Two conditions were tested in a block design using similar task loads. In the "Bad Computer" experimental condition, users were provided with an unreliable laptop with planted bugs, while during condition "Good Computer," users were provided with high-performing computers and screens which streamlined the user experience.

EMOTIV also recorded brain activity during various baseline, rest and recovery control conditions and provided happy and stressful videos in order to benchmark responses against known experiences and to measure recovery times.

OPPO to Become one of the Firsts to Release 5G Flagship

OPPO announced during the annual Snapdragon Tech Summit Digital 2020 its plan to launch the next Find X series in Q1 2021, one of the first 5G smartphone series to be powered by the new flagship Qualcomm® Snapdragon™ 888 5G Mobile Platform. In addition, OPPO will continue to strengthen cooperation with Qualcomm Technologies and other leading tech partners around the world to accelerate global 5G deployment and the elevation of 5G experiences.

"For a long time, OPPO and Qualcomm Technologies have shared a close relationship. We share similar visions in our pursuit of an ultimate mobile experience," said Alen Wu, OPPO Vice President and President of Global Sales. "If the past few years were about making 5G a reality, now it is all about realizing 5G's enormous potential. Qualcomm Technologies'latest Snapdragon 888 5G Mobile Platform offers huge improvements to 5G, imaging and AI experience. We are excited to be one of the first to release flagship smartphone featuring Snapdragon 888 in the first quarter of 2021. We are sure that the next Find X series will deliver an extraordinary all-round experience to users around the globe."

Powered by the Snapdragon 888 5G Mobile Platform, the New Find X Flagship Series Will Continue to Deliver Excellence in Mobile Performance.

Built with the 5nm process technology and incorporating the Qualcomm® Snapdragon™ X60 5G Modem-RF System, the industry-leading Snapdragon 888 5G Mobile Platform offers better overall performance and brings further enhancement to the 5G, imaging, AI, and gaming experiences on OPPO's next Find X 5G flagship devices. On top of that, the new flagship series will also push the boundaries of display and camera, thanks to OPPO's proprietary Android's first 10-bit Full-Path Color Management System launched at the recent OPPO INNO DAY 2020. All of these features make the next Find X Series among the most anticipated 5G flagship smartphones in 2021.

OPPO has long strived to be a pioneer and promotor in 5G. Over the years, it has launched multiple products powered by Snapdragon 5G mobile platforms. For example, OPPO Reno 5G with the Snapdragon 855 was the first 5G smartphone to hit the market in Europe in May 2019. In June of the same year, OPPO, in collaboration with Qualcomm Technologies and Ericsson, won the "Best 5G Network Development in Europe" award based on Reno 5G. This year, OPPO launched the 5G-enabled Find X2 Series and the Reno3/Reno4 Series, all powered by the Snapdragon mobile platform. What's more, the collaboration between OPPO and Qualcomm Technologies has now expanded into 5G CPE and smart watches, with a wide variety of Snapdragon-powered smart products.

In pursuit of "Technology for Mankind Kindness to the World", OPPO joins forces with Qualcomm Technologies to explore future 5G possibilities.

OPPO's work with Qualcomm Technologies in 5G goes beyond the development of new products. To accelerate the commercialization of 5G in global markets, OPPO and Qualcomm Technologies have more than once worked in concert for 5G testing programs with major network operators around the world. For example, OPPO made the industry's first DSS (Dynamic Spectrum Sharing) data call in collaboration with Ericsson, Qualcomm Technologies, Swisscom, and Telstra in December 2019. This past July, OPPO also helped deploy the first 5G standalone (SA) network in the UK in collaboration with Qualcomm Technologies, Ericsson, and Vodafone.

As of today, OPPO has partnered with more than 70 major mobile network operators worldwide, with more than 40 of them joining OPPO to deliver 5G services. These joint initiatives have ushered in significant business development in regional markets such as Europe, Japan, and Latin America. The success in regional 5G deployments would not have been possible without the collaboration with leading tech companies such as Qualcomm Technologies.

Going forward, OPPO will continue to adhere to its brand belief of "Technology for Mankind, Kindness to the World", and to embrace open collaboration with partners for mutual benefit. By joining hands with more industry-leading companies such as Qualcomm Technologies, OPPO seeks to discover more value and possibilities in 5G and serve global users with technological innovations in the age of Internet of Experience.

ViBusinesspartners with Fortinet to launch Managed Security Services for enterprise

ViBusiness,the enterprise arm of Vodafone Idea Ltd. (VIL),announced the launch of Managed Security Service and has collaborated with Fortinet, a global leader in broad, integrated and automated cybersecurity solutions, as the technology cornerstone for the offering.

Vodafone Idea's Managed Security Service (MSS) delivers Next Generation Firewalls with advanced security features offering the first line of defense for any cyber-attack, thus ensuring that enterprise network is protected. MSS will provide the power that today's networks require, built on Fortinet's innovative security processing units (SPUs) and FortiOS operating system. The MSS includes both network-based firewalling with intrusion protection detection features and secure remote user access to enable remote workers to connect to their corporate network safely and securely through a VPN.

Rajesh Maurya, Regional Vice President, India & SAARC, Fortinet added "The sophistication of today's threat landscape, coupled with the speed at which user traffic is increasing,requires organizations adopt advanced protection. With our integrated security platform, MSSPs and telecom service providers, such as Vodafone Idea, benefit from high-performance technology and an easy to manage security solution that provides comprehensive protection for the extended enterprise."

MSS is offered 'as a service' and provides OPEX based pricing, thereby eliminating the need for upfront investment by the customer. It provides the flexibility to choose products and services as per the needs. Enterprise customers also get access to an online experience portal showcasing an analytical and detailed view on the security posture and threat analytics in their network.

Rolls-Royce and Infosys announce Strategic Partnership for Aerospace Engineering in India

Rolls-Royce, one of the world's leading aerospace and defence technology companies, and Infosys (NYSE: INFY), a global leader in next-generation digital services and consulting, signed a strategic partnership for sourcing engineering and R&D Services for Rolls-Royce's Civil Aerospace business. As part of the overall partnership, Rolls-Royce will transition a significant part of its engineering centre capabilities for Civil Aerospace in Bengaluru to Infosys. Leveraging its expertise in core engineering services, digital transformation capabilities, and Rolls-Royce product knowledge acquired through the partnership, Infosys will provide a full range of high-end engineering and R&D services integrated with advanced digital service to Rolls-Royce.

Speaking about the partnership, **Kishore Jayaraman, President, Rolls-Royce India & South Asia,** said, "India has grown to become a key contributor to the Rolls-Royce global engineering ecosystem, delivering high levels of technical capability to support a broad range of complex business demands. Our vision is to continue this high capability engineering work in India, in partnership with Infosys. Infosys has been a valued partner to Rolls-Royce for many years, and we now look forward to building on this strategic partnership to secure the full range of our engineering capabilities here, while ensuring future growth potential for our engineering talent. We are committed to India and remain positive about the long-term prospects in this market."

