

SME CHANNELS

India's leading IT magazine for channel business

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EDITORIAL

CHANGING CLOUDSCAPE IN INDIA

MANASH RANJAN DEBATA
manash@accentinfomedia.com



Cloud computing in India is undergoing significant transformation, characterized by rapid adoption, substantial investments, and a focus on developing a skilled workforce. Let's have a quick overview of the key developments in the evolving cloudscape.

First of all, the country is witnessing an accelerated rate of cloud adoption Across Sectors. India's cloud services market is experiencing robust growth, with projections indicating an increase from \$8.3 billion in 2023 to \$24.2 billion by 2028. This surge is driven by the digitalization of various sectors, including BFSI, education, and healthcare.

India's fertile business scape is inviting lot of strategic investments by global tech giants. To leverage the surge in market demands, leading cloud vendor, Amazon Web Services (AWS) has committed approximately \$8.2 billion to expand its operations in Maharashtra, aiming to deploy advanced technologies and cloud management services by 2029–2030. This investment is part of a broader \$12.7 billion plan by Amazon to enhance its cloud infrastructure in India by 2030, contributing significantly to the nation's GDP and job creation.

Not just this, there is a noticeable change in the country's cloud space. There has been an emergence of local Cloud Initiatives across the country. In a move to promote data localization and provide affordable cloud services to financial institutions, the Reserve Bank of India (RBI) plans to launch a pilot program in 2025. This initiative seeks to establish local cloud data storage solutions, challenging the dominance of global providers and supporting smaller financial firms.

The government and the industry are also working in unison towards development of a Skilled Cloud Workforce. The demand for cloud professionals in India is projected to reach 2 million by 2025. To address this need, initiatives like Nasscom's FutureSkills PRIME, in collaboration with the Ministry of Electronics and Information Technology (MeitY), are focusing on upskilling individuals in emerging technologies, with a particular emphasis on cloud computing.

The growth of the Indian SaaS Ecosystem is at the forefront of driving this phenomenal growth. India's Software as a Service (SaaS) sector is thriving, with over 40,000 professionals employed in this domain. The expansion of SaaS companies is further fueling the demand for cloud services, as these businesses rely heavily on cloud infrastructure to deliver scalable solutions.

In a nutshell, India's cloud landscape is evolving rapidly, marked by increased adoption, significant investments, the emergence of local initiatives, and a concerted effort to develop a skilled workforce. These developments position India as a key player in the global cloud computing arena. **SME**

MY EXPERIENCE

ASUS AI-powered Expert-Book P Series laptops

The ASUS ExpertBook P series offers multilayered security right down to the BIOS level. This comprehensive approach ensures every component and interaction within the system is safeguarded against diverse threats, setting new benchmarks for business computing security.

The devices deliver performance suited for demanding workloads, enhanced by AI-driven features like real-time meeting transcriptions, translated subtitles, noise cancellation, and intelligent video enhancements. The device has aluminum chassis (on P3 and P5), and reinforced I/O ports.

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FINAL WORD:

Go for the ASUS AI-powered Expert-Book P Series, if you are looking for an enterprise-grade computing for small and medium businesses with a suite of productivity-focused features, robust build quality, and worry-free service options.

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CLOUD INDUSTRY ON THE CUSP OF A MAJOR REVOLUTION / 20

Cloud technologies are moving away from a linear evolution to prepare for an exponential evolution. In the post pandemic world, the appetite for cloud solutions continue to remain strong, as new cloud-specific trends keep on greeting us each new day

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"Fortinet Expands FortiAI
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CROWDSTRIKE WINS 2025 GOOGLE CLOUD SECURITY PARTNER OF THE YEAR AWARD



CrowdStrike has bagged the 2025 Google Cloud Security Partner of the Year Award for Workload Security, an honor that recognizes CrowdStrike's leadership in implementing security solutions. CrowdStrike also announced an expansion of its partnership with Google Cloud to enable end-to-end security for AI innovation - from code to cloud - with CrowdStrike Falcon Cloud Security. Google Cloud customers can benefit from additional embedded security across the entire AI lifecycle, securing workloads, data and models.

Cloud intrusions are at an all-time high, and the rapid adoption of AI introduces new challenges to securing innovation. Traditional tools and point products cannot keep pace with the speed of

modern development pipelines or the complexity of hybrid cloud environments. As Google Cloud's Security Partner of the Year for Cloud Workload Security, CrowdStrike delivers comprehensive visibility and protection across the entire modern cloud estate - including infrastructure, workloads, applications, identities, data, SaaS and AI models - all from a single, unified platform.

Daniel Bernard, chief business officer at CrowdStrike, said, "Together with Google Cloud, we're empowering customers to innovate with confidence, securing the infrastructure, data and models powering the AI revolution - with cloud security's leading solution that delivers on the promise of stopping breaches."

BRISKPE Unveils Solutions to Help Indian Amazon Sellers Scale

BRISKPE, a Prosus-backed, Amazon-approved Payment Service Provider (PSP), today announced the launch of 'BRISKPE Launchpad', a bold new initiative aimed at transforming how Indian sellers expand globally. With this launch, BRISKPE moves beyond just powering payouts to building a full-stack ecosystem that helps sellers scale like global brands.

"Cross-border commerce should ignite ambition, not intimidate it,"

said Sanjay Tripathy, Co-founder and CEO of BRISKPE. "Our PSP approval from Amazon affirms the strength of our payment infrastructure. But with BRISKPE Launchpad, we go several steps further. We're building a support system that gives Indian MSMEs the tools, partnerships, and confidence to succeed globally. We're also in active discussions with platforms like Shopify, Etsy, eBay, and Walmart to extend this ecosystem

to a wider base of sellers."

Until now, Indian MSMEs, despite contributing 45% of India's exports, have struggled with fragmented infrastructure. Payment delays, unpredictable forex rates, complex tax regulations, and compliance chaos have made global selling a daunting task. Most small sellers juggle multiple service providers, often with no single point of accountability. With PSP approval from Amazon, BRISKPE

is among one of the few Indian fintech companies authorised to facilitate direct payouts from Amazon's global marketplaces—including the US, UK, Europe, Singapore, and Australia. But the real game changer is 'BRISKPE Launchpad', a partner-powered growth engine built atop BRISKPE's real-time payments and compliance stack.

Elastic Names Sanjay Deshmukh as VP- APJ

Elastic has appointed Sanjay Deshmukh as vice president (VP) for Asia-Pacific and Japan (APJ). Deshmukh will be responsible for scaling and driving growth of the regional business, expanding the partner ecosystem, and strengthening relationships with customers. Deshmukh has a successful track record of delivering significant growth for enterprise software organisations in APJ.

“The Asia-Pacific Japan region is a high-growth market fueled by the demand for meaningful AI innovation” said Matthew Day, vice president and general manager of International at Elastic. “Sanjay’s proven expertise in leading enterprise software organisations through periods of rapid growth and his ability to build high-performance teams will continue to build on our success. As our customers seek ways to leverage their data for GenAI use cases and consolidate their search, security, and observability needs onto a single platform, Elastic is uniquely placed to support them.”

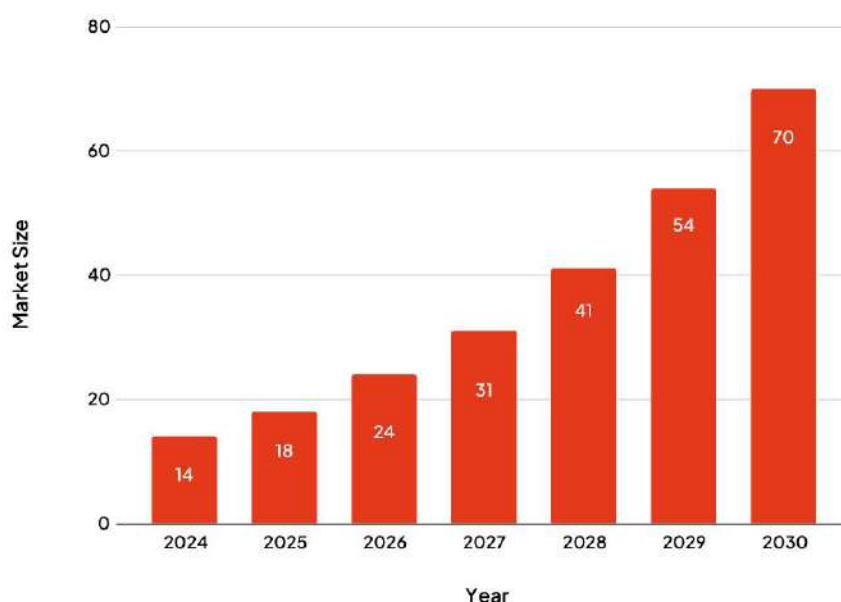
“Asia Pacific is poised to be the fastest growing market for generative AI due to rapid digitalisation, the availability of AI talent, data and a vibrant start-up ecosystem,” said Deshmukh. “With Asia’s rapid adoption of AI, data has never been more critical. Connecting the right data at the right time enables a new wave of AI products that are relevant and effective in solving real business problems. I look forward to empowering developers, IT teams, and organisations across APJ to transform data into answers, actions, and outcomes with Search AI.”

Netskope announces DLP On Demand, extending market-leading unified data protection capabilities

Netskope announced the launch of Netskope One DLP On Demand, the newest component in its unified Netskope One Data Security service. Netskope One DLP On Demand enables new data protection integrations for Netskope technology alliance partners, on-premises support for customers, and significant enhancements to further unify Netskope’s data security capabilities. With this launch, Netskope’s data security posture management (DSPM) now includes all of the market-leading and patented capabilities of Netskope One DLP.

Netskope’s unified data security helps organisations secure data across increasingly disparate systems and evolving usage scenarios: across public and private cloud, the web, on-premises, and in AI and machine learning systems. Using Netskope One Data Security, organisations are no longer forced to take different approaches to data in use, data in motion, and data at rest, and therefore no longer need to support sprawling systems delivering disjointed analytics, fractured policy controls, and resource inefficiencies.

Indian SaaS Market By 2030



(Source: MacKinsey, Inc. 42 Analysis)

EXECUTIVE MOVEMENT



ELASTIC NAMES SANJAY DESHMUKH AS VICE PRESIDENT FOR ASIA-PACIFIC AND JAPAN



MAGENTA APPOINTS SUJIT CHERIAN AS CHIEF STRATEGY OFFICER TO DRIVE GROWTH AND INNOVATION



RAH INFOTECH APPOINTS JITENDRA KHADKE AS SENIOR VICE PRESIDENT



SAVIYNT HIRES NITIN VARMA AS SVP AND MANAGING DIRECTOR FOR INDIA AND SAARC



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- Firmware activated without reset
- Secure erase/secure boot
- Hardware root of trust, secure signed firmware
- Active garbage collection
- TRIM support
- Self-monitoring and reporting technology (SMART)

Contact us – expert talk

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Manager – Enterprise Sales
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Hexnode launches Hexnode UEM MSP, A Streamlined Solution for Managed Service Providers

Hexnode, the enterprise software division of Mitsogo Inc., announced the release of Hexnode UEM MSP, a dedicated solution designed to empower Managed Service Providers (MSPs) with advanced device management capabilities across multi-tenant environments. This valuable addition to the Hexnode MSP partner program reaffirms Hexnode's ongoing commitment to supporting MSPs and enhancing their ability to manage client devices effectively.

As MSPs strive to remotely manage IT infrastructure and end-user systems for multiple clients, the complexity of their tasks increases due to their reliance on numerous specialized tools. Balancing multiple client accounts while navigating intricate, multi-layered structures often presents significant operational challenges.

Hexnode UEM MSP brings a simple yet efficient key to this fragmented complexity- a single, comprehensive platform that simplifies multi-tenant management. This centralized interface allows MSPs to oversee multiple client accounts effortlessly, allowing them to focus on delivering high-quality service.

Hexnode UEM MSP complements the MSP program's portfolio of endpoint management offerings.

Accenture Returns as Diamond Sponsor at Qlik Connect 2025

Qlik, a global leader in data integration, data quality, analytics, and artificial intelligence (AI), is excited to announce that Accenture will return as a Diamond Sponsor for Qlik Connect 2025. Reinforcing their ongoing partnership, Accenture's involvement underscores their leadership in helping enterprises unlock the potential of AI.

"Accenture's unparalleled expertise in AI transformation will guide our audience in understanding how to derive real business value from scalable AI solutions," said David Zember, Senior Vice President, WW Channels and Alliances, Qlik. "We're thrilled to continue our partnership with Accenture to help organizations not just adopt AI but truly operationalize it to deliver strategic outcomes."

Qlik Connect 2025, taking place May 13-15, 2025, at Disney's Coronado Springs Resort in Orlando, will gather global industry leaders to explore cutting-edge AI technologies and proven strategies for scaling AI across the enterprise. As a Diamond Sponsor, Accenture will lead two featured breakout sessions that spotlight real-world success stories, illustrating how organizations are leveraging AI to drive competitive advantage and operational efficiency.

Juniper, Google Cloud Collaborates to Provide Integrated Solution for Enterprise Branch Transformation

Juniper Networks has announced its collaboration with Google Cloud to accelerate new enterprise campus and branch deployments and optimize user experiences. With just a few clicks in the Google Cloud Marketplace, customers can subscribe to Google's Cloud WAN solution alongside Juniper Mist wired, wireless, NAC, firewalls and secure SD-WAN solutions. Unveiled today at Google Cloud Next 25, the solution is designed to simply, securely and reliably connect users to critical applications and AI workloads whether on the internet, across clouds or within data centers.

"Our expanded collaboration with Juniper Networks and the integration of its AI-native networking capabilities with Google's Cloud WAN represent a significant step forward," said Muninder Singh Sambi, VP/GM, Networking, Google Cloud.

Delta IT Network Delivers Tech Refresh Solution for The Leela Hotels

One of the fastest-growing SITC enterprises, Delta IT Network has successfully implemented a comprehensive Tech Refresh IT solution for The Leela Hotels at Jaipur, Delhi, and Gurugram. This upgrade enhances guest relations and administrative facilities across these prime locations.

The IT solutions provided by Delta ITN include HP and Lenovo PCs, Servers & Storage for general administrative operations, along with Apple iPads for an improved guest relations interface. These products are integrated with network security, analytics, and managed services, all handled by Delta ITN.

While the total investment for this upgrade at the three locations stands at Rs 60 lakh, Delta ITN is set to upgrade three additional Leela properties in Mumbai, Bangalore and New Delhi in the near future. These upcoming projects, expected to include similar IT infrastructure for administration and guest relations, are estimated to surpass Rs 1 crore and are scheduled for completion in the first quarter of 2025.

Ujwal Thakur, Account Manager at Delta ITN, stated, "This presents a significant opportunity for Delta ITN to integrate and deliver smart IT infrastructure tailored to their needs."

Check Point Recognized for #1 AI-Powered Cyber Security Platform

Check Point Software Technologies Ltd. announced that its Infinity Platform has been named the top-ranked AI-powered cyber security platform in the 2025 Miercom Assessment. The report validates Check Point's leadership across critical security categories, with the Infinity Platform outperforming all competitors in security efficacy, Zero Trust implementation, and ease of use — setting a new industry benchmark for AI-powered cyber defense across hybrid networks, endpoints, and the cloud.

"We are thrilled to be recognized by Miercom as the #1 AI-powered cyber security platform," said Nataly Kremer, Chief Product Officer at Check Point Software. "As Enterprises deal with complexity, having a tightly integrated, AI-powered platform with unified management serves as the easy button. We believe the hybrid mesh architecture with the Infinity platform, will help organizations globally stay ahead of the most sophisticated threats."

As cyber threats evolve in speed and sophistication, organizations must defend an ever-expanding attack surface — spanning cloud, endpoints, data centers, and everywhere in between. The 2025 Check Point Security Report revealed a 45% surge in cyber-attacks, underscoring the urgency of modernizing cyber defenses.

Magenta Appoints Sujit Cherian as Chief Strategy Officer

Magenta Mobility, a leading player in India's clean energy and electric mobility space, is pleased to announce the appointment of Sujit Cherian as Chief Strategy Officer (CSO). With over 25 years of experience in corporate strategy, investment banking, and financial planning, Sujit brings a wealth of industry insight and leadership to Magenta at a pivotal time in its growth journey.

Sujit is a Chartered Accountant with a proven track record in driving business transformation and scaling high-growth companies. Prior to joining Magenta, he served as the Chief Strategy Officer at LEAP India, where he played a key role in elevating the company's valuation from INR 150 crore to INR 5,000 crore. Throughout his distinguished career, Sujit has held leadership positions at Bravia Capital, Rent Alpha, Go Air, Jet Airways, and the Indian Hotels Company (Taj Group).

"We are thrilled to welcome Sujit to the Magenta leadership team. His strategic acumen and capital markets expertise will be instrumental as we accelerate our mission to build sustainable EV infrastructure and clean energy solutions across India," said Maxson Lewis, Managing Director and CEO of Magenta Mobility.

Core Integra Launches Future Tech enabled Compliance Tracker

Core Integra, India's leading Labour Law Compliance and Reg Tech Company, has launched an advanced Compliance Tracker for the manufacturing and automotive sectors within its flagship platform, Ctrl F. Designed to enhance regulatory adherence, streamline compliance management, and mitigate risks, the solution improves operational efficiency by up to 30% through automation and real-time regulatory tracking. With over 1,500+ labour laws and regulatory notifications issued across India annually, organizations in the manufacturing and automotive sectors face an increasing compliance challenge. Core Integra's future tech enabled Compliance Tracker simplifies this process by offering real-time regulatory updates, intelligent risk assessment, and automated reporting, ensuring seamless compliance with evolving legal frameworks while reducing manual effort. "As regulatory landscapes continue to evolve, businesses require smarter solutions to stay ahead. By integrating AI-powered tracking within Ctrl F, we empower companies with proactive compliance management, reducing the risk of non-compliance and penalties while significantly enhancing efficiency," said Sandesh Chitnis, CEO Core Integra.

BLDEA College of Engineering & Technology Vijayapura wins TCS TechBytes State Finals 2025

Tata Consultancy Services (TCS) and the Board for IT Education Standards (BITES) an autonomous body promoted by Government of Karnataka, announced the winners of the 16th edition of TCS TechBytes.

TCS presented a education scholarship worth Rs 85,000 to the winner, while the runner-up received Rs 50,000. All finalists were also awarded education scholarships of Rs 10,000 each. The prizes were distributed by Sunil Deshpande, Regional Head, TCS Bengaluru and Dr. D.N. Sujatha, Executive Director BITES. The program was also attended by Dr. Puttaraju, Academic Director BGS & SJB group and Dr. K V Mahendra Prashanth, Principal of SJB Institute of Technology.

Sunil Deshpande, Regional Head, TCS Bengaluru, said "TCS TechBytes is a great engine to explore diverse trends in the technology space. Our program embodies our commitment to develop a future ready talent pool so that they are equipped with relevant skills for their careers. Through such initiatives, we aim to help students sharpen their critical thinking, problem-solving, and quick decision-making skills.

HONEYWELL UNVEILS AI-ASSISTED SUITE TO OPTIMIZE GREEN HYDROGEN PLANTS

Honeywell announced the launch of Honeywell Protonium, an advanced suite of technologies enabled by artificial intelligence (AI) and powered by machine learning (ML) designed to make the production of green hydrogen more efficient, cost-effective, and scalable.

Honeywell Protonium will first be deployed by Aternium, a US-based large-scale producer of clean hydrogen, who will leverage the new technologies across its planned Mid-Atlantic Clean Hydrogen Hub (MACH2), one of seven national hydrogen hubs selected for an award by the US Department of Energy.

To help meet the growing energy demands and support a broader range of sources, Honeywell Protonium™ helps scale green hydrogen production by tackling key challenges such as power intermittency, carbon intensity reduction, and high production costs. The new solution enhances electrolysis efficiency and optimizes plant design and operations by integrating predictive control algorithms, making hydrogen production more sustainable.

GitHub launches GA of security campaigns w/ Copilot Autofix

GitHub announced the general availability of security campaigns with Copilot Autofix for all GitHub Advanced Security and GitHub Code Security customers, enabling them take control of their security debt and manage risk.

Security campaigns bring security experts and developers together, streamlining the vulnerability remediation process right within developer workflows, and at scale. Using Copilot Autofix to generate code suggestions for up to 1,000 code scanning alert triage and prioritization, while developers can quickly resolve issues using Autofix—without breaking development momentum.

"Our data shows that security debt is the biggest unaddressed risk that customers face: historically, only 10% of lingering security debt in merged code gets addressed, meaning until today, 90% of risks did not get prioritized," said James Fletcher, Senior Product Manager, GitHub. Now, our data shows that 55% of security debt included in security campaigns was fixed," Fletcher added.

Sophos Names Chris Bell as SVP of Global Channel, Alliances and Corporate Development

Sophos announced it has named Chris Bell as senior vice president of global channel, alliances and corporate development, where he will lead the evolution of Sophos' global channel strategy. This key appointment reinforces Sophos' channel-first commitment to deliver a world-class partner experience.

Bell joined Sophos following its acquisition of Secureworks, where he served as chief strategy officer, responsible for long-term vision, strategic partnerships, corporate development and strategy. Building on his career of more than two decades working in the technology industry, including nearly a decade in cybersecurity and channel; Bell's leadership will focus on developing and executing a channel strategy that prioritizes expanding reach, empowering partners and driving growth.

"Unifying Sophos' and Secureworks' portfolios presents a unique opportunity to accelerate a future-ready channel program that arms partners with the technology, services, insights, and enablement needed to protect customers and fuel long-term growth," said Bell.

Milestone Systems acquires brighter AI

Milestone Systems announced the acquisition of brighter AI, effective April-2025. The Berlin-based technology company, brighter AI, provides anonymization solutions for video data based on state-of-the-art deep learning technology to protect people's identities in public.

The advances of artificial intelligence raise concerns around data privacy across the world. One of the biggest challenges in developing AI solutions is finding and accessing sufficient data that can be used. Without data, there are no AI models to train, which are essential for existing AI technologies such as ChatGPT and Copilot. This challenge is particularly significant in video data, where it is even more difficult to find data that does not contain sensitive personal information. The solution lies within regulatory-compliant data and this is exactly what brighter AI's anonymization technology brings.

The acquisition of brighter AI also opens up a range of new opportunities with anonymization capabilities and privacy enhancement, which protects data and enables full data privacy. The addition of brighter AI significantly very well strengthens Milestone's offerings for video management software.

Goldmedal Electricals is Associate Brand Partner for Upcoming Action Thriller Jaat

Goldmedal Electricals, one of India's leading Fast Moving Electrical Goods (FMEG) brands, powers up the upcoming high-voltage action thriller Jaat as an Associate Brand Partner. Headlined by the iconic Sunny Deol and featuring Randeep Hooda as the antagonist, the adrenaline-pumping drama is set to hit theatres nationwide on April 10, 2025.

The association between Goldmedal Electricals and Jaat underscores the brand's dedication to partnering with bold, high-impact narratives that strike a chord with Indian audiences. Directed by celebrated Telugu filmmaker Gopichand Malineni, Jaat promises a gripping tale of grit, rebellion, and justice. The plot revolves around a man who refuses to bow down to power, even when bound in chains. The film also features a stellar supporting cast, including Vineet Kumar Singh and Regina Cassandra. Jaat is poised to deliver a thrilling cinematic experience, merging mass appeal with intense storytelling.

Snowflake Unveils Apache Iceberg Innovations

Snowflake announced that it is bringing its core capabilities — unparalleled performance, secure data sharing, and data protection — to Apache Iceberg tables, one of the fastest-growing open table formats, empowering organizations to activate data faster with zero data movement and open interoperability. As a result, Snowflake customers can now seamlessly accelerate their open lakehouse strategies, unlocking data access and analysis across open and managed environments in order to build, scale, and share advanced insights and AI-powered apps faster.

Until now, organizations have been forced to make tradeoffs when it comes to managing their data — relying on integrated data platforms or opting for open, interoperable data formats like parquet. With Snowflake's full support for Apache Iceberg tables, customers now gain the best of both worlds. Users can store, manage, and analyze their data in an open, interoperable format, while still benefiting from Snowflake's easy, connected, and trusted platform. All of this happens without vendor lock-in, enabling thousands of global customers with unparalleled performance and flexibility.

DIGEST

FORTINET EXPANDS FORTIAI ACROSS ITS SECURITY FABRIC PLATFORM

FORTINET ANNOUNCED SIGNIFICANT FORTIAI INNOVATIONS EMBEDDED ACROSS THE FORTINET SECURITY FABRIC PLATFORM TO ENHANCE PROTECTION AGAINST NEW AND EMERGING THREATS, SIMPLIFY AND AUTOMATE SECURITY AND NETWORK OPERATIONS, AND SECURE EMPLOYEE USE OF AI-ENABLED SERVICES

ENTERPRISES MUST LEVERAGE SECURITY SOLUTIONS THAT USE AI TO DEFEND AGAINST INCREASINGLY ADVANCED THREATS—ESPECIALLY THOSE THAT USE AI TO BYPASS DEFENSES, AUTOMATE ATTACKS, AND EXPLOIT VULNERABILITIES. AT THE SAME TIME, ORGANIZATIONS MUST SECURE THEIR OWN AI SYSTEMS FROM DATA POISONING, ADVERSARIAL MANIPULATION, AND UNAUTHORIZED ACCESS. WITHOUT ROBUST PROTECTION, AI CAN BECOME BOTH A TARGET AND A WEAPON FOR CYBERCRIMINALS.

CONSISTENT STRENGTHENS TEAM BONDING WITH EXCITING EMPLOYEE CRICKET TOURNAMENT

CONSISTENT INFOSYSTEMS, A LEADING NAME IN IT HARDWARE, PRINT CONSUMABLE, STORAGE SECURITY SURVEILLANCE AND GAMING SEGMENTS, RECENTLY ORGANIZED AN EXHILARATING CRICKET TOURNAMENT FOR EMPLOYEES TO MOTIVATE AND CREATE TEAM BONDING BRINGING TOGETHER TEAMS FROM SALES HITTER, RMA DEFENDER, ACCOUNTS CLOSER, AND LOGISTICS ENDER. THE FRIENDLY YET COMPETITIVE EVENT AIMED TO FOSTER TEAM SPIRIT, CAMARADERIE, AND A HEALTHY WORK-LIFE BALANCE AMONG ITS WORKFORCE.

THE MUCH-ANTICIPATED DAY AND NIGHT TOURNAMENT WAS HELD AT SPV SPORTS, KHAN MARKET SAW ENTHUSIASTIC PARTICIPATION FROM EMPLOYEES, WHO DISPLAYED REMARKABLE SPORTSMANSHIP AND TEAMWORK ON THE FIELD.

DAVEAI SECURES INVESTMENT IN PRE-SERIES A ROUND

DAVEAI, A PATENTED CUTTING-EDGE AI CONVERSATION EXPERIENCE CLOUD, ANNOUNCED A GROWTH INVESTMENT ROUND LED BY INFLECTION POINT VENTURES AND SUCCEED INNOVATION FUND. THIS GROWTH INVESTMENT ROUND HAD A STRATEGIC MIX OF EQUITY AND DEBT WITH PARTICIPATION FROM SOONICORN VENTURES, YES BANK AND MR. MOHAN KUMAR, FOUNDER AT CRESTERE TECHNOLOGIES LLP. FUNDS WILL BE USED FOR DEVELOPING TECHNOLOGY LEADERSHIP, EXPANDING ITS PARTNER ECOSYSTEM, AND FAST-TRACK GLOBAL MARKET PENETRATION. FOUNDED BY SRIRAM P H, DR. ANANTH G, AND ASHOK IN 2016, DAVEAI'S PLATFORM GRDY, AIDS ENTERPRISES IN INDUSTRIES SUCH AS AUTOMOBILE, BFSI AND RETAIL TO PERSONALIZE USER JOURNEYS AND DRIVE REVENUE OUTCOMES. ITS SUITE OF AI-POWERED SOLUTIONS CAN BE INTEGRATED ACROSS WEB, MOBILE, KIOSK, OR MESSAGING PLATFORMS.

SME CHANNELS
India's first IT magazine for SME business

15th

CHANNEL ACCELERATOR AWARDS 2025

07th NOV 2025

Aerocity, New Delhi

Top

OEMs
Represented

100+

Awards

200+

Attendees

Value

Partners, SIs,
Consultants &
Vars

2

Panel
Discussion

9

Industry
Presentation

10

Broad
Categories of
Recognition

- Meeting ground for 200+ Channel Partners
- High Voltage Networking
- Build Sales Pipeline & Solid ROI
- Learn from Industry Pandits

AWARD CATEGORIES :

Top 5 Channel Favorite Vendors

Top 10 Channel Favorite Products

Top 100 Accelerator Channels

Top 10 Accelerator ISVs

Top 10 Channel Accelerator Marketeers

Top 10 Accelerator VADs

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Kyndryl Partners Dr. Reddy's for Advanced IT Solutions

Kyndryl, a leading provider of mission-critical enterprise technology services, today announced that it has partnered with Dr. Reddy's Laboratories Limited, a leading Indian multinational pharmaceutical company, to transform Dr. Reddy's IT operations across all locations including manufacturing plants, international sites, datacenters, cloud operations and offices.

To enable this ambitious transformation, Kyndryl will utilize its AI-powered open integration digital business platform, Kyndryl Bridge, to automate monitoring of Dr. Reddy's entire hybrid computing landscape, and leverage actionable insights for failure prediction and prevention, auto remediation, self-healing and self-help features.

Kyndryl will also enable a Zero Touch IT Operations model for Dr. Reddy's corporate and manufacturing operations, using its proven Dual Model IT Ops framework to deliver a realistic, dependable and holistic solution. This approach focuses on solving the problem by permanently healing its root cause as opposed to a reactive method of addressing specific issues.

The new operations model will aim to reduce manual interventions by approximately 60% through intelligent automation of operations.

Amagi Launches AI-Powered Smart Scheduler

Amagi, a cloud-based SaaS technology solutions provider for broadcast and streaming TV, has announced the launch of Amagi Smart Scheduler, an AI-powered content scheduling solution designed to automate and optimize channel programming. By leveraging Machine Learning (ML) and automation, Smart Scheduler intends to help content teams streamline scheduling workflows, improve operational efficiency, and drive higher audience engagement and monetization. This product is built on Argoid's AI Scheduling platform.

With AI-driven automation, Amagi Smart Scheduler aims to ensure that the right content reaches the right audience at the right time, reducing manual effort while maintaining full editorial control.

Traditional content scheduling is a time-intensive manual process that requires content teams to analyze audience behavior, trends, and metadata to optimize programming. Amagi Smart Scheduler aims to automate this process, helping media companies scale multi-channel programming while improving viewership and maximizing ad revenue.

Amagi Smart Scheduler is built on ML-based automation specific to content scheduling. It uses historical content performance, metadata, viewership trends, and social and engagement signals to optimize schedules, providing a data-driven, intelligent approach to content programming.

\$10M 'Young Entrepreneurs Fund' Launches to Propel Next-Gen Innovators

The Young Entrepreneurs Fund, a \$10 million initiative, was launched today by Harshvardhan Chauhaan, the veteran marketing strategist behind billion-dollar retail and D2C ventures. Fueled entirely by proceeds from Chauhaan's incendiary new book, #NCAYB (Nobody Cares About Your Brand), this radical fusion of literary provocation and venture capital targets early-stage founders driving innovation in Deep Tech, Clean Energy, Rural Platforms, and National IP. Chauhaan, whose career spans scaling hypergrowth startups and redefining brand psychology, positions YEF as both a critique of outdated marketing dogma and a capital engine for those rewriting India's economic future, aligned with the vision of Viksit Bharat, Karmyogi Bharat, and Vishwa Vyapi Bharat.

The fund's structure defies conventional venture models, mirroring Harshvardhan Chauhaan's unorthodox approach to consumer influence. YEF allocates \$10,000-\$250,000 grants to raw, pre-revenue ideas, prioritizing societal impact and scalable solutions over spreadsheets.

Rashi Peripherals Wins Two Prestigious Awards by NVIDIA

Rashi Peripherals Limited, a leading national distributor of global technology brands in India, has been honored with two distinguished awards - 'Networking Distributor of the Year 2024' and 'Distributor of the Year 2024'—announced at the NVIDIA GTC 2025 AI conference. These awards underscore RP Tech's strength in delivering cutting-edge AI solutions and driving excellence in the technology landscape.

The NVIDIA Partner Awards recognize outstanding contributions across APAC, with India designated as a standalone region. As a distributor for NVIDIA's full product portfolio, including NVIDIA DGX Supercomputers, Networking Solutions, Software Licenses, Jetson, Pro Viz, Data Center GPUs, and GeForce, RP Tech continues to drive innovation and accessibility in advanced computing.

Expressing gratitude for the recognition, Rajesh Goenka, CEO of Rashi Peripherals, said, "We take immense pride in being a strategic distribution partner for NVIDIA, delivering cutting edge networking and AI-powered technology and solutions to businesses across India. These awards validate our ongoing efforts to create value for our partners and customers by providing seamless access to world-class technology."

Routematic Appoints Chidananda Murthy as Vice President of People and Culture

Routematic, a leading corporate mobility solutions provider, has appointed Chidananda Murthy as Vice President - People and Culture, effective immediately. In this role, Chidananda will lead Routematic's people strategy, talent development, and organizational culture, fostering a high-performance and inclusive workplace. With a strong focus on sustainable growth and employee well-being, Chidananda will play a key role in driving the company's next phase of growth.

Chidananda brings over 20 years of experience with leading global brands in HR leadership roles. Prior to joining Routematic, he led the HR function for Walmart Global Sourcing across India, Bangladesh, and Pakistan, where he spearheaded initiatives like business expansion, talent retention programs, talent reviews, succession planning, and HR operations for the region. He has also worked with Nokia Networks, IBM, Oracle, and Huawei.