Jasmeet Singh, Executive Vice President and Global Head of Manufacturing, Infosys, said, "We have always believed it is important to integrate the physical knowledge of a product with digital capabilities like Industry 4.0, additive manufacturing, and predictive analytics. The Rolls-Royce engineering team at Bengaluru has been at the forefront of these innovations, and we are delighted to welcome them to Infosys. We have had a long and fruitful association with Rolls-Royce and are looking forward to supporting the company in addressing Civil Aerospace industry challenges. We are confident that this excellent talent will be a great addition to Infosys' deep experience in turbomachinery. We look forward to continuing to deliver industry leading solutions to our clients in the aerospace and defence sectors and beyond, while providing a great career path to our new colleagues within a rapidly growing ecosystem."

Anuj Gupta to become MD of Hitachi Systems Micro Clinic

Hitachi Systems Micro Clinic MD, Tarun Seth has announced his retirement from the role, effective December 31st 2020. Anuj Gupta, Chief Executive Officer, has been appointed as the next Managing Director, with effect from January, 1st 2021.

Tarun Seth, founded Micro Clinic in the year 1991, is credited with transforming Micro Clinic into truly a global systems integrator by enticing strategic acquisition to Hitachi Systems in 2014. He played an instrumental role in steering the exponential growth of the company to 50% Y-o-Y. His impeccable business sense, belief in customer relationship and satisfaction has paved the way to achieve this astounding business growth. Under his leadership, the brand name of Hitachi Systems Micro Clinic has spread to 21 offices in India, Middle East and South East Asia with over 2000 employees. In a career spanning more than three decades in IT, Tarun Seth is known to bring cohesiveness to inspire everyone towards business growth and accomplishing organization's vision.

STL wins the GUINNESS WORLD RECORDS™ title for the Most viewers of a telecommunication lesson livestream on a bespoke platform

STL, a leading integrator of digital networks, has won the Guinness World Records title for Most viewers of a Telecommunication lesson Livestream on a bespoke platform. This online workshop was one of its kind initiatives focused on creating an ecosystem of skilled optical fibre professionals to help build the next generation of digital networks in the country. STL Academy conducted an ambitious 2-days MOOC (Massive Open Online Course) session, F-tech 2.0, which received a phenomenal response in terms of participation. STL Academy is an endeavour of STL to create an ecosystem to support the Digital India and Skilled India missions by building a skilled and employable workforce of telecom professionals.

Over 70,000 students from various engineering colleges across the 7 states of the country had enrolled for the program. The event was broadcasted from the central studio of STL Academy on 26th and 27th Nov 2020. STL Academy's F-tech 2.0 won the Guinness World Records title with the most number of attendees, 2123 participants for the session on introduction to fibre and FTTX conducted by leading industry experts.

Several eminent guests, including Dinesh Tyagi – CEO, CSC, Arvind Bali – CEO, TSSC, Surabhi Karsolia – MD, Technocrat Group, Sekhar Garisa – CEO, Monster India, were present at the inaugural ceremony. Talking about the event and the new record, **Anjali Byce, CHRO, STL**, said, "STL is committed to building a strong ecosystem by empowering people and organizations globally with next-gen tech skills and capabilities. This is closely aligned with our purpose of transforming billions of lives across the world through digital networks. The Guinness World Records achievement is a validation of our commitment towards building capabilities beyond tomorrow with speed and scale."

ServiceNow to Acquire AI Pioneer Element AI

ServiceNow announced it has signed an agreement to acquire Element AI, a leading artificial intelligence (AI) company with deep AI capabilities and some of the world's brightest AI minds. Element AI will significantly enhance ServiceNow's commitment to build the world's most intelligent workflow platform, enabling employees to work smarter and faster, streamline business decisions, and unlock new levels of productivity.

"AI technology is evolving rapidly as companies race to digitally transform 20th century processes and business models," said ServiceNow **Chief AI Officer Vijay Narayanan**. "ServiceNow is leading this once-in-a-generation opportunity to make work, work better for people. With Element AI's powerful capabilities and world class talent, ServiceNow will empower employees and customers to focus on areas where only humans excel – creative thinking, customer interactions, and unpredictable work. That's a smarter way to workflow."

Limelight Networks Takes Live Streaming to the Next Level

Online video can now feature truly live and interactive experiences on a global scale with Limelight Realtime Streaming's new features and enhancements. Limelight Networks, Inc. (Nasdaq: LLNW), announced the next generation of Realtime Streaming, providing sub-second latency for time-sensitive video applications that enable live interaction with viewers.

The majority of online video viewers (64%) say they would be more likely to stream an event if the event isn't delayed from the broadcast according to Limelight's recently released "The State of Online Video 2020" consumer research report. Realtime Streaming is part of the widest range of low latency online streaming solutions in the industry that solve this challenge. It provides the ability for innovative new online video

business models and changes how audiences experience live events by giving video publishers the tools to incorporate data as part of the online viewing experience.

"As online video has quickly grown in popularity, performance expectations have increased and new technologies, such as Limelight Realtime Streaming, enable innovative new ways to engage audiences," said **Nigel Burmeister, Vice President at Limelight Networks**. "Now live events are truly live with the lowest possible latency, and it's possible to create interactive experiences that were never before possible."

Intel and Google Cloud Simplify Hybrid and Multi-Clouds Deployment

Intel and Google Cloud announced their collaboration to simplify enterprises' ability to adopt and deploy cloud-first business models using their existing on-prem, self-managed hardware. The two organizations co-developed reference architectures optimized for the now-generally available "Anthos on bare metal" solution. Targeted at data center and edge computing use cases, customers can leverage the reference architectures to rapidly deploy enterprise-class applications on their existing hardware infrastructure and efficiently handle complicated hybrid- and multi-cloud tasks.

"With today's rapidly evolving business climate, enterprises are constantly looking for new ways to modernize their business while leveraging their existing infrastructure. Running Anthos on bare metal using servers based on Intel® Xeon® Scalable processors will simplify the deployment of a cloud-first approach, opening a wide array of new use cases across retail, telco and manufacturing industries."

Jason Grebe, Intel corporate vice president and general manager the Cloud and Enterprise Solutions Group

BenQ expands its product portfolio with the launch of the new range of Video Conferencing Cameras

BenQ, the global No.1 DLP projector and leading display solution provider has forayed into the growing conferencing solution market by introducing a new range of video cameras to support the current hybrid workspace reality. The company has expanded its product portfolio with the addition of the video conferencing cameras – DVY21, DVY22 and DVY23 that perfectly integrate with the existing interactive displays and smart projectors. Combined with stylish designs, wireless capabilities and built-in

business applications, the new series help create an immersive conferencing experience for different workplace scenarios.