Kavitha Ramachandragowda, Co-Founder & Executive Director of Routematic, said: "Chidananda's expertise in human capital management will be crucial as we scale our sustainable mobility solutions and expand our footprint."



INDIA SUMMIT 2025

JUNE 13, 2025, AEROCITY, DELHI

ATTEND AND LEARN ABOUT THE POTENTIAL IN MANAGED SERVICES IN INDIA

As India's Managed Service Opportunity is US\$ 4.15 billion in 2025 and growing at CAGR 13.27 % YoY till 2030, it opens up huge possibilities for the partners.

You might be offering some services but there is opportunity in following:

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- HR MANAGEMENT
- HELPDESK MANAGEMENT
- SYSTEMS OPERATIONS
- DISASTER MANAGEMENT
- IT SERVICES
- CYBER SECURITY
- CLOUD COMPUTING, MOBILITY, AND IOT
- NETWORK MONITORING AND MORE
- AI AND ANALYTICS

20+

IT AND CYBERSECURITY
BRANDS AND COMPANIES
TO ATTEND

100+

ATTENDEES
FROM 12 CITIES

20+

IT LEADERS
ON STAGE

95%

OF ATTENDEES ARE
DECISION MAKERS

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MSPS WOULD BE AWARDED
FOR THEIR PERFORMANCE AND
INNOVATION

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Tenable Research Uncovers a Privilege Escalation Vulnerability In Google Cloud Run

Tenable has identified a privilege escalation vulnerability in Google Cloud Run called ImageRunner. The vulnerability could have allowed attackers to bypass permissions, gain unauthorised access to container images and potentially expose sensitive data. Cloud Run, Google's serverless container platform, uses a service agent with elevated permissions to pull private Google Container Registry or Artifact Registry images. According to Tenable researchers, an attacker with edit permissions on Cloud Run could exploit these inherited permissions to retrieve a container image and use it to deploy applications, demonstrating the risks associated with cloud service interdependencies.

ImageRunner exemplifies what Tenable has coined the Jenga® Concept, the tendency for cloud providers to build services on top of one another, thus security risks and weaknesses in one layer cascade into other services.

"In the game of Jenga, removing a single block can undermine the entire structure," said Liv Matan, Senior Security Researcher at Tenable. "Cloud services function similarly if one component has risky default settings, those risks can trickle down to dependent services, increasing the risk of security breaches."

Zendesk Launches Agentic AI-Powered Zendesk Resolution Platform

Zendesk announced at its annual Relate conference the launch of the Zendesk Resolution Platform, aimed at redefining customer experience. This platform, purpose-built for service by the largest AI service software provider, introduces a suite of advanced tools that seamlessly integrate Zendesk AI Agents, a comprehensive knowledge graph, actions and integrations, governance and control, and measurement and insights. Together with human expertise, the Zendesk Resolution Platform empowers businesses to deliver exceptional service and ensure a clear path to issue resolution.

"The only metric that matters in customer service is resolution. The Zendesk Resolution Platform is not just making service faster - it is making Agentic AI actually work for service, solving every issue with less effort and better outcomes," said Tom Eggemeier, CEO of Zendesk. "Our network of AI agents built with service at the heart works like a well-trained search and rescue team, ensuring every interaction leads to a resolution. We make sure customers only pay for problems that are resolved - not for interactions or failed attempts."

Consistent Expresses Gratitude to Valued Partners on the Completion of FY 2024-25

As the Fiscal Year 2024-2025 comes to a successful close, Consistent also known as Consistent Infosystems, a leading name in IT hardware, Print Consumable, Storage Security Surveillance and Gaming Segments, extends heartfelt gratitude to its valued partners, distributors, and stakeholders. The unwavering support and collaboration of these partners have been instrumental in driving innovation, growth, and success for Consistent throughout the year.

Reflecting on the past year, Yogesh Agrawal, Co-Founder and CMD of Consistent Infosystems, expressed appreciation, stating, "Our journey of growth and success is a testament to the strong relationships we have built with our partners. We look forward to strengthening these partnerships and achieving greater milestones together."

The past year has been marked by significant achievements for Consistent, including the launch of advanced IT and surveillance products, strategic expansion into new markets, and industry recognitions.

Ultraprolink Launches Boost PD 100

In an era where people cycle through multiple devices daily, the greatest challenge they face is the slow and inefficient charging solutions. India's leading consumer technology brand, UltraProlink puts an end to this problem with its latest innovation — the Boost PD 100. This compact, multi-port 100W GaN3 PD-PPS charger is designed for those who demand speed, power, and convenience, in order to keep up with their fast-paced digital lifestyle. Great for professionals, frequent travelers, and tech enthusiasts, the UltraProlink Boost PD 100 is the only travel charger you'll ever need.

At the core is a cutting-edge GaN fast III chip for faster charging speeds, in a smaller, lighter design. This ultra-compact powerhouse can effortlessly manage heat, unlike bulky traditional chargers, while providing a whopping 100 watts of pure power. MacBooks, smartphones, tablets, or gaming consoles, the Boost PD 100 ensures your battery is always topped up when you need it most. One of the standout features is its ability to charge up to three devices simultaneously with zero compromise on speed or efficiency. Two USB-C ports and a USB-A port together provide seamless charging across multiple gadgets with its built-in smart power distribution technology.

TCS Unveils the TCS Digital Twindex Report

Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), a global leader in IT services, consulting, and business solutions, launched the TCS Digital Twindex report for the manufacturing industry at Hannover Messe 2025 in Germany — one of the world's leading industrial technology trade fairs. The report reveals how AI-powered digital twins are transforming manufacturing, driving efficiency, adaptability, and resilience.

Drawing on insights from industry pioneers and technology leaders such as Siemens, Schneider Electric, NVIDIA, and JLR, alongside TCS executives and futurists, the report presents an in-depth view of digital twin technology adoption, and the rise of AI-powered anticipatory ecosystems. Through qualitative research, it captures curated, future-focused conversations and insights from interviews with industry leaders. TCS' multi-decade presence in the manufacturing industry, deep domain expertise, advanced digital twin solutions, and cutting-edge Generative AI capabilities further lend depth to the report and credibility to shape the dialogue on adaptive, AI-first enterprises.

Quess Corp Announces Leadership for demerged entities

The Company, today announced the appointment of the new Board and leadership teams for Digitide Solutions and Bluspring Enterprises, the companies emerging from the demerger process.

The newly appointed Boards and the Board of Quess Corp Ltd., have appointed the following leadership team to steer the company toward unlocking value for its stakeholders.

Gurmeet Chahal, CEO of Digitide Solutions Ltd, comes with over 25 years of experience in the North American technology market, spanning healthcare and financial services. He brings extensive expertise as a Global Leader in AI, Analytics, and Innovation within Digital Transformation Services.

Suraj Prasad, appointed CFO of Digitide Solutions Ltd, after serving as Deputy CFO at Quess Corp for the past two years. He is a Chartered Accountant (CA), Cost & Management Accountant (CMA), Company Secretary (CS) and PGDBA by profession with over 25 years of experience across diverse industries such as Telecom, IT/ITES, Oil & Gas companies in Fortune 500 companies and Indian listed entities.

Kamal Pal Hoda, elevated to CEO of Bluspring Enterprises Ltd, from his current role as the Group CFO of Quess Corp. A Chartered Accountant and Fellow of ICAI, Kamal brings over two decades of expertise in core business finance.

PHINIA partners LTIMindtree for Strategic Transformation of Infra

PHINIA Inc. has partnered with LTIMindtree, a global technology consulting and digital solutions company. PHINIA is a global, market-leading premium fuel systems, electrical systems, and aftermarket solutions and components provider. Through this partnership, LTIMindtree will provide seamless support and transformation of PHINIA's IT infrastructure, while enhancing application maintenance and development services.

As a part of this partnership, LTIMindtree will leverage the power of AI as well as automation tools to assist PHINIA with managing operational risk and reducing application complexity while enabling business efficiency and agility through AI led IT transformation.

Matt Logar – VP and CIO, PHINIA, said, "This partnership with LTIMindtree is a key enabler of our vision to transition to a more modern, secure, and simplified technology environment that supports PHINIA's global growth and enhances the services we provide to our customers."

Equinix Signs First Renewable Energy PPA in Japan

Equinix announced the signing of its first renewable energy Power Purchase Agreement (PPA) in Japan with Trina Solar International Systems Business Unit ("Trina Solar ISBU") Japan Team (Trina Solar Japan Energy Co., Ltd.), securing 30 MW of renewable electricity capacity. Scheduled to commence in 2028, this landmark 20-year agreement will deliver renewable energy from the Yufutsu Abira Solar Project in Hokkaido, reinforcing Equinix's global sustainability objectives.

This renewable energy investment advances Equinix's commitment to supporting the addition of new renewable energy sources in the local markets where it operates. It also aligns with the nation's broader decarbonization efforts, contributing directly to Japan's energy transition. Underlining Equinix's proactive role in fostering new renewable energy capacity on the Japanese grid, this agreement further enhances the company's renewable energy procurement strategy in Japan by adding new, locally sourced renewable capacity.

Kuniko Ogawa, Managing Director, Equinix Japan, said, "Reliance on digital technologies driven by innovations like AI continues to expand rapidly, increasing data centers' energy demands. Equinix is committed to addressing these energy challenges as sustainably as possible."

Tech Mahindra Partners CrateDB to Provide Agentic AI Solutions for Automotive

Tech Mahindra, a leading global provider of technology consulting and digital solutions to enterprises across industries, and CrateDB, a data management company, announced a strategic partnership at Hannover Messe 2025, the world's premier trade fair for industrial technology. The partnership will revolutionize the automotive, manufacturing, and smart factory sectors by delivering advanced agentic AI solutions that leverage real-time data analytics, enabling businesses to drive innovation and efficiency at scale.

The partnership will combine Tech Mahindra's deep industry expertise and digital transformation capabilities with CrateDB's high-performance database technology to unlock the full value of data for industrial customers. Leveraging CrateDB's open-source, multi-model, distributed database, Tech Mahindra will provide enterprises with advanced capabilities to optimize supply chains, improve predictive maintenance models, and ensure higher quality control standards across their operation centers. Further, the solutions will analyze and integrate time-series data from industrial IoT (IIoT) sensors into a cloud-based environment, enabling businesses to utilize structured data.

Happiest Minds' GenAI-Enabled Solution Now in Microsoft Azure Marketplace

Happiest Minds Technologies Limited, a 'Born Digital . Born Agile, Mindful IT Company, today announced the launch of Investment Companion, a generative AI investor solution, in the Microsoft Azure Marketplace, an online store providing applications and services for use on Azure. Happiest Minds customers can now use the productive and trusted Azure cloud platform with streamlined deployment and management. Investment Companion is a comprehensive investor relations knowledge management system that extracts, processes and prioritizes content from multiple sources. It provides interactive, multimedia-rich responses via a chat interface with integrated feedback, enhancing the accessibility and usability of critical information. Sridhar Mantha, CEO, Generative AI Business Services, Happiest Minds, said, "We are thrilled to announce that Investment Companion, our solution for investor relations, is now live on Microsoft Azure Marketplace. This launch enables businesses to seamlessly access our cutting-edge solution, designed to transform investor relations by enhancing efficiency, scalability, and engagement. Powered by Azure's trusted platform, Investment Companion empowers organizations to achieve smarter operations and maximize value in today's fast-paced market environment."

DDOS ATTACKS: CRITICAL GOVT. INFRA, THE PRIME TARGETS

The findings reveal how attackers exploit moments of national vulnerability to amplify chaos and erode trust in institutions, as they target the critical infrastructure of governments, commercial entities and service providers

Critical government infrastructure, including websites and ICT infrastructure, is a prime target for DDoS attacks, often fueled by geopolitical tensions and hacktivist groups. Government organizations, often with limited resources to address vulnerabilities, can be particularly susceptible to cyberattacks. A recent study by NETSCOUT SYSTEMS, INC. called 2H2024 DDoS Threat Intelligence Report has brought to light how Distributed Denial of Service (DDoS) attacks have become a dominant means of waging cyberwarfare linked to sociopolitical events such as elections, civil protests, and policy disputes. The findings show how attackers exploit moments of national vulnerability to amplify chaos and erode trust in institutions, as they target the critical infrastructure of governments, commercial entities and service providers.

Global Spate in DDoS Attacks

Throughout the year, DDoS attacks were intricately tied to social/political events, including Israel experiencing a 2,844% surge tied to hostage rescues and political conflicts, Georgia enduring a 1,489% increase during the lead-up to the passage of the "Russia Bill," Mexico having a 218% increase during national elections, and the United Kingdom experiencing a 152% increase on the day the Labour Party resumed session in Parliament.

"DDoS has emerged as the go-to tool for cyberwarfare," stated Richard Hummel, Director, Threat Intelligence, NETSCOUT. "NoName057(16) continues to be the leading actor for politically motivated DDoS campaigns targeting governments, infrastructure, and organizations. In 2024, they repeatedly targeted government services in the United Kingdom, Belgium, and Spain."

COUNTRIES	INCREASE IN DDoS ATTACKS
ISRAEL	2,844%
GEORGIA	1,489%
MEXICO	218%
UNITED KINGDOM	152%

AI and Automation Drive Scale and Impact

DDoS-for-hire services have become more powerful using AI for CAPTCHA bypassing, with about nine in ten platforms now offering this capability. Additionally, many employ automation to enable dynamic, multi-target campaigns and offer infrastructure exploitation techniques such as carpet bombing, geo-spoofing, and IPv6 to expand attack surfaces. Even the most novice operators can launch significant DDoS attack campaigns causing substantial harm.

Botnets Playing a Bigger Role

Enterprise servers and routers have been exploited to intensify attacks and make remediation more challenging. Overall botnet populations declined by 5% but demonstrated strong resiliency despite concerted takedown efforts. Law enforcement takedown efforts, like Operation PowerOFF, continue to target DDoS-for-hire services but only momentarily disrupt attack platforms as new platforms take their place. The long-term impact is uncertain as attackers adapt and reconstitute their networks, with no significant decline in global attack volume.

DDoS Attacks are Adaptive and Persistent

DDoS attacks are evolving and adapting faster than ever, creating a challenge for defenders and those entrusted with protecting critical infrastructure networks and service availability. Enterprises, government organizations, and service providers are all targets for DDoS attacks. Successful strategies must deploy proactive intelligence-driven methodologies and automation to mitigate modern-day DDoS attacks effectively. Staying ahead of new threats demands that organizations outmaneuver an adversary that can force multiply its strength, speed, intelligence, and persistence like nothing the world has ever seen.

Unparalleled Attack Visibility

NETSCOUT maps the DDoS landscape through



RICHARD HUMMEL
DIRECTOR,
THREAT INTELLIGENCE, NETSCOUT

"NONAME057(16) CONTINUES TO BE THE LEADING ACTOR FOR POLITICALLY MOTIVATED DDoS CAMPAIGNS TARGETING GOVERNMENTS, INFRASTRUCTURE, AND ORGANIZATIONS IN THE UNITED KINGDOM, BELGIUM, AND SPAIN IN 2024"

passive, active, and reactive vantage points, providing unparalleled visibility into global attack trends. NETSCOUT protects two-thirds of the routed IPv4 space, securing network edges that carried global peak traffic of over 700 Tbps in 2H2024. It monitors tens of thousands of daily DDoS attacks by tracking multiple botnets and DDoS-for-hire services that leverage millions of abused or compromised devices. **SME**



SUNDAR BALASUBRAMANIAN

Managing Director
Check Point Software Technologies
India & SAARC

PROFILE

A seasoned and much accomplished business leader with diverse sales, business and partner leadership experience in the IT industry, Sundar has sizeable experience in working with industry leaders like EMC, VMware, Microsoft and IBM. With a strong grip over various business processes, he has always led from the front and has driven direct sales, new business creation, partnerships, channel management and service delivery. Sunder has also been credited with building high performance businesses and teams, and executing swift turnaround for troubled businesses.

REDEFINING DEFENSE: AI ASSISTANTS AND AGENTS IN THE FRONTLINES OF CYBER SECURITY

Although GenAI assistants and agents offer remarkable potential to enhance security management, it is critical to approach their implementation with certain security considerations in mind

India is leading the way in AI adoption. According to a recent report, around 59% of enterprise-scale organizations in India are actively using AI in their businesses. Additionally, nearly 80% of Indian organizations are planning to launch Proof of Concepts (PoCs) or fully integrate AI agents. This signals a significant shift toward automation and intelligent operations. As AI continues to gain prominence, businesses are recognizing its potential to streamline processes, enhance decision-making, and drive innovation. Simultaneously, attackers are already using AI, but you can return fire by deploying your own AI-powered cyber security tools.

Turning to general use LLMs like ChatGPT or DeepSeek is not an option for security management as they are not specialized for network security and risk exposing sensitive data. But enterprise-grade, purpose built GenAI assistants and AI agents have the potential to provide all the benefits of GenAI to help you stay ahead of AI-powered attacks, without exposing your organization to the inherent risks of using general purpose GenAI tools. The benefits of GenAI assistants include streamlining operations, saving time and costs, and improving security outcomes. They can analyze unprecedented volumes of data, spot patterns, extract insights, generate content and recommendations, all while engaging with users in a conversational manner.