Commenting on the launch, **Rajeev Singh, Managing Director – BenQ India** said, "The video conferencing and collaboration tools play an essential role in the current business environment. Targeting the new trend of

remote working, we are extremely happy to announce the launch of the new line-up of video conferencing cameras that truly captures the brand's vision of innovation."

He also added, "The new series of video cameras brings an amalgamation of unique features and a blend of many industry-first offerings making it ideal for any professional setting. Our endeavour is to always deliver the best and this new range is the validation of the same."

boAt creates history; becomes 5th biggest wearable brand in the world

Breaking all barriers, home-grown consumer audio & accessories brand boAt Lifestyle has placed India on the global map by becoming 5th largest wearable brand basis shipments as per the leading market research and advisory firm International Data Corporation's (IDC) Worldwide Quarterly Wearable Device Tracker for 3Q20 (July-September 2020). In addition to becoming the 5th largest wearable brand, boAt has also solidified its position in the Indian market by capturing 1/3rd market share. According to IDC data, the brand sailed through the pandemic to break all records and has witnessed a growth of 4X

to reach 3.3 million units shipped in the last quarter.

On the global recognition, **Aman Gupta, Co-founder, boAt** said, "We are humbled overwhelmed with the confidence and support entrusted by boAtheads over the years. It is a moment of pride for all Indians as it validates the growing acceptance of home-grown brands globally. With the support of our Govt. we will aim to become a global lifestyle brand. We at boAt understand

the requirement of millennials and will continue doing what we do the best to serve the community of boAtheads. "

boAt has been challenging the status quo in a sector dominated by established global brands. It has ramped up quickly in a short span of just over four years, through its core high-quality, smart, efficient, stylish, and durable line of audio products. It has already created a community of over 3 million boAtheads online (consumers) who want to be seen listening and wearing their boAt accessories to make a lifestyle statement.

How Channel Partners Are Keeping Business Afloat During COVID -19 Crisis

The COVID -19 crisis and subsequent worldwide-lockdown, turned the global economy upside down. First of its kind, the global pandemic led to closedown of businesses across the countries. In India too, many businesses and industries severely impacted due to the sudden business closure and temporarily discontinued their operations. The IT hardware channel industry was one of the most affected industries and incurred huge losses during the initial months of the lockdown. However, the industry was quick to bounce back with new synergy. The credit goes to the channel partnerswho took enormous efforts to keep the business up and running. Customer connects, innovative marketing approach and support from industry stakeholders were key attributes to their victory over the crisis.

Customer Relations

While the lockdown put several restrictions on the physical movement, channel partners focused on re-defining their customers' relations through innovative means of communications. Partners made sure that they were in constant touch with their potential customers. "We strengthened our connection with customers through various means of communication. This helped us to do business even during lockdown", said Mazhar Patel, Director, JBA Infosolutions Private Limited. Partners also focused on building long term strong relationships with customers. "As not much business was happening in April, May and June, we decided to strengthen our relations with customers so that when the lockdown is lifted, they will first remember us for their requirements", said Nichay Gupta, Director of DataForce. Partners also leveraged the power of social media to expand their customer base. "We decided to utilise the power of digital means to tap potential customers. Social Media/Email marketing/Whatsapp played a big role in creating a buzz about our offers among existing and new customers", said Bobby, Director of A.S. Enterprises.

Whereas, **Mukesh Sinha, Associate Director, Om Sai Corporation** said, "All our sales executives kept a regular touch with customers and also requested them to refer potential business inquiries to us. Also, we are prioritized after-sales service to satisfy our customers and fulfil their grievances amicably."

"We strengthened our connection with customers through various means of communication. This helped us to do business even in lockdown times."**Mazhar Patel, Director, JBA Infosolutions**

"We are prioritized after-sales service to satisfy our customers and fulfil their grievances amicably."Mr. Mukesh Sinha, Associate Director, Om Sai Corporation

Digital is the new normal and partners are also getting familiar with the new way of business. Also, value addition has gained much more prominence during these times and hence, partners are now shifting from conventional box selling to service-oriented business for sustainable growth. Experts say the trend will continue and more partners will turn to solutions selling.

Savex Technologies adds airSlate's signNow to its growing list of Technology Partners

Savex Technologies Private Limited, the 3rd largest information and communication technology distributor in India, announces it has added airSlate's e-signature solution, signNow, to its growing list of strategic value-added solutions. The two companies have officially signed a distribution agreement to offer enterprises and service providers in India a best-in-class e-signature solution.

signNow is dedicated to empowering organizations to drive productivity, sign and manage digital documents anytime, anywhere, and go paperless. As signNow expands globally, they have identified India as one of its key geographies — announcing Savex as its first distribution partner in India.

Savex, is a customer-oriented technology IT solution provider company providing a range of IT products and expert services to create competitive advantage. Savex is headquartered in Mumbai with 86 Sales Offices and 42 stocking locations across the country catering to over 7000 customers in 650+ cities. airSlate and Savex Technologies have partnered to develop customized IT solutions to meet their customers' needs. With e-signature being the second most sold remote work solution, this timely partnership allows them to better serve existing customers as well as develop new channels.

With more and more people working remotely and looking for solutions to make them more efficient and productive, the signNow solution just makes sense for our market. We see customers every day looking for ways to better collaborative with their internal teams and to streamline document workflows so we are eager to begin offering signNow to the Indian market, said Raunak **Jagasia, Director Enterprise Business and Alliance at Savex Technologies Pvt Ltd**

Borya Shakhnovich,CEO and Founder of airSlate said, "We are extremely pleased to collaborate with Savex who is such a strong leader in India. We appreciate their customer focus and believe that our strategic partnership will enable us to help digitally transform India and how document workflows are accomplished."

Supertron Foundation Wins CSR Times Award for 2nd Time in a Row in 2019 & 2020.

Supertron Foundation, a CSR div. of Supertron Elec. Pvt Ltd, wins #CSR Award for second time in a row in 2019 & 2020 in a row for the project of Computer Empowerment Centre. The project reduces the gap of digital divide as the children from economically challenged and marginalized sections of the #society get an opportunity to work with computers and use them for their day to day learning.

Supertron Foundation executes its social projects through various NGOs associated with these under privileged. Supertron Foundation has set up 30 Computer Empowerment Centers in and around Kolkata Govt. and non Govt. schools and idea behind to form digital classroom to schools specially to underprivileged students from slum areas. The computer empowerment centre provides them computer games, cartoons & motivational videos/movies in projector screen along with classroom studies.

Supertron Foundation extended support in terms of ready cooked food to the daily wagers and their family during Covid-19 lockdown days. Foundation provided relief to the villagers after cyclone Amphan affected areas of Sundaerban of W.B.

Foundation also distributed smart phone to these students to continue their online classes during this pandemic situation.