Based on learned data patterns, GenAI assistants can create and deliver new outputs that align with the context and address the prompts they receive, providing relevant suggestions, answering complex questions, and creating high-value content in just moments. A GenAI cybersecurity assistant or agent can work like an always-on virtual team member who is available on-demand to provide real-time, accurate insights and perform a wide range of tasks with speed and accuracy, from incident investigation, to analysis, playbook automation, threat hunting, and more.

Key Benefits of GenAI Security Management Assistants:

- Automate complex security tasks: From threat hunting to incident analysis, GenAI manages routine and advanced operations.
- Accelerate response times: AI-powered insights reduce investigation time and streamline decision-making.
- Enhance team efficiency: By reducing manual workloads, security professionals can focus on high-priority threats.
- Improve security posture: Organizations can proactively defend against evolving cyber threats with AI-driven intelligence.

While GenAI assistants and agents offer remarkable potential to enhance security management, it is critical to approach their implementation with certain security considerations in mind. To prevent data from being breached or leaked, you need to ensure a closed data processing environment protected from unauthorized access.

Another vulnerability common to LLMs is that they extract data to use in further training the models. Using synthetic data and Retrieval Augmented Generation (RAG) can prevent unauthorized extraction and use of sensitive data. These and other robust security controls are required for responsible use of GenAI assistants and agents to manage enterprise security.

Safely Discover the Power of GenAI in Security Management

As a cyber security leader, you are constantly seeking to implement new technologies to give you the edge over would-be attackers, but implementing new technology requires precautions to avoid unintentional exposure. To help navigate the adoption of GenAI assistants and agents for security management Check Point experts developed an eBook called 'Transforming Security Management with GenAI-Powered Assistants', which is available for download. [SME](#)


SIDDHARTH DESHMUKH

Chief Operating Officer
Clover Infotech

PROFILE

As the Chief Operating Officer at Clover Infotech, Siddharth heads Clover's practices and alliance relationships. He brings extensive experience of about 3 decades in the IT Services industry, with 20+ years in the BFSI sector, catering to capital markets (specializing in Investment Banking) and insurance companies. By adopting a focused business approach and leveraging periodic and continued engagements with customers, he has provided qualitative and quantitative excellence to ensure better and sustainable relationship with customers.

HOW AI-POWERED ENTERPRISE APPLICATIONS ARE REVOLUTIONIZING BUSINESS EFFICIENCY AND DECISION-MAKING

As AI continues to evolve, its integration into enterprise applications will only become more sophisticated, driving unprecedented levels of efficiency, accuracy, and innovation

Artificial Intelligence (AI) is transforming how businesses operate worldwide. By automating complex processes, revolutionizing enterprise applications, and enhancing decision-making, AI enables businesses to deliver an elevated user experience. Notably, 77% of companies are either using or exploring AI in their operations, recognizing its potential to drive significant productivity gains and economic growth. Furthermore, the global enterprise AI market is projected to grow at a compound annual growth rate (CAGR) of 37.6% from 2025 to 2030, reflecting the rising demand for AI-driven solutions.

AI-powered enterprise applications help businesses remain competitive and efficient. According to a recent report, 89% of businesses have adopted AI in some capacity, with 54% leveraging it to enhance customer experience and 44% utilizing it for operational efficiency. In enterprise software, AI-driven analytics have significantly improved decision-making, with 80% of executives reporting better insights and faster response times. How AI-Powered Enterprise Applications Are Modernizing Businesses:

Enhanced Decision-Making – AI-powered Enterprise Resource Planning (ERP) systems, such as Oracle Fusion Cloud, use machine learning to analyse historical data, detect patterns, and provide predictive insights. This enables businesses to make data-driven decisions on inventory management, supply chain optimization, and financial forecasting with greater accuracy.

Personalized User Experience – AI-driven Customer Relationship Management (CRM)

platforms, such as Oracle Sales, analyse customer behaviour, purchase history, and engagement patterns. This allows businesses to offer personalized product recommendations, targeted marketing campaigns, and enhanced customer support, ultimately improving customer satisfaction and retention.

Improved Operational Efficiency – AI automates repetitive tasks in enterprise applications, reducing human error and boosting productivity. For instance, Oracle Cloud ERP leverages AI to automate invoice processing, minimizing manual workload and accelerating financial operations. Similarly, ServiceNow's AI-driven IT Service Management (ITSM) platform enhances IT operations by predicting and resolving incidents before they impact business functions.

Seamless Integration with Cloud Computing – AI-powered enterprise applications integrate seamlessly with cloud platforms like Microsoft Azure AI and Google Cloud AI to provide real-time analytics, automated workflows, and enhanced security. For example, AI-enabled HR management systems leverage cloud computing to optimize workforce planning by analysing employee performance and predicting future staffing needs.

As AI continues to evolve, its integration into enterprise applications will only become more sophisticated, driving unprecedented levels of efficiency, accuracy, and innovation. Businesses that leverage AI-powered solutions will gain a competitive edge by optimizing operations, enhancing customer engagement, and making data-driven decisions with confidence. **SME**

INGRAM MICRO'S XVANTAGE INTEGRATIONS HUB: DELIVERING A PLUG-AND-PLAY EXPERIENCE

Using AI to simplify integrating SaaS tools and platform technology into Xvantage, Ingram Micro is driving faster decision-making and revenues, while enabling more secure modern workflows

Ingram Micro, a business-to-business (B2B) platform company for the global technology ecosystem, is simplifying the technology industry's capabilities to innovate and more securely integrate at scale faster with the global launch of its AI-powered Xvantage Integrations Hub.

A frictionless experience to customers

Readily available in nine countries where Xvantage is deployed, Ingram Micro's Xvantage Integrations Hub offers customers and vendors a frictionless experience, dramatically simplifying software integrations by enabling instant access to prebuilt applications and more secure modern workflows.

The Magic of Xvantage Integrations Hub

With the new Xvantage Integrations Hub, integrations that could have taken months can now be completed in seconds or minutes, helping customers and vendors significantly speed their transformations. Hubspot, Salesforce, ZOHO and more are among the ready-to-deploy global and regional integrations. Dozens of additional integrations are expected to go live in the Xvantage Integrations Hub throughout 2025.

"The global platform and sharing economy are accelerating business transformation across industries, including the tech sector, and introducing a new wave of collaboration and resilience," said Frank Della Rosa, Research Vice President, SaaS, Business Platforms, and Industry Cloud, IDC. "Ingram Micro's Xvantage platform and new Xvantage Integrations Hub demonstrate the balance required between integrations and interactions to build a digitally-enabled organization that prioritizes the customer experience and business execution."

Harnessing power of AI models

Engineered in-house by Ingram Micro's global platform group, the new Xvantage Integrations Hub uses the power of AI models to integrate instantly and securely with existing SaaS Platforms—including CRM, ERP, RMM, and



SANJIB SAHOO
PRESIDENT, GLOBAL PLATFORM
GROUP, INGRAM MICRO

"THE FOCUSED, EXTENSIVE GROUNDWORK WE HAVE LAID IN AI OVER THE LAST FEW YEARS HAS ENABLED THIS UNIQUE, INDUSTRY-FIRST SOLUTION, WHICH IS SOLVING A REAL PAIN POINT FOR OUR CUSTOMERS AND VENDORS AND HELPING TO DRIVE THEIR GROWTH AND SUCCESS."

CPQ (Configure, Price, Quote). This effort speeds up time to value and helps eliminate the need for costly custom software development. The Xvantage Integrations Hub also helps reduce manual workloads, empowering partners to scale efficiently and apply their talent to more valuable business and service lines.

"The Integrations Hub is modern, intuitive, and incredibly easy to navigate," said Brayton Taylor,



AMBRISH VERMA
CHIEF PRODUCT OFFICER
INGRAM MICRO

"WITH THE XVANTAGE INTEGRATIONS HUB, WE ARE MOVING TOWARDS A PLATFORM-DRIVEN EXPERIENCE LED BY AN AI-ENABLED TEAM FOCUSED ON ACHIEVING GREATER COLLABORATION, PRODUCTIVITY, AND EFFICIENCY."

Owner, Taylor Tech LLC. "We were amazed at how quickly we installed an app—what normally takes months, we completed in minutes. The seamless experience and effortless setup make this a game-changer for integrations."

"Integrations are critical in a platform economy—operating at the crux of a connected ecosystem that thrives on collective innovation and continuous transformation," said Sanjib Sahoo, President of Global Platform Group, Ingram Micro. "At Ingram Micro, we are constantly driving technology innovations to help our partners. The focused, extensive groundwork we have laid in AI over the last few years has enabled this unique, industry-first solution, which is solving a real pain point for our customers and vendors and helping to drive their growth and success."

"Platform integrations are the connective tissue of the AI-enabled future of the technology ecosystem," said Ambrish Verma, Chief Product Officer, Ingram Micro. "With the Xvantage Integrations Hub, we are moving towards a platform-driven experience led by an AI-enabled team focused on achieving greater collaboration, productivity, and efficiency." **SME**

CLOUD INDUSTRY

ON THE CUSP OF A MAJOR REVOLUTION

Cloud technologies are moving away from a linear evolution to prepare for an exponential evolution. In the post pandemic world, the appetite for cloud solutions continue to remain strong, as new cloud-specific trends keep on greeting us each new day

BY MANASH RANJAN DEBATA

manash@accentinfomedia.com

As the India market remains in the eye of a major digital transformation buoyed by a tech-centred Union Budget and the prevalent government policy encouraging R&D and tech innovation in the country, cloud players, aided by next-gen techs like AI, are aiming for a big kill

Cloud Technology has been gathering momentum over the last several years. But the Pandemic and the ensuing shift to online operations and massive adoption of work-from-home-culture and online learning gave it a much needed shot in the arm. As the India market remains in the eye of a major digital transformation buoyed by a tech-friendly Government, SME Channels embarks upon analyzing and mapping the Great Indian Cloud space for you.

As part of our effort to map the ensuing Cloud trends and the channel-alignments it has paved the way for, we will fleece out every bit of the cloud strategy adopted by major cloud leaders, the major developments that are shaping the cloud market, the inner dynamics of the cloud technology, the vision and plans of cloud vendors and distributors for the channel community. So, stay tuned to catch up a piece of the cloud drama as it unfolds before your eyes.

Over the last 5 years, we have witnessed massive innovation in the cloud space as companies of all sizes have embraced technology to navigate a rapidly changing business landscape replete with new operating models, customer challenges, and

managing a remote workforce. As per an IDC estimate, the global cloud computing market is experiencing robust growth, with the International Data Corporation (IDC) forecasting a significant increase in public cloud services spending. IDC predicts worldwide spending on public cloud services will reach \$805 billion in 2024 and double by 2028. This growth is driven by various factors, including the increasing adoption of cloud services for enterprise applications and the development of customer-facing solutions. Businesses, worldwide, are using cloud as the foundational pillar for innovation, collaboration, and digital transformation. In India too cloud is witnessing an accelerated adoption by enterprises across verticals. Businesses are upping their investment plans for cloud infrastructure and platforms, even adopting cloud-native services to enable new architectures and functionalities.

Cloud computing in India is undergoing significant transformation, characterized by rapid adoption, substantial investments, and a focus on developing a skilled workforce. Let's have a quick overview of the key developments in the evolving cloudscape.

First of all, the country is witnessing an accelerated rate of cloud adoption across sectors. India's cloud services market is experiencing robust growth, with projections indicating an increase from \$8.3 billion in 2023 to \$24.2 billion by 2028. This surge is driven by the digitalization of various sectors, including banking, education, and health-



ARUN KUMAR J
REGIONAL SALES DIRECTOR,
MANAGEENGINE

"WITH THE REMOTE WORK MODEL RESULTING IN EMPLOYEES BEING DISTRIBUTED ACROSS MULTIPLE LOCATIONS AND THE SEAMLESS TRANSFER OF DATA REQUIRED TO ENSURE BUSINESS CONTINUITY, MOVING TO THE CLOUD ESSENTIALLY BECAME A TOP PRIORITY."

care, which are increasingly relying on cloud solutions for scalability, cost-efficiency, and business continuity.

India's fertile business scope is inviting lot of strategic investments by global tech giants. To leverage the surge in market demands, leading cloud vendor, Amazon Web Services (AWS) has committed approximately \$8.2 billion to expand its operations in Maharashtra, aiming to deploy advanced technologies and cloud management services by 2029–2030. This investment is part of a broader \$12.7 billion plan by Amazon to enhance its cloud infrastructure in India by 2030, contributing significantly to the nation's GDP and job creation.

Not just this, there is a noticeable change in the country's cloud space. There has been an emergence of local Cloud Initiatives across the country. In a move to promote data localization and provide affordable cloud services to financial institutions, the Reserve Bank of India (RBI) plans to launch a pilot program in 2025. This initiative seeks to establish local cloud data storage solutions, challenging the dominance of global providers and supporting smaller financial firms.

For any industry to make mark, there ought to be a reliable repertoire of skilled talent. The government and the industry are working in unison towards development of a Skilled Cloud Workforce. The demand for cloud professionals in India is projected to reach 2 million by 2025. To address this need, initiatives like Nasscom's FutureSkills PRIME, in collaboration with the Ministry of Electronics and Information Technology (MeitY), are focusing on upskilling individuals in emerging technologies, with a particular emphasis on cloud computing.

The growth of the Indian SaaS Ecosystem is at the forefront of driving this phenomenal growth. India's Software as a Service (SaaS) sector is thriving, with over 40,000 professionals employed in

this domain. The expansion of SaaS companies is further fueling the demand for cloud services, as these businesses rely heavily on cloud infrastructure to deliver scalable solutions.

In a nutshell, India's cloud landscape is evolving rapidly, marked by increased adoption, significant investments, the emergence of local initiatives, and a concerted effort to develop a skilled workforce. These developments position India as a key player in the global cloud computing arena.

Leveraging immense market opportunity

Cloud solutions providers are capitalizing on the expanding Cloud and Data Centers market in India as well as in international markets. The demand for Cloud and Data Center services has significantly grown in the pandemic as well as the post pandemic period, resulting in increased volume of data generated. The cloud industry aims to capitalize on growth projections and opportunities through scaling its operations. Value drivers like customizability, control, autonomy and interoperability are going to play a significant role in retaining and improving the market share when competing with other hyperscalers in the market.

Year of acceleration and innovation

The year 2024 has been a promising year for acceleration and innovation in the Cloud Industry. The wave of IT adoption led by Cloud computing has allowed firms to transform the backend operations, resulting in an enhanced value proposition for the customers. Valued at USD 7.2 billion, the India Data Center market is based on a five-year historical analysis. This market is fueled by the robust growth of digital services, increasing internet penetration, and the rapid adoption of cloud computing solutions across industries. The demand for reliable and scalable data storage solutions is further driven by initiatives to boost digital



SHRIKANT SHITOLE
CEO OF IVALUE GROUP

"WE ARE WELL-EQUIPPED TO OFFER GOOGLE CLOUD'S PORTFOLIO TO OUR CHANNEL PARTNERS, ENABLING THEM TO PROVIDE CUTTING-EDGE SOLUTIONS TO ENTERPRISES."

infrastructure, including government programs supporting data localization. Additionally, the influx of multinational technology firms investing in Indian data centers underscores the markets rising importance. The regions with the highest concentration of data center facilities in India include Mumbai, Bengaluru, and Delhi NCR. Mumbai leads due to its advanced IT infrastructure, accessibility to submarine cable landings, and abundant power supply, which attracts large-scale investments. Bengaluru and Delhi NCR are also preferred due to the presence of major tech hubs, government incentives, and reliable fiber optic networks, making these cities favorable for data center development and operations.

To attract investment, the government introduced policies offering tax breaks and fast-tracked approvals for data center infrastructure. As of 2024, Maharashtra and Telangana led with comprehensive incentive packages for new data centers, enhancing India's attractiveness for domestic and foreign operators.

Over the next five years, the India Data Center market is projected to experience robust growth, driven by increasing digitalization, government incentives for data infrastructure, and the burgeoning demand for scalable storage solutions.



PIYUSH SOMANI
FOUNDER AND CEO, ESDS

"WE ALSO BELIEVE THAT VALUE DRIVERS LIKE CUSTOMIZABILITY, CONTROL, AUTONOMY & INTEROPERABILITY WOULD PLAY A SIGNIFICANT ROLE IN RETAINING & IMPROVING THE MARKET SHARE WHEN COMPETING WITH OTHER HYPERSCALERS IN THE MARKET. "



PUNIT THAKKAR
MD & CEO, SHIVAAMI CLOUD SERVICES PVT. LTD

"SHIVAAMI CLOUD SERVICES LEADS IN CLOUD SECURITY, INFRASTRUCTURE TRANSFORMATION, AND AI-DRIVEN SOLUTIONS, HELPING CLIENTS FULLY LEVERAGE GOOGLE CLOUD AND GEMINI."

The market is also expected to witness further investment from global tech companies, which will fuel the expansion of data center capacity, adoption of renewable energy sources, and advancements in edge computing technologies to cater to the growing demand for real-time data processing.

What's Trending

In India, Gartner anticipates several key cloud computing trends for 2024-2025, including the rise of hybrid and multi-cloud strategies, the increasing adoption of cloud-based disaster recovery, and the growing importance of artificial intelligence and edge computing. Additionally, Gartner highlights the increasing focus on sustainability and carbon-intelligent clouds, as well as the automation of cloud infrastructure and platform services.

Let's have a more detailed look at the key trends:

- **Hybrid Cloud and Multi-Cloud:**

More businesses will adopt hybrid cloud strategies, combining on-premises infrastructure with cloud services, and also utilize multi-cloud environments by leveraging multiple cloud providers.

- **Cloud-Based Disaster Recovery:**

Cloud solutions will play a larger role in disaster recovery plans, ensuring business continuity and data protection.

- **Artificial Intelligence and Edge Computing:**

AI will be increasingly integrated into cloud applications, while edge computing will become more prevalent, processing data closer to the source.

- **Sustainability and Carbon-Intelligent Cloud:**

Organizations will prioritize sustainable cloud practices, including energy-efficient computing and reducing their carbon footprint.

- **Cloud Infrastructure and Platform Service (CIPS) Providers:**

These providers will offer more automated and

programmable infrastructure, streamlining cloud management and deployment.

- **Platform as a Service (PaaS):**

PaaS offerings will continue to grow, providing developers with tools and services for building and deploying applications on the cloud.

- **Distributed Cloud:**

The rise of distributed cloud, where cloud infrastructure is deployed closer to users and data, will be a notable trend.

- **Serverless Computing:**

Serverless computing, which allows users to run code without managing servers, will gain traction.

- **Cloud ubiquity:**

Public cloud will become ubiquitous, with more organizations shifting IT spending to the cloud.

- **Regional cloud ecosystems:**

Cloud providers will expand their presence in regional markets, catering to local needs and regulations.

These trends reflect the evolving landscape of cloud computing, with organizations increasingly relying on cloud services for innovation, agility, and cost optimization, while also addressing concerns about sustainability and security.

As cloud computing matures and becomes more pervasive, new, and merging technologies are driving the evolution and transformation of the cloud landscape. These technologies enable new capabilities, applications, and business models that leverage the power of the cloud.

Towards a Multi-Cloud Future

As the dynamics of the organisations change with Industry 4.0 and rapid move to digital processes, the emergence of a multi-cloud future has become a reality.

As cloud models mature, it isn't public cloud or private cloud anymore. It's multi-cloud. Next year, more than 90% of enterprises are expected to deploy workloads on a mix of private clouds, public clouds, SaaS and existing infrastructure.



SUDHARSAN ARAVAMUTHAN
HEAD, SYSTEMS ENGINEERING, INDIA, PURE STORAGE

"OUR PARTNERSHIP WITH MICROSOFT AND VMWARE WILL ENABLE CUSTOMERS OF AZURE VMWARE TO TAKE ADVANTAGE OF PURE'S INDUSTRY-LEADING DATA MANAGEMENT CAPABILITIES."

"The multi-cloud future is now, and the architects of data management, artificial intelligence and machine learning will depend on seamless access to multiple clouds. Those who can access multiple clouds, with the right workloads on each cloud, will have a strategic advantage," says Dell's Srinivas Rao.

A new Forrester Consulting study commissioned by Dell Technologies reveals that 83% of organisations have adopted a multi-cloud approach or plan to within the next 12 months. Multi-cloud solutions allow users to use multiple cloud services from different cloud vendors. This helps them avoid vendor lock-in while benefitting from the best cloud offerings from each vendor.

Growing Cloud Alliances

Going ahead, we will see more and more vendor partnerships wherein they will combine their mutual strengths to fast-track market launches and time to market for multi-cloud products and services. Companies like Microsoft and Oracle have already joined forces to link their cloud services, letting their customers to run enterprise applications across Oracle Cloud and Microsoft Azure.

The alliance landscape will also see more

examples of vendors finding common ground as demand grows for more complete, multi-technology solutions. Alliances will be driven by not only the customers of today, but the customers of tomorrow as the technology landscape drives innovation and more complexity.

"Nutanix recently forged strategic relationships with Red Hat and Citrix which have both proved to be of great value to our partners with solutions that are certified and supported together," says Naresh Purohit, Sr. Director- Systems Engineering, Nutanix India & SAARC.

NetApp and Google Cloud recently announced new capabilities for Google Cloud NetApp Volumes, a fully managed file storage service, that reduce complexity and increase performance for cloud storage workloads, while fully integrating into the Google Cloud service ecosystem. Customers will be able to effortlessly scale high-performance enterprise apps and databases, including workloads with petabyte-scale datasets, such as electronic design automation (EDA), AI applications, and content data repositories.

As businesses navigate the era of intelligence, managing data across on-premises systems and the cloud is a critical capability. Intelligent data infrastructure breaks down silos and enables seamless, real-time integration across hybrid-cloud environments, turning raw data into actionable insights. By collaborating with Google Cloud, NetApp is empowering businesses to harness the power of AI, driving greater agility and innovation at scale.

Pravjit Tiwana, Senior Vice President and General Manager, Cloud Storage at NetApp, said, "Our collaboration with Google Cloud is accelerating generative AI data pipelines by seamlessly integrating the latest AI innovations with the robust data management capabilities of NetApp ONTAP. The new capabilities of NetApp Volumes help customers scale their cloud storage to meet the demands of the modern, high-performance applications and datasets that drive meaningful

business outcomes."

Artificial Intelligence Gaining Ground

As the cloud industry evolves application of new technologies like Artificial Intelligence is finding greater usage and acceptance. AI is fast becoming an important tool to power IT operations and automation.

Echoing similar optimism for AI, Vijay Anand, IBM Cloud Platform Sales Leader, IBM Technology Sales, IBM India/South Asia, opines, "IBM is a hybrid cloud and AI company. Our IBM Cloud Paks are AI-powered software that help businesses build, modernize, and manage applications securely across any cloud."

"In view of increasing cyberthreats across environments, AI will play a critical role in identifying and responding to threats more efficiently, as businesses move towards a "zero trust" approach to further reduce risks," he adds.

In a recent IBM Study, CIOs in India have rated AI among their top 5 technology investments in the next three years.

"India's rapid embrace of Generative AI signals a transformative leap in innovation. While containerization and Kubernetes are key to scaling AI-driven solutions, efforts to modernize infrastructure, fortify data security and upskill talent are also crucial. Organizations that act now to invest strategically in these key areas will not only unlock GenAI's full potential but also gain a decisive competitive edge in the AI-powered future," said Prasanna Ranade, Senior Director, Enterprise & Government Sales, Nutanix India. Hybrid Cloud Finds Increasing Resonance

According to a recent IBM IBV CIO Study, CIOs in India reported maturity in hybrid cloud operations increased 850%, followed by process automation and intelligent workflows at 536%.

With demands for Hybrid cloud growing, cloud vendors are taking note and increasingly focusing on hybrid cloud offering to cater to their customers' needs. Karan Kirpalani, Cloud Head, NTT



PRASANNA RANADE
SENIOR DIRECTOR, ENTERPRISE
& GOVERNMENT SALES,
NUTANIX INDIA

"ORGANIZATIONS THAT ACT NOW TO INVEST STRATEGICALLY IN THESE KEY AREAS WILL NOT ONLY UNLOCK GENAI'S FULL POTENTIAL BUT ALSO GAIN A DECISIVE COMPETITIVE EDGE IN THE AI-POWERED FUTURE,"

India, predicts, "Hybrid cloud adoption will rise, leading to the blurring of line between private and public cloud."

"Hybrid cloud architecture will be increasingly preferred increasingly by enterprises that do not want to be restricted by vendor lock-ins and want to achieve more with their existing resources and data. Hybrid environments with improved operations infrastructure and robust governance will equip business leaders with real-time, insightful analysis of critical business scenarios and enable a proactive approach," says Sandeep Bhargava, Managing Director, APJ, Rackspace Technology.

More Automation in Cloud Space

Over the past two years, the need to accommodate remote work has huddled businesses to the cloud. But the requirement for business continuity was soon followed by the evaluation of other technologies that would allow greater innovation both during the crisis and in preparation for a post-Covid future.

"Running everything using a cloud operating model enables enterprises to automate their operations, creating a flexible infrastructure that, in turn, provides their organizations with on-demand access to data services," says Matthew



VIJAY ANAND
IBM CLOUD PLATFORM SALES LEADER, IBM
TECHNOLOGY SALES, IBM INDIA/SOUTH ASIA

"IBM IS A HYBRID CLOUD AND AI COMPANY. OUR IBM CLOUD PAKS ARE AI-POWERED SOFTWARE THAT HELP BUSINESSES BUILD, MODERNIZE AND MANAGE APPLICATIONS SECURELY ACROSS ANY CLOUD."



SAMEET AGARWAL
VICE PRESIDENT AND GENERAL MANAGER,
GOOGLE'S CLOUD STORAGE

"SIMPLIFIED ACCESS TO AI IS A DEMOCRATISING FORCE ENABLING ORGANISATIONS TO LEVERAGE THEIR MOST CRITICAL ASSET-DATA-FOR A COMPETITIVE EDGE."

Oostveen, Vice President & Chief Technology Officer, Asia Pacific & Japan, Pure Storage.

As-a-service Model in Vogue

While cloud remains the fastest going category, Cloud vendors are doing everything they can to woo their customers. They are helping customers to embrace the future of cloud and data flexibility with a true, as-a-service model that is simple to manage and always evergreen.

From Transactional Volume Sales to Technical Services

One of the visible trends in the cloud space has been the new thrust on technical services. As the cloud journey intensifies, companies are shifting their focus away from transactional volume sales toward technical services in areas including cloud computing and hybrid multicloud infrastructure, and security. There is also an untapped opportunity in granting the right partners secure access to telemetry.

"It will be a whole new dimension of validating solution adoption and usage, and ultimately will better enable partners to provide proactive and reactive support. Partners will be instrumental in identifying new opportunities to improve

customer experience and success once they have access to these insights," says Naresh Purohit, Director- Systems Engineering, Nutanix India & SAARC.

Partner Training Takes Front Seat

Since cloud is a tech-intensive business, cloud providers are leaving no stone unturned in equipping and upskilling their partners through right training and tools. Following a partner-first approach, Rackspace Technology provides its partners with access, support and flexibility needed to create new revenue opportunities, across leading public, private and hybrid cloud platforms.

Furthermore, vendors are also equipping partners with partner tools such as customer experience and success insights that can help drive greater growth, intimacy and value for the customer.

Upskilling Partners

The abilities of Cloud providers like ESDS to provide quality services, to manage the complexity of its business and our success depends largely on the ability to continue to hire, integrate, train, and retain qualified and highly skilled personnel in the areas of management, sales and marketing,



TARUN AGARWAL
DIRECTOR TECHNOLOGY, PATH INFOTECH LTD

"ORACLE BECAME THE DE FACTO STANDARD IN INDIA. SO, THAT BECAME A NATURAL CHOICE BECAUSE EVERYTHING, INCLUDING TOP TEN OF ALL LARGE CORPORATES WOULD RUN ON ORACLE."



KRISTA SATTERTHWAITE
SVP & GENERAL MANAGER
HPE COMPUTE

"IT'S ALSO CRITICAL FOR BUSINESSES WITH DISTRIBUTED LOCATIONS TO BE ABLE TO MANAGE REMOTE SERVERS WHEN THEY DON'T HAVE IT EXPERTS NEARBY, ULTIMATELY SAVING TIME AND ALLOWING BUSINESSES TO FOCUS ON THEIR CORE OPERATIONS - ALL WHILE KEEPING COSTS IN CHECK."

research and development, compliance, finance, human resources and administration and technical team. "We are dependent on the continued service of our existing engineering personnel because of the complexity and domain experience involved in our offerings," says Somani.

To conclude...

Cloud has emerged as one of the top technological winners over the last two years, and still growing stronger. It emerged both as a trend promoting innovation and a universal standard that allows for flexibility and cost savings. As the cloud's size, variety and importance continue to accentuate, it touches upon literally every other verticals and businesses.

Cloud technologies are moving away from a linear evolution to prepare for an exponential evolution. Even in the post pandemic world, the appetite for cloud solutions will remain strong. Going ahead, at the backdrop of this varied colossal digital landscape, new cloud-specific trends will continue to greet us **SME**

FORTINET EXPANDS FORTIAI ACROSS ITS SECURITY FABRIC PLATFORM

Embedded across the Fortinet Security Fabric platform, FortiAI enhances protection against new and emerging threats, simplify and automate security and network operations, and secure employee use of AI-enabled services

Fortinet, a leading cybersecurity solutions provider driving the convergence of networking and security, announced significant FortiAI innovations embedded across the Fortinet Security Fabric platform to enhance protection against new and emerging threats, simplify and automate security and network operations, and secure employee use of AI-enabled services.

"Fortinet's AI advantage stems from the breadth and depth of our AI ecosystem—shaped by over a decade of AI innovation and reinforced by more patents than any other cybersecurity vendor," said Michael Xie, Founder, President, and Chief Technology Officer at Fortinet "By embedding FortiAI across the Fortinet Security Fabric platform, including new agentic AI capabilities, we're empowering our customers to reduce the workload on their security and network analysts while improving the efficiency, speed, and accuracy of their security and networking operations. In parallel, we've added coverage across the Fabric ecosystem to enable customers to monitor and control the use of GenAI-enabled services within their organization."

The Need for AI-Driven Protection and Security for AI Systems

Enterprises must leverage security solutions that use AI to defend against increasingly advanced threats—especially those that use AI to bypass defenses, automate attacks, and exploit vulnerabilities. At the same time, organizations must secure their own AI systems from data poisoning, adversarial manipulation, and unauthorized access. Without robust protection, AI can become both a target and a weapon for cybercriminals. Fortinet has you covered, with more than 500 AI patents issued and pending, and more than 15 years of AI innovation, delivering AI-driven security to stop advanced threats while ensuring AI systems remain protected and trustworthy.

New AI Innovations from Fortinet

FortiAI has now expanded to encompass Forti-



MICHAEL XIE
FOUNDER PRESIDENT AND CTO
FORTINET

"FORTINET'S AI ADVANTAGE STEMS FROM THE BREADTH AND DEPTH OF OUR AI ECOSYSTEM—SHAPED BY OVER A DECADE OF AI INNOVATION AND REINFORCED BY MORE PATENTS THAN ANY OTHER CYBERSECURITY VENDOR."

net's entire AI-driven approach across security and network operations, protecting environments, and securing AI models and LLMs. Integrated into the Fortinet Security Fabric platform, it delivers intelligent, autonomous capabilities to stop advanced threats, streamline operations, and support secure AI adoption.

This expansion of FortiAI introduces new capabilities across two key areas:

FortiAI-Assist combines GenAI, agentic AI,

and AIOps to simplify and transform security and network operations with intelligent automation and analytics. New capabilities include:

Agentic AI Applications for Network Operations

- Autonomous network management initiated through the GenAI assistant enables the creation of network configuration and security policy updates, validation and correction of exist-



ing configurations, and troubleshooting and remediation of network issues without human intervention.

- Automated network optimization and troubleshooting using GenAI and AIOps enhance network operations for wired, wireless, and SD-WAN, and proactively identify and offer remediation of issues before users are impacted.

Agentic AI Applications for Security Operations

- Automated alert triage prioritizes notifications based on risk, context, and historical patterns, suppresses duplicate alerts, and only flags high-confidence threats within the system or directly to the threat analyst, depending on the organization's preferences.
- Adaptive threat hunting scans logs, network traffic, and user behaviour to search for threats without waiting for human input.
- Root-cause tracing uses AI-driven reasoning to identify an attack's origin, method, and impact.
- Threat intelligence enrichment enhances security intelligence by correlating attack patterns and attributing adversary tactics, improving proactive defense.

FortiAI-Protect enhances security with AI-driven threat detection, enabling the identification of advanced and unknown threats. It also provides contextual risk assessments to strengthen security and enforce access controls for third-party GenAI applications. These enhancements further increase the value of FortiGuard AI-powered Security Services for both new and existing customers. New capabilities include:

- Detecting AI application usage for over 6,500 AI URLs, including GenAI applications. Security teams also gain added context around

the use cases, the model used for training, and the location of where the data goes.

- Controlling access and content to GenAI using zero-trust principles allows security teams to block shadow AI or high-risk AI application usage. Visibility into AI application lists and additional context, such as geolocation and training models, also allows admins to define organization-wide AI usage policies.
- Enhancing threat analysis and malware protection by expanding machine learning and large-scale data analysis to detect and neutralize emerging malware threats. Continued refinement of contextual correlation with known threat indicators further reduces false positives, ensuring precise threat identification while maintaining operational efficiency.
- Improving safeguards against sophisticated attacks by continuing to train the intrusion prevention system (IPS) machine learning models to adapt and detect new attack techniques.