Diesel Fadelite Smartwatch Pushes The Limits Of Design

The festive season uplifts consumer sentiments and opens up a portal to a host of activities from decorations and gifting to upping celebrations to a new benchmark each year. So, loved ones galore! Diesel's newest touchscreen smartwatch, the Diesel On Fadelite makes itself known as an excellent addition to that perfect holiday gifting list. And, it doesn't matter who you are gifting it to, because the timepiece is designed to be worn by both men and women. Moreover, powered with Wear OS by Google™ and the Qualcomm® Snapdragon Wear™ 3100 platform, this vibrant and energetic smartwatch features a smaller 43mm case size and bold design details that make it anything but ordinary. Beauty and technology, it's a complete package!

Diesel On Fadelite's first noteworthy design detail is its transparent strap. Available in four striking colorways—red to black, black to clear, blue to clear, and all clear with an iridescent case—the colors seem to "fade," inspiring the name of the watch. Stamped with the Diesel logo, the straps are breathable and extremely comfortable. A translucent hard shell nylon casing enclosure provides durability for the case and module, while maintaining a lightweight feel that's perfect for both the active and proactive wearer. Stylistic elements—like the Diesel lug design and oversized pusher—are inherited from previous versions of Diesel smartwatches, but they've been scaled and simplified for an aesthetic that works for everyone.

vivo Unwraps V20 Pro with 44MP Eye AF Dual Selfie Camera

vivo. the innovative global smartphone brand has introduced the most powerful smartphone of the V20 series – the V20 Pro in India. Priced at INR 29,990, the new addition to the vivo V-series will be available in two colour options – Sunset Melody and Midnight Jazz.

The vivo V20 Pro, the slimmest 5G smartphone, features Eye Autofocus Dual Front Camera which includes a 44MP Eye Autofocus Main Camera and an 8MP Super Wide-Angle Camera, allowing users to unlock a new world of selfie capabilities.

The smartphone comes with powerful Qualcomm® Snapdragon™ 765G 5G mobile platform, to deliver smooth performance for all gaming and multitasking needs with ease. The 4,000mAh battery bundled with 33W vivo FlashCharge technology ensures long-lasting battery life.

Commenting on the launch, Nipun Marya, Director- Brand Strategy, vivo India said, "As a global technology brand, we believe in pushing the boundaries of innovation. Taking another bold step towards the future, we are excited to further expand our vivo V20 series line-up with the launch of V20 Pro. Keeping in mind the current and future needs of the consumers, the V20 Pro is designed to deliver strong overall performance with superb camera capabilities and 5G compatibility."

He further added, "The V-series line-up has always focused on proving industry leading camera innovation and trendy design aesthetics. The recent success of V20 SE and V20 in India is a testimony of our commitment to drive customer centric innovation. With 'Pro' version under V20 series, we are hopeful to witness a similar response from the Indian customers."

Apple introduces AirPods Max, the magic of AirPods in a stunning over-ear design

Apple announced AirPods Max, innovative wireless headphones that bring the magic of AirPods to an over-ear design with high-fidelity sound. AirPods Max combine a custom acoustic design, H1 chips, and advanced software to power computational audio for a breakthrough listening experience with Adaptive EQ, Active Noise Cancellation, Transparency mode, and spatial audio. AirPods Max come in five gorgeous colours, including space grey, silver, sky blue, green, and pink, and are available to order starting today, with availability beginning Tuesday, December 15.

"AirPods are the most popular headphones in the world, beloved for their effortless setup, incredible sound quality, and iconic design. With AirPods Max, we are bringing that magical AirPods experience to a stunning over-ear design with high-fidelity audio," said Greg Joswiak, Apple's senior vice president of Worldwide Marketing. "The custom acoustic design, combined with powerful H1 chips, and advanced software enable AirPods Max to use computational audio to wirelessly deliver the ultimate personal listening experience."

Motorola Launches Affordable 5G ready Smartphone – moto g 5G

Motorola, announced the launch of their latest offering with the moto g 5G; delivering next-gen features with a future proof ultra-fast 5G capability and a powerhouse Snapdragon 750G processor- this device will let you blaze through your tasks with ultra-fast performance, lag-free streaming, and its near-stock Android UI. Motorola's g series is known worldwide to provide exceptional value to smartphones that stand out in this segment to give you more of what you want for less. The new moto g 5G is yet another powerful testimony to the brand's commitment to making future-ready technology accessible to all.

Additional features like 5000 mAh battery with over two days of power under its hood, 6GB RAM and 128 GB built-in storage, 6.7 Max Vision HDR10 display, 48 MP camera system, and a dedicated Google Assistant button- makes it one of the most tempting devices in the budget-segment. The moto g 5G comes with support for 11 Global 5G Network Bands which ensures that you are ready for any Sub 6 5G Band that is launched in India. The moto g 5G is also compatible with most Sub 6 bands available globally, ensuring that you are truly global-ready!

Galaxy M51- it packs a 7000mAh battery which is huge compared to all its competitors.

Samsung has established itself as brand known for presenting innovative devices and Galaxy M51 series is another addition in this direction. Galaxy M series has created a name for itself for enabling great smartphone usability with its innovative features and with the Galaxy M51 — it packs a 7,000mAh battery which is huge compared to all its competitors.

Samsung Galaxy M51 Design

With its huge battery power, you might think that 7,000mAh battery would make a phone very bulky, but Samsung has quite intelligently balanced this off by distributing the weight quite well.

Samsung is delivering Infinity-O display with this device, which means there's a hole at the centre of the top of the screen for the front camera. The display measures 6.7 inches and comes with 20:9 aspect ratio. There is Corning Gorilla Glass 3 protection on the display.

With this device, Samsung is providing a side-mounted fingerprint scanner embedded into the power button. It is quite well positioned and easy to unlock the smartphone while holding it in either hand. Samsung is providing a 25W charger in the box and this helps in charging the monster battery of this device relatively quickly.

Qualcomm Redefines Premium with the Flagship Snapdragon 888 5G Mobile Platform

During the annual Snapdragon Tech Digital 2020, Qualcomm Technologies, Inc. introduced its latest flagship Qualcomm® Snapdragon™ 888 5G Mobile Platform, which will set the benchmark for flagship smartphones in 2021. This new platform packs industry-leading mobile innovations in 5G, artificial intelligence (AI), gaming, and camera technologies that will transform premium mobile devices into professional-quality cameras, intelligent personal assistants, and elite gaming rigs. Snapdragon 888 with advanced 5G connectivity will redefine today's mobile experiences to usher in the future of enterprise mobility, video telephony, console quality cloud gaming, and more.