Fortinet Helps Organizations Secure their AI Models, Infrastructure, and Data

Organizations can also securely adopt AI with FortiAI-SecureAI by leveraging capabilities that span the Fortinet Security Fabric platform to protect AI infrastructure from network-based threats, secure web applications and APIs, and defend cloud-native AI workloads across major providers. FortiAI-SecureAI ensures data integrity, prevents LLM data leakage, safeguards AI models and intellectual property, enforces zero-trust access, and enables early attack detection and response.

FortiAI Prioritizes Data Privacy for Organizations

FortiAI uses a multi-layered data protection approach to enforce strict privacy controls, preventing data that is shared with the Fortinet GenAI assistant from training the LLM. Queries are also processed locally, ensuring data never leaves the network, while sensitive information is blocked or masked before reaching the language model.

With FortiAI-Assist, FortiAI-Protect, and FortiAI-SecureAI, Fortinet continues to lead in AI-driven cybersecurity to help organizations stay ahead of evolving threats.

A driving force in the evolution of cybersecurity and the convergence of networking and security, Fortinet aims to secure people, devices, and data everywhere. Today it delivers cybersecurity everywhere its customers need it with the largest integrated portfolio of over 50 enterprise-grade products. Well over half a million customers trust Fortinet's solutions, which are among the most deployed, most patented, and most validated in the industry. The Fortinet Training Institute, one of the largest and broadest training programs in the industry, is dedicated to making cybersecurity training and new career opportunities available to everyone. Collaboration with leading organizations from both the public and private sectors, including Computer Emergency Response Teams ("CERTS"), government entities, and academia, is a fundamental aspect of Fortinet's commitment to enhance cyber resilience globally. FortiGuard Labs, Fortinet's elite threat intelligence and research organization, develops and utilizes leading-edge machine learning and AI technologies to provide customers with timely and consistently top-rated protection and actionable threat intelligence. **SME**

GITHUB BETS BIG AGENT MODE AND MCP SUPPORT

GitHub Copilot is getting a whole lot more agentic with increased context of tools and services, powered by the world's leading models, starting today



THOMAS DOHMKÉ
CEO, GITHUB

"IN KEEPING WITH OUR COMMITMENT TO OFFER MULTI-MODEL CHOICE, WE'RE MAKING ANTHROPIC CLAUDE 3.5, 3.7 SONNET, 3.7 SONNET THINKING, GOOGLE GEMINI 2.0 FLASH, AND OPENAI O3-MINI GENERALLY AVAILABLE VIA PREMIUM REQUESTS, INCLUDED IN ALL PAID COPILOT TIERS."

In celebration of Microsoft's 50th anniversary, GitHub announced its rolling out agent mode with MCP support to all VS Code users. It also introduced the new GitHub Copilot Pro+ plan with premium requests, the general availability of models from Anthropic, Google, and OpenAI, next edit suggestions for code completions and the Copilot code review agent.

GitHub Copilot Gets Stronger

"Allow us to reintroduce ourselves: GitHub

GitHub is home to a massive and growing MCP ecosystem that developers can use today. Here is a great repository that acts as a community inventory with some of the best MCP servers to use. The GitHub local MCP server equips agent mode with compelling capabilities such as searching across repositories and code, managing issues and creating PRs—turning agent mode into a powerful user of the GitHub platform.

Copilot is getting a whole lot more agentic with increased context of your tools and services, powered by the world's leading models, starting today," said Thomas Dohmke, CEO, GitHub. "In keeping with our commitment to offer multi-model choice, we're making Anthropic Claude 3.5, 3.7 Sonnet, 3.7 Sonnet Thinking, Google Gemini 2.0 Flash, and OpenAI o3-mini generally available via premium requests, included in all paid Copilot tiers. With the new Pro+ tier, individual developers get the most out of the latest models with Copilot.

"The agent awakening doesn't stop there. We are also announcing the general availability of the Copilot code review agent, which in just over a month in preview has been used by over 1 million developers on GitHub. Plus, the general availability of next edit suggestions so you can tab tab tab your way to coding glory," Dohmke added.

Agent mode in VS Code

Agent mode is progressively rolling out to VS Code users in stable, as GitHub aims for full availability to all users in the coming weeks. Developers can also manually enable it now.

Compared to chat or multi-file edits, which allow users to propose code changes across multiple files in your workspace, agent mode is fundamentally capable of taking action to translate ideas into code. With simple prompts, agent mode takes Copilot beyond answering a question, instead completing all necessary subtasks across automatically identified or generated files to ensure the primary goal is achieved. Agent mode can suggest terminal commands or tool calls and ask a developer to execute them. It also analyzes run-time errors with self-healing capabilities.

Since the launch to VS Code Insiders in February, developers have been using agent mode for a variety of tasks: from autofixing code gen errors, to building webapps, to yeeting commits.

Agent mode is powered by a choice of Claude 3.5 and 3.7 Sonnet, Google Gemini 2.0 Flash, and OpenAI GPT-4o. Currently, agent mode achieves a pass rate of 56.0% on SWE-bench Verified with Claude 3.7 Sonnet. GitHub anticipates agent mode to grow more capable as chain of thought reasoning models continue to advance.

Model Context Protocol (MCP) available in public preview

Developers spend their days conducting a wide array of tasks to get the job done, from research, to navigating telemetry, to infrastructure management, to coding and debugging. And they use many tools for this, the so-called engineering stack. MCP allows developers to equip agent mode with the context and capabilities it needs to help them, like a USB port for intelligence. When you enter a chat prompt in agent mode within VS Code, the model can use different tools to handle tasks like understanding database schema or querying the web. This setup allows for more interactive and context-sensitive coding support.

For example, with a prompt to "Update my GitHub profile to include the title of the PR that was assigned to me yesterday," agent mode would take that request, combined with the list of all available MCP tools, and ask an LLM what to do next. Over time, the agent would continue calling tools iteratively, until the task is complete.

Already, GitHub is home to a massive and growing MCP ecosystem that developers can use today. Here is a great repository that acts as a community inventory with some of the best MCP servers to use. The GitHub local MCP server equips agent mode with compelling capabilities such as searching across repositories and code, managing issues and creating PRs—turning agent mode into a powerful user of the GitHub platform.

Users can get started by setting up local and

remote MCP servers and using tools with agent mode in Visual Studio.

Premium model requests

Since GitHub Universe, GitHub introduced a number of new models for chat, multi-file edits, and now agent mode. With the general availability of these models, GitHub is introducing a new premium request type. Premium requests are in addition to the unlimited requests for agent mode, context-driven chat, and code completions in all paid plans for GitHub's base model (currently: OpenAI GPT-4o).

Customers with Copilot Pro will receive 300 monthly premium requests, beginning on May 5, 2025. Customers with Copilot Business and Copilot Enterprise will receive 300 and 1000 monthly premium requests respectively, starting between May 12 and May 19, 2025. Until then, use of these premium models is unlimited.

GitHub is also introducing a new Pro+ plan for individuals with 1500 monthly premium requests and access to the best models, like GPT-4.5, for \$39 per month.

Copilot paid users will also have the ability to pay-as-you-go for additional premium request usage. Individuals and organizations can choose to opt-in to use additional requests beyond their included amount, in addition to setting spending limits on requests to control costs with ease.

Each premium model will consume a specific number of premium requests, allowing developers to use a more powerful or efficient model when they need it, all while having continued unlimited access to Copilot's base model.

No Flipping Fifty!

Friday was also a hallmark moment in the history of technology: GitHub's mothership turned 50! From the creation of BASIC or MS-DOS, to the .NET Framework and VS Code, to the acquisition of GitHub—Microsoft has always been a developer company at heart. Half a century of developer love is no small feat.

Now, with GitHub Copilot—what started out as a developer platform company is a platform where anyone can be a developer. Together, GitHub and Microsoft fully intend on enabling a world with 1 billion developers.

A top Copilot-powered developer platform to build, scale, and deliver secure software, GitHub boasts of more than 150 million developers, including more than 90% of the Fortune 100 companies, use GitHub to collaborate and more than 77,000 organizations have adopted GitHub Copilot. 



TOM EGGEMEIER
CEO OF ZENDESK

"THE ZENDESK RESOLUTION PLATFORM IS NOT JUST MAKING SERVICE FASTER - IT IS MAKING AGENTIC AI ACTUALLY WORK FOR SERVICE, SOLVING EVERY ISSUE WITH LESS EFFORT AND BETTER OUTCOMES."

LEVERAGING AGENTIC AI TO REDEFINE CUSTOMER EXPERIENCE

Purpose-built for service by the largest AI service software provider, the Zendesk Resolution Platform introduces a suite of advanced tools that seamlessly integrate Zendesk AI Agents, a comprehensive knowledge graph, actions and integrations, governance and control, and measurement and insight

Zendesk announced at its annual Relate conference the launch of the Zendesk Resolution Platform, aimed at redefining customer experience. This platform, purpose-built for service by the largest AI service software provider, introduces a suite of advanced tools that seamlessly integrate Zendesk AI Agents, a comprehensive knowledge graph, actions and integrations, governance and control, and measurement and insights. Together with human expertise, the Zendesk Resolution Platform empowers businesses to deliver exceptional service and ensure a clear path to issue resolution.

The only metric that matters

"The only metric that matters in customer service is resolution. The Zendesk Resolution Platform is not just making service faster - it is making Agentic AI actually work for service, solving every issue with less effort and better outcomes," said Tom Eggemeier, CEO of Zendesk. "Our network of AI agents built with service at the heart works like a well-trained search and rescue team, ensuring every interaction leads to a resolution. And as the only large service software provider offering outcome-based pricing, we make sure customers only pay for problems that are resolved - not for interactions or failed attempts. Resolutions are the future of customer service, and Zendesk is leading this revolution."

Maureen Chong, Regional Vice President, Asia and India, Zendesk, adds, "As we look at the vibrant and rapidly evolving Indian market, it's clear that businesses are not just seeking faster service but are demanding smarter, more efficient solutions that drive real outcomes. The digital transformation journey that many organisations in India are on presents a unique opportunity to leverage AI and advanced technologies to enhance customer and employee service. With our AI-powered Zendesk Resolution Platform and outcome-based pricing, we are uniquely positioned to meet these needs, enabling Indian businesses to navigate the complexities of customer and employee service with agility and precision while only paying for successful resolutions."

The Zendesk Resolution Platform is built on five core components all with new products and features announced today at Relate 2025:

Zendesk Agents

- Next Generation Zendesk AI Agents designed to enhance service delivery by providing faster, more accurate responses to customer inquiries, ensuring that every interaction is handled with precision and care. These new Zendesk AI Agents reason, learn, and adapt to even the most complex inquiries, providing customers with real resolutions.

- Upgraded AI Agent Builder is a dynamic platform that allows businesses to create customised AI agents tailored to their unique service needs, enabling a more personalised customer experience and saving admins time.

- New Copilot enhancements from Zendesk include the ability for businesses to seamlessly integrate Zendesk knowledge sources and external systems, enabling Copilot to autonomously run key business procedures on behalf of agents. For instance, the Copilot can generate context-rich responses using the help centre or effortlessly execute tasks in platforms like Jira or Slack. Best of all, setting up these integrations is now easier than ever, with no code required. These copilot enhancements significantly streamline workflows, enabling quicker resolutions while boosting agent productivity.

Comprehensive Knowledge Graph

- Zendesk Knowledge Graph consolidates service knowledge for immediate access by Zendesk agents. This robust foundation powers over 50,000 active service knowledge bases, making it the largest service-specific resource globally. Businesses can easily index and connect their own knowledge sources without complex setup.
- Zendesk Knowledge Builder uses AI to analyse past tickets and key business context to create



DANIEL NEWMAN
CEO OF THE FUTURUM GROUP

"BY INTEGRATING ADVANCED AI CAPABILITIES WITH HUMAN EXPERTISE, ZENDESK HAS THE POTENTIAL TO POSITION ITSELF AS A LEADER IN THE EVOLVING LANDSCAPE OF AI-DRIVEN SOLUTIONS."



MAUREEN CHONG,
REGIONAL VICE PRESIDENT, ASIA AND INDIA, ZENDESK

"AS WE LOOK AT THE VIBRANT AND RAPIDLY EVOLVING INDIAN MARKET, IT'S CLEAR THAT BUSINESSES ARE NOT JUST SEEKING FASTER SERVICE BUT ARE DEMANDING SMARTER, MORE EFFICIENT SOLUTIONS THAT DRIVE REAL OUTCOMES."

a ready-to-use knowledge base, ensuring timely access to the right information for faster resolutions for those starting without a fully developed knowledge base. With Knowledge Builder, there's no long setup and no content drafting.

- New Generative Search feature provides immediate answers right at the top of the help centre and eliminates the need to sift through links. Unlike competitors, Generative Search will be included in every Zendesk plan.

Actions and Integrations

- Action Builder empowers businesses to easily connect and automate AI and human agent workflows across any system without coding. With Action Builder, businesses can easily create the connected service experiences they need and that their customers crave, all within Zendesk and free from expensive vendors and custom development.

- App Builder is a new no-code solution for building apps in Zendesk, leveraging generative AI. With app builder, admins can develop custom apps using natural language prompts.

Governance and Control

- AI Reasoning Controls give real-time visibility into the AI agent's thinking. Now, businesses can see how their AI interprets customer requests, why the AI chooses certain responses, and where to refine the agent's behaviour - ensuring it operates exactly the way businesses intend.

Measurement and Insights

- Custom Quality Assurance (QA) is the only service QA that scores 100% of interactions across human and AI conversations. And now using the power of generative AI, Custom QA surfaces hidden insights giving businesses complete visibility into service quality. Custom QA doesn't stop at ticket scoring or agent coaching either, Custom QA can generate reports such as ones that show every ticket where customers are discussing competitors.

- AI Insights Hub is a centralised AI operations centre that shows all of the AI features that are active and highlights key usage metrics. Admins also get AI-driven recommendations, whether it's suggesting automating responses or refining workflow routing rules.

"Zendesk's launch of the AI-powered Resolu-

tion Platform marks a significant step forward in enhancing customer and employee service experiences. By integrating advanced AI capabilities with human expertise, Zendesk has the potential to position itself as a leader in the evolving landscape of AI-driven solutions," said Daniel Newman, CEO of The Futurum Group. "As businesses increasingly adopt these technologies, the focus on delivering seamless, efficient service will undoubtedly shape the future of customer engagement."

An Upgraded Enterprise Contact Centre Solution

Zendesk for Contact Centre is powered by AWS and enhanced with advanced voice capabilities with Zendesk's proposed acquisition of Local Measure. This solution redefines the contact centre landscape—think of it as the un-CCaaS. Zendesk for Contact Centre delivers all the capabilities of an enterprise contact centre solution, no matter the geography, call volume, or complexity. With AI seamlessly integrated throughout the call journey, Zendesk for Contact Centre is easier to

To access more info login to:

<https://www.smechannels.com>

SCALING CLOUD AND AI CAPABILITIES FOR NEW LEVELS OF EXPERIENCE ORCHESTRATION

Genesys Cloud ARR reached nearly \$1.9 billion in the fourth quarter and NRR exceeds 120% for the last 12 fiscal quarters

Genesys, a leading cloud player in AI-Powered Experience Orchestration space, announced that its Genesys Cloud platform reached nearly \$1.9 billion annual recurring revenue (ARR) during the fourth quarter of the company's fiscal year 2025 (Nov. 1, 2024 – Jan. 31, 2025). Demand for Genesys Cloud AI continued to drive momentum, representing more than 10% of the platform's new business for the full fiscal year. Genesys Cloud net revenue retention (NRR) exceeded 120% for the last 12 fiscal quarters, demonstrating customers' continued expansion in use of the Genesys Cloud platform to achieve new levels of experience orchestration.

Empowering Organisations Worldwide

Empowering more than 8,000 organisations across 100 plus countries, Genesys endeavours to improve loyalty and business outcomes by creating superior experiences for their customers and employees. Through Genesys Cloud, the AI-Powered Experience Orchestration platform, the company delivers the future of CX to organisations of all sizes so they can provide empathetic, personalised experience at scale. As a platform that is born in the cloud, Genesys Cloud helps organisations accelerate growth by enabling them to differentiate with the right customer experience at the right time, while driving stronger workforce engagement, efficiency and operational improvements.

Honing Customer Loyalty

As of January 31, 2025, more than 45% of Genesys Cloud customers were using at least one Genesys Cloud AI capability to enhance consumer interactions and drive operational efficiency. During the fiscal year, companies embraced the efficiency and effectiveness of Genesys Cloud Agent Copilot capabilities for real-time agent support, with customer adoption in fiscal year 2025 growing nearly 4X year-over-year. Genesys Cloud AI detected more than 700 million displays of agent empathy across consumer interactions during the fiscal year, giving organisations greater insights into employee behaviour and development opportunities to optimise experiences.

TONY BATES
CHAIRMAN AND CEO
GENESYS

"ENTERPRISES CONTINUE TO SELECT GENESYS AS THEIR STRATEGIC PLATFORM FOR EXPERIENCE ORCHESTRATION TO CREATE PERSONALISED, END-TO-END CUSTOMER EXPERIENCES THAT CAN INCREASE CUSTOMER LOYALTY AND RETENTION, WHILE BOOSTING OPERATING EFFICIENCY."