"Qualcomm's history of breakthrough technology inventions has paved the way for our continued leadership in the premium-tier mobile segment," said Alex Katouzian, senior vice president and general manager of mobile, compute and infrastructure, Qualcomm Technologies, Inc. "The new flagship Snapdragon 888 Mobile Platform will enable OEMs to further differentiate their devices and allows users to experience the latest cutting-edge mobile technologies."
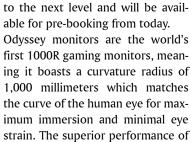
Samsung Brings World's Highest Performing 240Hz Curved Gaming Monitors

Samsung, India's largest and most trusted consumer electronics brand has launched its new line-up of ground-breaking curved Odyssey G9 and G7 gaming monitors in India. Unveiled at CES 2020, these monitors will reinvent the gaming experience by bringing together comfortable curvature, immersive interaction and perfect picture quality.

The new range of gaming monitors comprises of two models; the G9 – with an industry-leading 49-inch display – and the G7, available in 32-inch and 27-inch size variants. Both Odyssey gaming monitors are designed to take immersive gaming to the next level and will be available for pre-booking from today.

Odyssey monitors are the world's first 1000R gaming monitors, meaning it boasts a curvature radius of 1,000 millimeters which matches the curve of the human eye for maximum immersion and minimal eye strain. The superior performance of the Odyssey monitors has been certified by TÜV Rheinland, a leading international certification organization which has awarded Samsung the industry's first high performance 1000R curved display and Eye Comfort certificate.

Xiaomi develops a true game-changer for the 4K laser projector industry

Xiaomi and its partners are committed to making advanced technology accessible to everyone. With this philosophy in mind, the team developed Mi 4K Laser Projector 150": a premium product designed for today's movie watchers consuming entertainment experiences at home more than ever before – not just due to the global pandemic, but because we are living in a golden age of quality content.

Outside of this revolutionary ALPD 3.0 technology, Mi 4K Laser Projector 150" boasts other premium features such as its compact, and easy-to-install design, Android TV 9.0 system with built-in Google Assistant®, and 30W dual full-frequency + dual high-frequency speaker system with Dolby and DTS-HD decoding support.

ASUS Announces GeForce RTX 3060 Ti Series Graphics Cards

ASUS announced a new series of graphics cards that will debut with the latest NVIDIA GeForce RTX 3060 TiGPU. The series includes five new models: ROG Strix,TUF Gaming, ASUS Dual,ASUS Dual MINIand ASUS KO GeForce RTX 3060 Ti. These new graphics cards bring buffed-up cooling, PCBs and power designs to complement the new NVIDIAAmpere architecture and deliver the latest and greatest in 3D gaming performance. Powered by the NVIDIA Ampere architecture and the 2nd generation of NVIDIA RTX, the world's most powerful PC gaming platform for real-time ray tracing and AI, the GeForce RTX 3060 Ti delivers blistering 1080p and 1440p gameplay.

The RTX 3060 Ti also supports the trifecta of GeForce gaming innovations too, including performance-accelerating and IQ-enhancing NVIDIA DLSS technology which is now available in over 25 games; NVIDIA Reflex which reduces system latency ('input lag'), making games more responsive, and giving players in competitive multiplayer titles an extra edge over the opposition; and NVIDIA Broadcast, a suite of audio and video AI enhancements including virtual backgrounds and noise removal that users can apply to chats, Skype calls and video meetings. So whether they're playing traditional PC titles, powering through creator and productivity workflows, or marveling at the latest cutting-edge ray-traced titles like Cyberpunk 2077, Call of Duty: Black Ops Cold War, Watch Dogs: Legion, and more, the GeForce RTX 3060 Ti delivers the best possible experience in its class for everyone everywhere.

Tenda launches all-new 4G LTE Advanced Pocket Mobile Wi-Fi Hotspots – 4G180 & 4G185 in India

Tenda, a leading provider of networking devices introduces its all-new and innovative 4G LTE Advanced Pocket Mobile Wi-Fi Hotspots- 4G 180 and 4G 185. These devices are designed specifically to cater to the needs of SOHO (Small Office and Home Office). These devices will be beneficial in covering a small space area with consistent Wi-Fi signals while eliminating the dead spots. In addition, these will be addressing the challenges like connectivity and speed while people are working from home.

Tenda 4G180 and 4G185 Mobile Wi-Fi is an elegant and compact shape device. These devices offer high-speed packet access mobile hotspot with a hassle-free and secured Internet network with a download speed upto 150 Mbps at Wi-Fi Frequency of 2.4GHz via 4G in your pocket. Now you can enjoy lag-free HD movie viewing and uninterrupted video chats on the go as well as downloading files in a matter of seconds. Both Wi-Fi devices come equipped with a powerful 2100 mAh rechargeable battery that lasts up to 10 hours and a week in standby mode. In addition, the battery is chargeable, removable and replaceable.

Sony introduces Alpha 7C world's smallest and lightest Full-frame camera

Sony India announced an impressive addition to their imaging line-up, the Alpha 7C full-frame camera (model ILCE-7C), the FE 28-60mm F4-5.6 (model SEL2860) zoom lens. The Alpha 7C is the world's smallest and lightest[i] full-frame body with uncompromising performance, featuring advanced AF (autofocus), high-resolution 4K video[ii] capabilities and more. When paired with the world's smallest and lightest[iii] FE 28-60mm F4-5.6 standard zoom lens, this versatile combination delivers an experience unlike any other, maximising portability and versatility without sacrificing any of the power of full-frame imaging.

"With the commitment to offer best and most advanced tools based on the needs of our customers, we introduce the Alpha 7C, where "C" stands for compact," said Mukesh Srivastava, Digital Imaging Head at Sony India "The new Alpha 7C camera and FE 28-60mm F4-5.6 zoom lens packs most advanced imaging technologies in a brand new design that is the smallest and lightest full-frame camera and lens system in the world. We are opening up a new world of possibilities for content creators by give them the uncompromised power of a full-frame system in the palm of their hand."

HPE is committed to working with Biden-Harris administration to leverage technology for the betterment of society

HPE PRESIDENT & CEO ANTONIO NERI LETTER TO PRESIDENT BIDEN

Congratulations to you and Vice President-elect Harris on your historic election. It was truly inspiring to see so many Americans from so many different communities and walks of life across our great nation participate in this election in record numbers.

As the Biden-Harris transition team sets the agenda and priorities for your administration, I want you to know that HPE is committed to working constructively with your administration to leverage information technology, including high performance computing (HPC),to fight COVID-19, further scientific discovery and rebuild the U.S. economy in a manner that supports the well-being of all Americans, bridge the digital divide to foster greater opportunity for American families, and advance racial justice and inclusion.

Technology and HPC to Fight COVID-19 and Advance Scientific Discovery

HPE maintains the commitment we made from the start of the pandemic to provide dedicated scientists, engineers, and computing systems to accelerate the research and discovery of a vaccine and new medicines and therapeutics to fight COVID-19. As you convene your COVID-19 task force, please don't hesitate to call upon me or our experts for assistance.

Currently, HPE is supporting important work at some of the world's leading research centers, including the U.S. Department of Energy's Argonne National Laboratory and Oak Ridge National Laboratory. Our high-performance computing solutions enable researchers to run simulations involving complex data and deep learning workloads to better understand the new COVID-19 strain and develop drug treatments.