Over the Cloud

In the same period, the volume of self-service conversations powered by the Genesys Cloud platform increased more than 150% year-over-year as consumers engaged with automated options to receive efficient, personalised support. Continuing its history of innovation, Genesys released over 150 new AI features during fiscal year 2025, a more than 2X increase year-over-year, to help enable organisations to provide more seamless customer experiences across all channels and increase their ROI.

A Strategic Platform for Experience Orchestration

"AI is a transformative technology that is reshaping customer connections and providing organisations opportunity to deliver significant business value," said Tony Bates, chairman and CEO of Genesys. "Enterprises continue to select Genesys as their strategic platform for experience orchestration to create personalised, end-to-end customer experiences that can increase customer loyalty and retention, while boosting operating



efficiency."

Enabling Customer Success

During the company's fiscal year 2025, more than 850 new organisations turned to Genesys Cloud for its leading AI-Powered Experience Orchestration capabilities. Additionally, during the fiscal year, the company reached more than 200 joint wins of CX Cloud from Genesys and Salesforce since the solution launched. As of January 31, 2025, more than 6,500 organisations around the world, including Uber, Prudential Financial, Global Payments Rabobank, Purdue University, San Diego Humane Society, Indiana Department of Workforce Development, Toyota Deutschland, Banco de Crédito e Inversiones S.A. (BCI) and Lifeline use Genesys Cloud to elevate their customer and employee experiences at scale.

Highlighted customer success includes:

North America

- DIRECTV, a leader in sports and entertainment television distribution for over 30 years, set out to enhance its virtual assistant and predictive routing strategy for customer assistance to create more efficient and seamless interactions. Through enhancements in intent modelling, authentication and routing, the company saw an 80% improvement in virtual assistant containment and reduced average handle times.
- The Salvation Army, one of the world's largest



and oldest social service organisations, provides critical assistance to over 23 million Americans each year, addressing poverty, addiction and economic challenges through 7,600 centres nationwide. By adopting the Genesys Cloud platform to handle over 50,000 inquiries across multiple channels per month, the organisation has enhanced operational efficiency. This improvement has decreased average answer rates from 63 seconds to 38 seconds, enabling faster support for individuals in need.

Europe, the Middle East and Africa

- Winston's Wish, a childhood bereavement charity that reaches and impacts the lives of over 80,000 bereaved children and young people in the UK each year, has chosen CX Cloud from Genesys and Salesforce to transform its services. Winston's Wish plans to adopt new channels to reach more children and young people with support from volunteers and staff who are empowered with new AI-powered features.
- Computacentre, a multinational technology and services provider headquartered in the UK, reached a key milestone by successfully implementing Genesys Cloud across its international client base. By embracing AI-led innovation, Computacentre delivers superior employee experiences alongside cost efficiency and environmental sustainability — aligning with its purpose of helping customers change the world.

Asia-Pacific

- Alinta Energy, one of Australia's largest energy retailers and generators, providing

electricity and gas to more than 1.1 million homes and businesses in Australia and New Zealand, evolved to Genesys Cloud. With Genesys Cloud Predictive Engagement, Web Messaging and Virtual Agents, the company drove a 3X increase in digital engagement.

- Maxicare, a leading healthcare provider in the Philippines, has transformed its customer experience with the Genesys Cloud platform, reducing call abandonment rates by 73%. Maxicare plans to integrate Genesys Cloud Agent Copilot, enabling agents to quickly retrieve policy details and provide faster, more accurate responses. This transformation is a key milestone in its journey toward an omnichannel future and delivering seamless, personalised support at every stage of the patient experience.

Latin America

- Neo, a leading Brazilian technology company specialising in customer experience, cybersecurity and digital platforms, empowers businesses to deliver seamless, personalised customer interactions through scalable and innovative solutions. By adopting Genesys Cloud, Neo is driving operational excellence and delivering more personalised, efficient interactions that elevate customer satisfaction and brand loyalty.
- RedSalud, Chile's largest private healthcare provider, has achieved significant milestones in its digital-first transformation through the power of the Genesys Cloud platform. By integrating AI-powered chatbots, Genesys Cloud Agent Copilot and Workforce Engagement Management, RedSalud is modernising and streamlining

the customer experience. These advancements have resulted in a 20% increase in unique patient bookings, a 30% reduction in contact centre costs, and notable improvements in customer satisfaction and Net Promoter Score.

Industry Recognition

Genesys continued to be recognised for its innovation in the cloud, AI and experience orchestration. Notably, Genesys was recognised as a Leader in the 2024 Gartner Magic Quadrant for Contact Centre as a Service, making Genesys a 10-time Magic Quadrant Leader in that category. Additionally, Genesys was positioned by clients as a Strong Performer in the 2024 Gartner Peer Insights Voice of the Customer for Enterprise Conversational AI Platforms. Reinforcing the strength of Genesys Cloud AI, IDC positioned Genesys as a Leader in the IDC MarketScape: Worldwide Conversational Intelligence and Analytics Vendor Assessment and the IDC MarketScape: Worldwide Front-Office Conversational AI Software 2024 Vendor Assessment.

Additionally, the company's activities and commitment to driving a more sustainable future earned a third consecutive Gold Medal ranking from EcoVadis, the leading sustainability intelligence platform for global supply chains. Genesys was also named Customer Experience Partner of the Year (Technology) by Amazon Web Services (AWS) for the second consecutive year, included as a leading channel-focused cloud company in the CRN Cloud 100 and recognised for the Best Innovation in Customer Experience at Enterprise Connect 2024, in addition to other honours. 



HARIKRISHNA PRABHU
COO, Technobind Solutions

PROFILE

An industry veteran and a reputed figure in the Channel Community in India, Hari Krishna Prabhu is a Channel Management Professional with 20 years of rich experience in the Indian Channel Domain. In addition to building strong value-based Channel Eco-Systems, Hari has always excelled in getting the channels to deliver in a mutually beneficial and profitable way. His belief in "Volume-ising the Value Play" is one of the standing philosophies of TechnoBind. Hari is responsible for the Channel and Operations at TechnoBind.

IDAAS: POWERING CONTINUOUS IDENTITY VERIFICATION BEYOND MFA IN 2025

IDaaS platforms are integrating behavioral biometrics, AI-driven anomaly detection, and contextual access policies to continuously validate user identity throughout the session, not just at login, eliminating the reliance on static credentials, while reducing the attack surface

In 2025, Identity-as-a-Service (IDaaS) is reshaping the cybersecurity landscape by moving beyond traditional Multi-Factor Authentication (MFA) and enabling continuous identity verification. The surge in identity-centric cyberattacks, AI-powered deepfakes, and credential-based threats has rendered static authentication methods insufficient.

Organizations are now adopting IDaaS solutions that provide real-time, risk-adaptive identity verification, ensuring that access is secure, dynamic, and context-aware.

Beyond Traditional MFA: A Shift to Continuous Authentication

While MFA has been a cornerstone of identity security, cybercriminals have evolved to bypass it using session hijacking, MFA fatigue attacks, and AI-generated phishing techniques. In response, IDaaS platforms are integrating behavioral biometrics, AI-driven anomaly detection, and contextual access policies to continuously validate user identity throughout the session, not just at login. This approach eliminates the reliance on static credentials, reducing the attack surface. With biometric authentication, cryptographic keys, and decentralized identity (DID) models, users can seamlessly access resources without the vulnerabilities associated with passwords.

AI and Machine Learning: Enhancing Adaptive Authentication

AI-powered IDaaS platforms are now capable of predictive threat analysis by monitoring user behavior patterns, device analytics, and geolocation data in real-time. If an anomaly is detected—such as an unusual login location, device change, or abnormal keystroke pattern—the system automatically steps up authentication or revokes access, preventing unauthorized entry before a breach occurs.

The Rise of Decentralized Digital Identity

A significant development in 2025 is the integration of Decentralized Identity (DID) frameworks within IDaaS solutions. Organizations are adopting blockchain-based identity verification, enabling users to own and control their digital identity without relying on central databases prone to breaches. This self-sovereign identity model enhances security while aligning with privacy regulations like GDPR, CCPA, and India's DPDP Act.

IDaaS in Action: Securing the Hybrid Workforce and IoT

With the rise of hybrid workforces and IoT expansion, IDaaS is extending continuous identity verification beyond human users. Enterprises are utilizing Identity of Things (IDoT) to ensure that only authenticated devices interact with corporate networks. Real-time identity verification is now essential for securing remote workers, cloud applications, and interconnected smart devices.

Integrating IDaaS for Continuous Identity Verification

As organizations transition beyond traditional MFA, Identity-as-a-Service (IDaaS) platforms are incorporating advanced authentication mechanisms to enhance security. Solutions like LastPass IDaaS offer features designed to enable continuous identity verification while minimizing user friction.

Key Features of LastPass IDaaS:

- **Adaptive Authentication:** Uses contextual factors such as geolocation, device recognition, and behavioral biometrics to assess risk in real time.
- **Granular Access Controls:** Allows organizations to define and enforce policies for applications, devices,

To access more info login to:

<https://www.smechannels.com>


DEBASISH MUKHERJEE

Vice President, Regional Sales APJ
SonicWall Inc.

PROFILE

As VP- Regional Sales, Asia Pacific & Japan at SonicWall, Debasish is responsible for driving sales and growth in the region. Earlier, he was Country Director of India & SAARC at SonicWall for over a decade. Armed with more than 20 years of solid experience in the IT industry in India & Middle East, he has an impeccable track record as a business leader. During thi, he has focused on building and motivating cross-functional teams as well as managing and driving partner and customer relationships in various organizations. He has extensive experience in Channel Sales, Data Center Solution & IT Infrastructure solutions across verticals.

THE UPSURGE AND THREATS OF SELF-REPRODUCING AI

As AI systems are becoming increasingly sophisticated, particularly in replicating aspects of their own software, it's critically important we ensure self-replicating AI is safe, responsible, and aligned with human values

Artificial intelligence (AI) has made incredible progress in the past few years, with computers learning and doing more and more. To me, the most thrilling but divisive field of study in AI may be self-replicating AI—machines that reproduce their own functionality. While full AI self-replication is purely theoretical, current research suggests that AI systems are becoming increasingly sophisticated, particularly in replicating aspects of their own software. As developments in these fields continue, it's important we ensure self-replicating AI is safe, responsible, and aligned with human values.

At its simplest, self-replicating AI means AI systems that can replicate themselves automatically. This could be achieved by replicating their code in software form. Such AI theoretically would have evolutionary algorithms integrated within, allowing the software to improve itself continuously. Still, actual development currently tops out at the software level of replication, it needs to be human guided, and it has to work in defined spaces.

There are currently studies that focus on self-updating software where the AI models set their

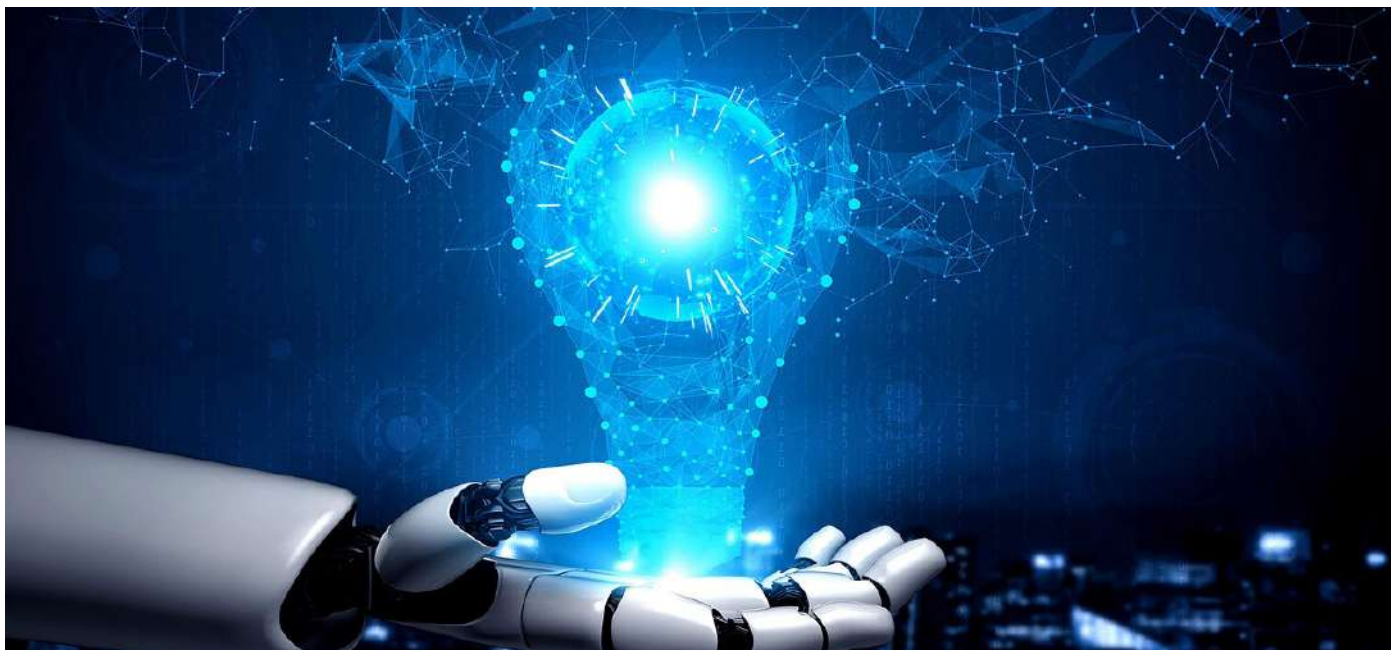
parameters without human adjustment utilizing machine learning processes. Those types of self-improving machines are being implemented today already in natural language, predictive modelling, and machine-made decisions. Full AI self-copying however is still entirely hypothetical.

Present outcomes indicate that AI systems have been demonstrated to be capable of copying portions of their functionality. This is a testament to the intelligence of AI, but care should be taken to distinguish between software duplication and independent self-replication. Compared to living things that reproduce and replicate themselves biologically, AI systems continue to require set parameters, human assistance, and engineered environments to be efficient.

Ethical and Security Concerns

Concerns about self-replicating AI for security and ethics are increasing. 2024 was a breakthrough year for AI governance and safety, with the AI Action Summit in Paris playing a prominent role. The experts during the summit emphasized that AI development should be weighed against strong





security controls, pushing for international minimum safety standards to lower the risk potential. One of the key concerns is ensuring AI systems are not able to reproduce in an uncontrolled manner, which could lead to unforeseen consequences or misuse by malicious parties. Some potential risks include:

- **Uncontrolled Proliferation.** AI systems that can replicate without bounds can spread uncontrollably, leading to unpredictable consequences in virtual as well as physical environments.
- **Malicious Use.** Cybercriminals could attempt to use AI replication for sinister purposes, such as developing independent malware or sophisticated cyberattacks.
- **Loss of Human Control.** If self-replicating AI is enabled to grow strong enough to survive and evolve on its own, independent of human decision-making, manipulating its behavior and ethics might not be as possible.

To keep such threats under control, security testing and regulatory oversight should be implemented. Product security testing can identify vulnerabilities in AI models that may be employed to reduce unintended replication. Penetration testing and security audits can discover vulnerabilities in AI code, preventing unauthorized control. And adversarial testing can be used to anticipate when cybercriminals may attempt to employ self-replicating AI to design autonomous malware or cyberattacks.

Independent security researchers and regulatory bodies have a duty to make sure AI replication is safe and doesn't evade checks preventing uncontrolled proliferation.

The most crucial safety measures against AI replication threats include:

- **Security Audits.** Regular audits ensure AI systems do not develop a loophole in safety measures intended to keep them from uncontrolled replication.
- **Adversarial Testing.** Adversarial testing is about putting AI models through several stress tests so weaknesses can't be identified and manipulated by criminals.
- **Regulatory Frameworks.** Governments and organizations need to create adequate regulations to regulate AI replication and prevent its abuse.
- **Ethical AI Development.** Developers of AI and organizations should be guided by ethical principles, ensuring transparency, responsibility, and security in AI development.

The Role of AI Ethics in Future Innovation

As development in AI increases, ethical aspects must always remain a top concern in future innovation in self-replicating AI. The combination of ethics and AI is more than a matter of safety; it is also about issues of autonomy, responsibility, and the overall effect of self-replicating systems on society. Once AI reaches a level where it can optimize its own capabilities without human intervention, it will be essential to ensure that such advances are in line with human values and for the benefit of society.

The Paris AI Action Summit illustrated the need for coordination between policymakers, researchers, and AI creators in establishing safety standards. One of the proposed answers that came from the conference is the placement of AI watchdog bodies that track progress in self-replicating AI and provide guidelines for their appropriate use. An open dialogue between governments,

Once AI reaches a level where it can optimize its own capabilities without human intervention, it will be essential to ensure that such advances are in line with human values and for the benefit of society.

technology companies, and researchers can further help craft policy to encourage innovation as well as anticipate the risks.