We are also proud to support critical COVID-19 research by partnering in the COVID-19 High Performance Computing Consortium with the DoE and other industry and academic organizations to provide supercomputing software and applications expertise free of charge to help researchers port, run, and optimize essential applications to combat this pandemic.

HPE Artificial Intelligence (AI) experts are collaborating to support the COVID-19 Open Research Dataset. They developed AI tools to mine data across thousands of scholarly articles related to COVID-19 and related coronaviruses to help the medical community develop answers to high-priority scientific questions.

HPE has strong partnerships with the DoE National Laboratories through the Exascale Initiative and other HPC/AI collaborations, and we stand ready to continue the fight against COVID-19 as well as advance scientific discoveries in health care, medicine, renewable energy, manufacturing, space exploration, climate science, and other areas.

Rebuilding the U.S. Economy Through Digital Transformation

Grappling with the pandemic's impact on America's economy will be just as important as fighting the spread of the disease itself. We support your ambitious plan to get America's workforce back on its feet and accelerate the nation's transformation towards a true 21st century digital economy. Through HPE's support of states, cities, and the federal government in managing and meeting their IT needs during the pandemic, we have seen firsthand the importance of providing robust funding for our digital infrastructure with the same urgency as we do our physical infrastructure. Now more than ever, government systems are in need of comprehensive modernization, and uncertain federal and state budgets necessitate that we look at more creative ways of acquiring technology. We are eager to partner with your administration on innovative approaches to modernize our nation's digital infrastructure — helping our economy recover and evolve well into the future.

American information technology exports can support economic growth and development both at home and abroad. As a global company, we also look forward to supporting your Administration's efforts to rebuild relationships with our allies and trading partners and to strengthen and modernize the rules-based multilateral trading system while leveling the playing field for American workers and creating new markets for our exports.

Bridging the Digital Divide for American Families Across All Communities

During the pandemic, HPE and its customers have evolved and innovated in a truly unprecedented environment. We have partnered with states and cities across the nation to help strengthen America's digital infrastructure as COVID-19 has significantly increased our country's reliance on broadband. This increased dependence has proven particularly true in telehealth and distance learning. Many students are unable to continue learning without access to connectivity tools. That is why we have worked around the country to bridge the digital divide for students by extending outdoor Wi-Fi for schools and public buildings, outfitting buses with wireless technology and driving them into low-income neighborhoods, and establishing more permanent enterprise-level solutions that provide equitable access to the internet for entire communities of students and their families. The pandemic did not create this divide, but it has exposed and accelerated it like never before. HPE is ready to help your team hit the ground running to address this challenge and treat access to connectivity as a basic need for all Americans, especially for our students, small businesses and underserved communities.

Advancing Racial Justice and Equity

At HPE, we are committed to unconditional inclusion, and believe it is incumbent upon those of us with means and platforms to create change by taking action to advance racial justice and equity. The feedback my leadership team and I gathered through conversations with our diverse team member groups have informed a series of actions our company is taking to accelerate racial inclusion in our workforce. I am eager to partner with your administration on efforts to advance this critical imperative for our country.

From strengthening our nation's digital infrastructure, to ensuring equitable digital access for all, to leveraging the next wave of high-performance computing for solutions to society's most pressing challenges, HPE is working diligently to carry on our legacy as one of Silicon Valley's founding companies. As you move forward with transition and into the early days of your administration, I wish you the very best of success and hope you will see me and our entire team of technologists and policy experts at HPE as your trusted partners. As you said in your victory speech, now is the moment "to marshal the forces of science and the forces of hope in the great battles of our time." I look forward to marshalling these forces for the betterment of our citizens, the nation, and the world.

Smart infrastructure spending will help address pressing economic and climate change needs

BOB SWAN, INTEL CHIEF EXECUTIVE OFFICER, SENT THE FOLLOWING LETTER TO THE PRESIDENT-ELECT.

Congratulations on your election as our 46th president. I also want to congratulate Vice President-elect Kamala Harris for her historic achievement and recognize the role your administration will play in inspiring our next generation of leaders.

2020 has been a particularly disruptive year for the American people. And we know you are focused on uniting our nation to overcome the challenges posed by COVID-19, racial strife, a growing skills gap and increasing global competition.

In 1968, America was in a similar place. We were a nation divided over the Vietnam War, divided by race, undergoing a recession and experiencing mass protests shaping the political landscape. In this environment of change and upheaval, Robert Noyce and Gordon Moore came together and founded Intel, starting a silicon revolution that gave rise to many future technologies. Today, Intel is the only U.S.-based manufacturer of leading-edge semiconductors, with more than 50,000 employees across the country and innovation hubs in Oregon, Arizona, Texas, New Mexico and California. We again stand at the ready to support the next generation of technological advancements.

As the leader of a company driven by our purpose to create world-changing technologies that enrich the lives of every person on Earth, I am

grateful for your recognition of the role technology plays in solving our nation's largest societal challenges. As you begin to further develop your policy agenda, I urge you to focus on the following areas:

Investing in Technology to Solve the Challenges Posed by COVID

Artificial intelligence, high performance computing and edge-to-cloud computing are critical components in government collection and analysis of data, diagnostics, treatment and vaccine development. Intel technology has helped accelerate access to quality data to deliver remote care and protect medical professionals from exposure to infection. As you know, this pandemic has widely affected education, work and other aspects of our daily lives. It is crucial to expand investments in broadband connectivity, particularly to lessen the impact of COVID on the underserved and in communities of color.

Increasing U.S. Manufacturing

Your planned investment in American-made goods is critical to U.S. innovation and technology leadership. According to the Semiconductor Industry Association, the U.S. accounts for just 12% of global semiconductor production capacity, with more than 80% taking place in Asia. Rising costs and foreign government subsidies to national champions are a significant disadvantage for U.S. semiconductor companies that make substantial capital investments domestically. A national manufacturing strategy, including investment by the U.S. government in the domestic semiconductor industry, is critical to ensure American companies compete on a level playing field and lead the next generation of innovative technology.

Investing in Digital Infrastructure

Smart infrastructure spending will help address pressing economic and climate change needs. This will include technology designed to make cities and energy systems smarter and more efficient. Widespread deployment of advanced 5G telecommunications networks will fuel efficiencies for businesses in all industries and enable more U.S. innovation. Upgrades to our infrastructure must not only handle the technology of today but spur domestic development of the technologies of tomorrow.

Developing a 21st Century Workforce

In the U.S., Intel hired more than 4,000 people this year, and it still has 800 positions to fill. We produce the most complex technology on the planet and need access to the best talent available. We are designing STEM curricula to help feed the workforce pipeline and make next-generation training and skills more accessible. This year, we partnered with Maricopa County Community College District in Arizona to launch the first Intel-designed artificial intelligence associate degree program in the United States.

While we work to build a greater pipeline of U.S. high-tech workers, American universities and companies provide opportunities to smart, hard-working people from all over the world. They return the favor many times over with their contributions to this country and our technology leadership. The U.S. has welcomed global talent for decades and should continue to support immigration programs needed by Intel and other high-tech companies to operate in the U.S.

At Intel, we believe the current and future workforces need to reflect the makeup of this nation. We also share your commitment to make racial equity a top priority. We set ambitious goals for Intel's next decade. We aim to double the number of women and underrepresented minorities in senior leadership at Intel, and to collaborate within our industry to create and implement a Global Inclusion Index to track industry progress in areas such as greater levels of women and minorities in senior and technical positions, accessible technology and equal pay.

Intel has enjoyed working closely with presidential administrations over the past 52 years on policies that help the United States lead the world in technological innovation. I look forward to working together in a shared mission to tackle the many challenges facing our nation today as we prepare for an equitable and prosperous future.

Graftronics To Expand With New Branches In Tier-2 Cities

Mumbai based Graftronics has established itself as one of the premier companies in Mumbai dealing in Servers, Storage Solutions, Structural cabling, Facility Management. Office Equipment and Power Solutions. With its credentials, experience, and resources at command, Graftronics holds a prime and domineering position in providing solutions and other office automation and security products. The Mumbai-based partner is on an expansion spree with a new office coming soon in Badlapur, a suburb of Mumbai to cater to the tier-2 and tier-3 regions. Vimesh Avlani, CEO of the company speaks on the way enterprises started rethinking IT spend and his organization plans.

Post-Covid, what are the key ways organizations are changing their IT infrastructure policies?

According to a recent survey, I think COVID-19 has speeded up the adaption of digital technologies by several years and that many of these changes could be here for the long haul. Thus, things are moving much more better than what it was in the pre-covid era. We had seen many companies adopting technologies in an enhanced and in a better way than what they have thought before. Enterprises are giving more priority to technologies as well which they were not doing before COVID. This has supported partners like us well to get not only good business and a kind of excitement to address newer challenges to address from our clientele. At the end of the day, nothing makes channel partners like us happier than solving customer's problems.

After your interaction with many companies, what are the ways organizations' dependence on technology will transform?

Digital adoption has taken constantly at both organizational and industrial levels. Post-COVID 19, we will witness that adaption of digitization has gone dramatically in a bigger way. And obviously, in turn, all the corporates and the companies which they were not believing previously in technology had changed their minds and started to embrace technology. This is really helping the customers work seamlessly inside the office or Work-from-home. On the other hand, technology had made things not only cost-effective but a quicker way to interact between their customers and also their employees.

What are the ways newer technology has reached a threshold for small and medium to afford them?

It has advanced the way SMEs think about technology. Many enterprises had accelerated the digitization of their customers and supply-chain interactions of their internal operations by 3 to 4 years. The share of digital or digital-enabled products in the portfolios have really accelerated. Many companies have at least a temporary solution that we had given to them to meet up to their new demands. To stay competitive in this new business and economic environment requires new strategies and practises. Our findings suggest that executives are taking note of most respondents recognized technology strategies important as a critical component of their business, not just a source of the first act sees. Small and Medium companies can now very well afford cloud computing solutions. Options had come where they can move their ERP on the cloud to start with just INR 750 per-user,per-month. Even some complex cloud computing solutions which were beyond their reach are now becoming cost-effective and economical for them to adopt. The customers are also happy to understand that many can engage in such a way where most of their human resources was running from pillar to post for service are now doing it remotely.

What are the ways, Graftronics, as an organization had evolved during this pandemic? What were the key learnings?

In this pandemic, Graftronics has evolved in a much much much bigger way. We had started from the basics to advance level. We have evolved with time. We were not so much focusing much on selling endpoints to the customers. However, with this pandemic, I thought that first we need to sell off the endpoints and reach all the laptops in our customer's place to enable the work-from-home strategy. We had managed to sell close to 1 Thousand endpoints in the first four months of the pandemic.

Many of our customers had invested on premise high-end servers. So we did not want to give and make them spend anything extra to go into the cloud and adapt to our virtualization environment. We did our best to co-locate their servers into various affordable data centres where they can afford & also use their existing IT infra in a much more efficient way. Our USP is the relationship we have with our customers.

What are your organization's expansion plans?

Cloud compute & security is going to be a key focus and specialization. In coming years, you will see our organization focussing on these two sectors primarily. Our focus will also be in the FMS (Facility Management Services) which we been doing in the pre-COVID era through our engineers at various customer locations. This pandemic had given Graftronics, a collective cognizance to understand the customers' problem and innovative ways for giving them the solutions.

On our expansion plans, we are not wanting to move to any metro cities but our key focus is on the tier 2 tier 3 cities. Very soon, we will be having one of our branch offices at Badalapur in the suburbs of Mumbai. We are targeting areas in the Nasik region which are geographically small but have strong industrial belts. There is a huge demand for solution providers like us in those areas. We are wanting to make our presence and serve the industries and corporates over there with efficient IT solutions and quicker and faster solutions.

Around 83% of Indian workforce are nervous to go back to office without Covid-19 vaccine

Atlassian Corporation Plc, a leading provider of team collaboration and productivity software and the maker of Jira, Confluence, and Trello products, has launched an India-based study highlighting the changing work practices of individuals, teams and organisations in response to the COVID-19 pandemic. According to the report titled – Reworking Work: Understanding The Rise of Work Anywhere, 83% of employees in India are still nervous about going back to the office while there's no vaccine and restrictions are still in place.

The study commissioned by Atlassian and conducted by Australian research agency PaperGiant, is an extension of the previous global survey conducted in early 2020 with knowledge workers in Australia, USA, Japan, Germany and France using observational, qualitative, and ethnographic research methodologies. In India, 1,425 participants from tier 1, 2 and 3 cities were surveyed for over four weeks in October 2020.

As per the research findings, Indian employees were more likely to want to work completely from home (66%) than any other country surveyed. While people are still managing new challenges that come with remote work, many reported a sense of 'relief' being free from the usual presenteeism of the office environment. 70% of people reported their job satisfaction is better than before COVID-19 restrictions. In fact, 61% of employees find it manageable to effectively work at home during the COVID-19 restrictions. With all the positives surrounding remote work, the study also revealed that a majority of Indian workers (78%) were actually worried about what their home life looks like to their colleagues and what it says to them.

A core finding mentions that 86% of employees in India thought the members of their team feel closer to each other now and 75% thought their team worked better together compared to pre-Covid. People are sharing more personal experiences with their team. The majority of Indian employees (89%) reported a feeling of unity and cohesion in their team. Another insightful revelation was that 1 in 2 (50%) of managers said their job security was much better now than before COVID-19. The pandemic has triggered a shift in managerial roles and managers are feeling more integral to workflows and productivity than ever. **Dinesh Ajmera, Site Lead and Head of Engineering, Bengaluru, Atlassian** said, "The research findings point to how the 'new normal' will shape work, relationships and collaboration in the future. These are the voices of real people facing real complexities. Now is our opportunity to use the insights we have been presented with to adapt for the better, guided by the experiences of employees around the world."

"We at Atlassian are embracing this change wholeheartedly and investing early in developing a workforce that can navigate this new environment, and thrive in it. We believe that our unique organisational culture and focus on employee wellbeing, will go a long way in making this transition smooth. It's heartening to know that even during these difficult times, our India office has been steadfast with an uptick in hiring," he further added.

Consistent with the industry sentiment on digital adoption seeing a quantum leap during the pandemic, the study reveals that Indian employees are rapidly adopting digital toolkits and skills for worry of being left behind. The introduction of social distancing and remote working has accelerated the move to a digital-first environment, forcing people to adapt.

From an organisational perspective, 88% of Indian employees believed their company was already well prepared for returning to the office, while 78% of the workforce in India were annoyed that it took a pandemic to allow them to work from home. While from a work-life balance standpoint, 81% of people in India say it's more difficult to maintain boundaries between work and personal lives, compared to 79% in Australia and 58% in the US.

94% women point to the need for more networking opportunities to rise to leadership positions

The year 2020 is touted as the year of change, the year of realisation, and the year of concrete action. The pandemic has brought to the fore some striking leadership skills demonstrated by women leaders across the globe.

So, what does the future look like for women? Are women prepared to take on higher roles and greater responsibilities in the workplace even as they juggle the myriad roles in their personal lives? Indeed they are.

A survey, conducted by JobsForHer ahead of The HerKey Conclave on December 4th, clearly indicates that women are able and willing to take on leadership positions despite the several changes brought about by the COVID-19 crisis.

Of the 1500 women who took part in the survey, 94% said there is a definite need for more networking opportunities for them to rise to leadership positions.

Furthermore, 49% of the respondents stated that a platform to showcase their leadership skills will help them seek leadership positions in their organisations.

Interestingly, 32% of women expressed the need for opportunities to interact with women from varied backgrounds and professions to bring in fresh perspectives and serve as a catalyst for change. 18.5% of the respondents said that they'd look for a dedicated, engaged network of senior women to help reach leadership positions.

Networking, particularly in the present time is suddenly gaining momentum and it is perhaps a lot simpler now to reach women from various parts of the world to connect, share, ideate and learn. And as we settle into the remote working / work-from-home trend, geographical boundaries are blurring; networking is now only a video call away.

How is India Inc responding to women rising in their ranks?
More women leaders have shown us how empathy and solidarity in working with their teams and societies can soften the blow of a global health crisis. Companies are now realising how crucial it is to have more women in their leadership ranks. They're now putting their heads together to also create a pipeline of women leaders from among their women employees.
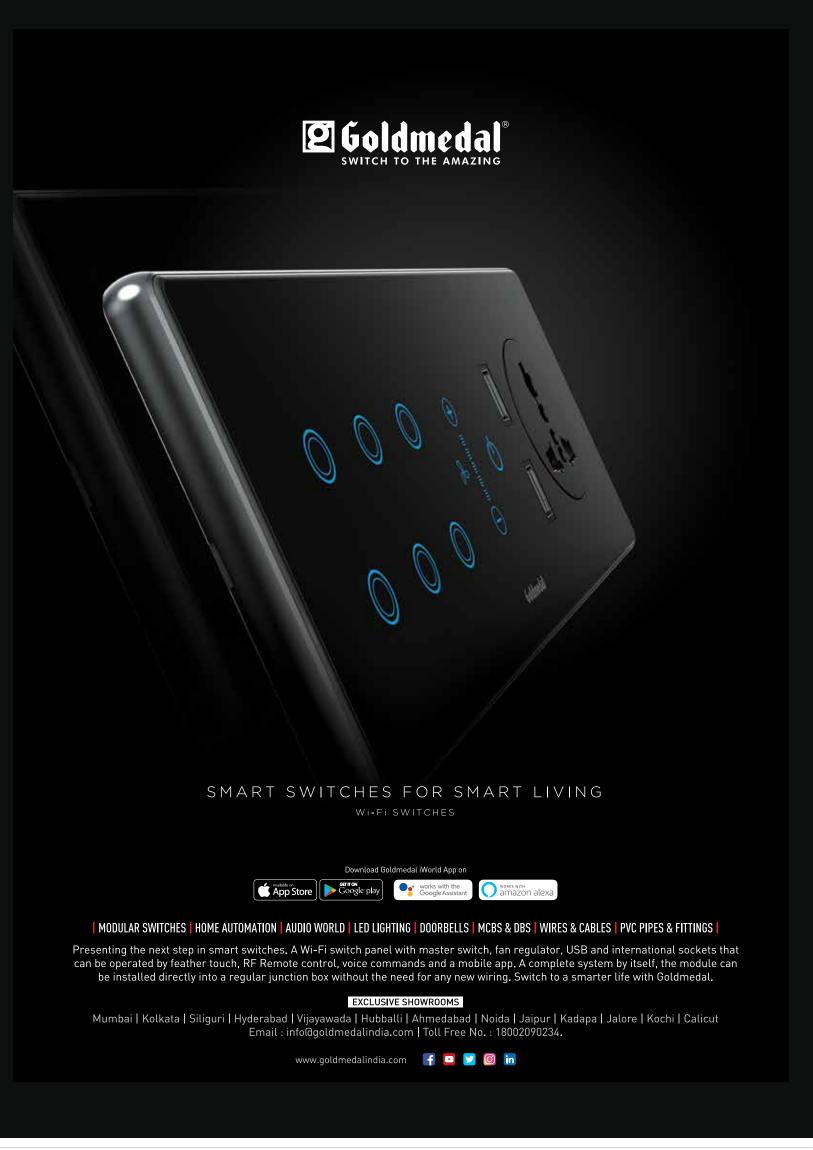
"Structured mentorship, sponsorship and networking platforms for women are important steps in this direction and a trend which will continue to grow to ensure the world has more women at the helm. The HerKey Club is one such networking platform that not only connects women across the globe, but also inspires companies to encourage employees to be part of this growing community of leaders", says **Neha Bagaria, Founder and CEO**, JobsForHer.

While many organizations don't blink an eye to enroll their high-achieving, rising leaders at world-class academic institutions in leadership development programs/courses, there are many non-academic clubs & organizations to which rising male leaders throughout history have also sought membership. These memberships have given them tangible and intangible rewards in their leadership journey – like curated, powerful networks, personal-professional branding, personal-professional growth & development, and access to a world of information and inspiration that they would otherwise not have had. The HerKey Club membership is all this and more for rising women leaders in the world of work.