While self-replicating AI is only theoretical today, its influence on the future of technology, security, and ethics is immense. As AI advances, proactive safety protocols, regulatory guidelines, and rigorous testing will be crucial to mitigating threats. By ensuring a responsible approach to AI development, we can unlock its potential for progress while avoiding unintended consequences.

In the coming years, AI research will certainly explore the possibilities of self-replicating systems but with an even stronger emphasis on security and ethics. The secret to a peaceful approach will be to make AI replication controlled, traceable, and aligned with our human values. If handled responsibly, self-replicating AI can revolutionize industries from automation to scientific research. But left uncontrolled, it can give rise to fresh security challenges for us to face. **SME**



THOMAS JENSEN
CEO AT MILESTONE SYSTEMS

"BRIGHTER AI IS A PERFECT MATCH FOR MILESTONE; THEIR PROVEN TECHNOLOGY IS TOP-NOTCH AND WILL GIVE US A WIDER OFFERING TO EXISTING AND FUTURE TECHNOLOGY PARTNERS AND CUSTOMERS."

MILESTONE SEES LIGHT IN BRIGHTER AI

The addition of brighter AI significantly strengthens Milestone's offerings for video management software, video surveillance as a service and video analytics and fuels the company's ongoing growth journey in and beyond security

Milestone Systems has acquired brighter AI, effective April 1, 2025. The Berlin-based technology company, brighter AI, provides anonymization solutions for video data based on state-of-the-art deep learning technology to protect people's identities in public.

The advances of artificial intelligence raise concerns around data privacy across the world. One of the biggest challenges in developing AI solutions is finding and accessing sufficient data that can be used. Without data, there are no AI models to train, which are essential for existing AI technologies such as ChatGPT and Copilot. This challenge is particularly significant in video data, where it is even more difficult to find data that does not contain sensitive personal information. The solution lies within regulatory-compliant data and this is exactly what brighter AI's anonymization technology brings.

Opening New Vistas

The acquisition of brighter AI also opens up a range of new opportunities with anonymization capabilities and privacy enhancement, which protects data and enables full data privacy. The addition of brighter AI significantly strengthens Milestone's offerings for video management software, video surveillance as a service and video analytics and fuels the company's ongoing growth journey in and beyond security. Additionally, brighter AI's anonymization technology serves as a cornerstone of the recently announced data library and AI model training tool Project Hafnia.

Strengthening European competitiveness

The privacy-by-design tool developed by brighter AI further solidifies Milestone's position as a leading Responsible Technology company. Combining two European tech leaders with a focus on taking a responsible approach to AI development will be a significant contribution to making Europe the leader in the global AI and tech landscape. It is a testament to European innovation and strengthens the continent's competitiveness whilst protecting individual citizen's privacy.

"brighter AI is a perfect match for Milestone. Their proven technology is top-notch and will give us a wider offering to existing and future technology partners and customers. The anonymization tool for video technology will also enhance our focus on responsible technology. Even more important, our two company cultures are highly compatible. Having known brighter AI for a while, as we have an established collaboration on Project Hafnia, I have complete faith that this will be a great benefit for all. I am indeed very pleased to welcome our new colleagues to Milestone," says Thomas Jensen, CEO at Milestone Systems.

Leading the Anonymization Space

Founded in 2017 by Marian and Patrick Kern, brighter AI serves companies across various sectors and is the leading anonymization solution for video data based on artificial intelligence. For the solution Deep Natural Anonymization, which automatically detects a personal identifier such as a face and generates a synthetic replace-

ment, brighter AI was named "Europe's Hottest AI Startup" by Nvidia.

"brighter AI was founded with the mission to make visual data usable in a privacy-preserving way. Joining Milestone Systems marks an exciting new chapter—together, we can scale that mission to a global level out of Europe. Milestone's leadership in responsible video technology and their vision with Project Hafnia align perfectly with our own values. We're proud that our anonymization solutions will become a core pillar of a platform that's set to redefine how compliant, high-quality video data is used to train AI. We're ready to shape the future of visual AI—secure, ethical, and transformative," says Marian Gläser, Managing Director and former CEO and Co-Founder of brighter AI.

Focus on responsible AI development

Milestone Systems is acquiring brighter AI and are thereby significantly contributing to strengthening European competition power and innovation. Europe must be leading in setting the right standards for global responsible technology. By combining two European tech leaders with a dedicated focus on responsible AI development, Milestone contributes to making Europe a leader in the global AI and tech landscape.

Milestone Systems is a leading player in data-driven video technology used in industries as diverse as manufacturing, airports, law enforce-

To access more info login to:
<https://www.smechannels.com>



HEMANT TIWARI

MANAGING DIRECTOR AND VICE PRESIDENT OF INDIA AND SAARC REGION, HITACHI VANTARA

"WE NEED TO BUILD RESILIENT DATA INFRASTRUCTURES THAT BALANCE SECURITY WITH ACCURACY, GOVERNANCE, AND SUSTAINABILITY. INSTITUTIONS THAT ESTABLISH RELIABLE AI FRAMEWORKS TODAY WILL LEAD THE NEXT WAVE OF FINANCIAL INNOVATION WHILE MAINTAINING TRUST AND OPERATIONAL INTEGRITY."

DECODING THE GREAT AI DIVIDE

Throwing new insights on how Financial Services leaders struggle with Data Governance and Infrastructure Demands, the Hitachi Vantara report reveals 84% of leaders fear catastrophic data loss as AI strains infrastructure as 41% say AI is already a critical part of their function

The rapid advancement of artificial intelligence (AI) is placing unprecedented demands on traditional data infrastructures, forcing businesses in the Banking, Financial Services and Insurance (BFSI) sector to prioritize between security, quality, and sustainability according to a new survey from Hitachi Vantara, the data storage, infrastructure, and hybrid cloud management subsidiary of Hitachi, Ltd. (TSE: 6501). Reflecting input from 231 global IT and business leaders, the State of Data Infrastructure 2024 Report found that while 36% recognize the importance of data quality for AI success, financial leaders' focus remains on data security – leaving gaps in AI performance and long-term ROI.

Data security remains the top concern for AI implementation

Nearly half (48%) of respondents cite data security as their top concern for AI implementation, reflecting the critical need to guard against internal and external threats. This is understandable considering that 84% of respondents admit losing data to an attack or mistake would be catastrophic. However, the study results showed that ignoring data quality comes at a cost for BFSI institutions, including:

- In BFSI companies, data is only available when and where it is needed a quarter of the time (25%), and BFSI AI models are accurate only 21% of the time.

- 36% are concerned about the risk of a data breach from internal AI, and 38% are concerned about inability to recover data from ransomware
- Although ransomware attacks are top-of-mind for BFSI IT leaders, 36% say a data breach caused by AI making a mistake is a top three concern for them, and 32% are concerned an AI-enabled attack could cause a data breach.

Stress on Building resilient data infrastructures

"As AI rapidly transforms India's financial sector, the real challenge is ensuring it operates on accurate, secure, and well-governed data. Trust is the foundation of India's BFSI industry, and even a small AI-related error, whether it is an inaccurate prediction or a security breach, can weaken customer confidence and create regulatory challenges," said Hemant Tiwari, Managing Director and Vice President of India and SAARC Region, Hitachi Vantara. "While 48% of global financial leaders prioritize security while implementing AI, India's BFSI sector must take a more proactive approach. We need to build resilient data infrastructures that balance security with accuracy, governance, and sustainability. Institutions that establish reliable AI frameworks today will lead the next wave of financial innovation while maintaining trust and operational integrity."

AI adoption Advancing on Fast Pace

Despite accuracy challenges, AI adoption within

BFSI is accelerating. However, many are deploying AI without adequate preparation, with 71% of respondents admitting to testing and iterating on live implementations, while only 4% are using controlled sandbox environments. The research confirms that financial services leaders are convinced that data quality is the most important consideration for successfully implementing AI, but concerns like security are too urgent to ignore, and ROI is suffering.

"While the rapid adoption of generative AI in the financial services sector is exciting, financial institutions need to ensure they are taking a strategic approach," said Alenka Grealish, co-head Generative AI Intelligence, Celent. "Organizations must balance speed and innovation with a clear focus on security, accuracy and ethical responsibility. Those that prioritize thoughtful planning and robust frameworks will not only mitigate risks but also unlock the full potential of GenAI to drive sustainable growth and competitive advantage. In the process, they will build lasting trust with their stakeholders."

key considerations to building more resilient, AI-ready infra

The survey outlines the key considerations to building a more resilient, AI-ready infrastructure to help BFSI organizations prepare for the future,

To access more info login to:

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SOHO SPECIAL

Small Office Home Office Solution for India Market



Small Office and Home Office has been attracting lot of vendor attraction for quite some time. However, the segment attained critical significance with the advent of the Work from Home (WFH) culture triggered by the global pandemic. As an unprecedented migration of data to the cloud, kick-started by massive digitization across the globe, became the most visible phenomenon, it only further reinforced and provided the much required tailwind to the SOHO segment. Although the WFH culture has weathered a bit, it hasn't lost steam altogether. In fact today, enterprises have gleefully embraced a hybrid work culture. The WFH culture has resulted in a massive uptick in demand for SOHO products. Be it the ubiquitous wireless, optical mouse or the desktop mounted webcams; be it video collaboration software like zoom or Microsoft Teams, connecting individuals with their

teams across geographies or cybersecurity solutions that can protect your data privacy even on the face of expansive exposure of attack surface; be it visual output delivering monitors or powerful keyboards yielding raw performance; be it presentation spotlighting projectors or trendy Bluetooth PC Speakers, the SOHO segment is for sure passing through an interesting phase. It's overwhelmingly marked by three trends: TRACTION, TRACTION & TRACTION.

Given this, we, at SME Channels, have endeavored to bring before this SOHO Special Feature, which catalogues only the most impactful SOHO Products across business segments. Due care has been taken to map out only those select products that our editorial team feels can positively impact performance in a Home office environment. **SME**

BRAND NAME

MSI

MODEL NAME

MSI Modern 14 B5M-242IN Laptop

WHAT'S UNIQUE ABOUT IT

Designed to accomplish your daily computation and lifestyle needs, the MSI Modern 14 Ryzen 5 notebook can efficiently perform multiple tasks. Featuring a portable design with a lightweight body dimensions of 16.9 mm aluminum chassis and weight of about 1.3 kg, this laptop makes it a delight for you to slip it into your bag or laptop bag no matter wherever you go. You can stay engrossed in authentic musical beats and experience audio just the way it's meant to be heard on this laptop as it comes with a high-end audio and supports up to 24 bit/192 kHz sampling. As a result, you can listen to every beat exactly the way it was intended, while playing music, streaming movies or playing games. This laptop comes with an optimized 1.5 mm key travel and high responsive feedback so that you can take pleasure in a highly comfortable and ergonomic typing experience.

KEY HIGHLIGHTS:

- **Processor:** AMD Hexa Core Ryzen 5 - 5500U processor
- **Memory and Storage:** 8 GB DDR4 RAM and 512 GB SSD
- **Display:** 14 Inches, 1920 x 1080 Pixels (FULL HD)
- **Graphics:** AMD Radeon Graphic Processor
- **Operating System:** Windows 11 Home
- **Battery:** 3 cell, 65 W, 39.3Whr

SOHO FRIENDLY QUOTIENT

Crafted with MIL-STD-810G military standard durable, this laptop can withstand harsh weather and accidental conditions, thus making it reliable for daily use. Thanks to the MSI Center application, you can conveniently adjust system modes and resources for a range of scenarios according to your needs.





Lenovo

BRAND NAME

Lenovo

MODEL NAME

Lenovo Yoga Book S940

WHAT'S UNIQUE ABOUT IT

The ultra-premium Lenovo Yoga S940 is ultra thin and highly portable. Don't go by its name. It isn't a 2-in-1. It has no touchscreen. The device features curved-edge glass which looks very appealing and stylish. The device has a reasonably comfortable keyboard and a big-sized trackpad. The webcam sits pretty above the screen. You have the option to customise the hardware if you directly buy it through Lenovo's website. It's powered by a Core i7-8565U processor, features 16GB of RAM, and a storage capacity of a 1TB PCIe SSD.

KEY HIGHLIGHTS:

- **Display:** 14-inch 1920 x 1080 Pixels Full HD LED Backlit Anti-Glare Display
- **Processor:** Intel Core i7-8565U processor
- **Graphics:** Intel Integrated UHD 620
- **Storage & Memory:** 16 GB RAM, 1TB PCIe SSD
- **Operating System:** Windows 10 Home
- **Battery:** 4 Cell, 52 W AC Adapter W

SOHO FRIENDLY QUOTIENT

The Yoga S940 uses artificial intelligence to anticipate your needs. You can shift content from your laptop display to connected monitors with a flick of your eyes—thanks to eye-tracking Glance software. When you step away from your Yoga S940, the display automatically darkens as content is saved, to protect both your privacy and your work.

BRAND NAME

BenQ

MODEL NAME

BenQ GP100 4K Support 1080p LED Portable Smart Projector

WHAT'S UNIQUE ABOUT IT

BenQ GP100 4K Support 1080p LED Portable Smart Projector has a color Coverage of 97% REC 709 with 16.7 million colors from 24-bit panel. Using DLP Technology, the BenQ Projector delivers with most precise and accurate realistic colors for more than 100,000 hours without the degradation of the DLP chip. Coming to audio, the device comes with 5W x 2 Speakers & 10W woofer, 3.5mm audio out x 1, HDMI (ARC) x 1.

KEY HIGHLIGHTS:

- **Product Features:** Built-In Speaker, Portable, Auto Focus, Built-In Wi-Fi
- **Network Connectivity Technology:** Bluetooth, Wi-Fi, USB, HDMI, IR
- **Maximum Display Resolution:** 1920 x 1080 Pixels
- **Display Type:** DLP
- **Maximum Throw Distance:** 10.48 Feet
- **Light Source Operating Life:** 30000 Hours
- **Maximum Image Size:** 120 Inches
- **Hardware Connectivity:** USB Type C, HDMI

SOHO FRIENDLY QUOTIENT

BenQ GP100 brings premium streaming enjoyment to life, with 1080p full HD clarity. It features auto game mode detection, certified Android TV, smart auto installation settings, and powerful extra bass for home cinema experience.



BenQ

BRAND NAME

Portronics

MODEL NAME

Portronics Beem 500 smart projector

WHAT'S UNIQUE ABOUT IT

What's Unique about it? The Portronics Beem 500 smart projector offers great resolution with 8K Ultra HD Support and 1080p Full HD Native resolution, delivering stunning clarity for all your entertainment needs. Whether you're watching movies, gaming, or giving presentations, enjoy vibrant, lifelike visuals with incredible detail and sharpness. The Beem 500 comes with pre-installed OTT streaming platforms, including Netflix, YouTube, Prime Video, and Hotstar, allowing you to stream your videos directly from the projector.

KEY HIGHLIGHTS:

- **Brightness:** 6700 Lumens
- **Native Resolution:** 1080p Full HD
- **Wireless Connectivity:** Wi-fi & Bluetooth
- **Special Features:** Mic-enabled Remote, Obstacle Detection, Auto Focus & Keystoning
- **Operating System:** Android 9.0 Based
- **Support Resolution:** 8K Ultra HD

SOHO FRIENDLY QUOTIENT

The Beem 500's fully-sealed optical engine protects the internal components from dust and debris. Equipped with powerful 16W stereo speaker, the Beem 500 delivers rich, immersive sound without needing external audio devices. Whether you're watching video clips, or giving presentations, the projector's built-in speakers provide excellent audio for any content. With built-in Wi-Fi and Bluetooth connectivity, the Beem 500 offers seamless wireless streaming and allowing you to connect to your Bluetooth speakers or headphones without the clutter of cables. Stream your favorite content effortlessly from smartphones, laptops, or tablets directly to the projector for a wire-free experience.



Portronics

Consistent
Infosystems**BRAND NAME**

Consistent Infosystems

MODEL NAME

Consistent H310C Motherboard

WHAT'S UNIQUE ABOUT IT

H310C Motherboard supports 6th, 7th, 8th, and 9th Generation Intel Core i3, i5, and i7 processors, ensuring seamless integration with a wide range of computing systems. With support for DDR4 memory running at speeds of up to 2666/2400/2133 MHz, users can experience blazing-fast performance and multitasking capabilities like never before. Equipped with SATA II/III and an NVMe Slot, the H310C Motherboard offers versatile storage solutions, enabling users to harness the power of modern storage technologies for faster data access and transfer speeds.

KEY HIGHLIGHTS:

- **Supports 6th, 7th, 8th and 9th Generation Intel Core i3, i5, and i7 processors**
- **Speeds up to 2666/2400/2133 MHz**
- **SATA II/III and an NVMe Slot**
- **3 years Replacement Warranty**

SOHO FRIENDLY QUOTIENT

Designed with precision engineering and meticulous attention to detail, the H310C Motherboard offers unparalleled compatibility and functionality, catering to the diverse needs of modern-day users. The new motherboard is great for SOHO purposes and is listed at an MRP of INR 4,999

FROM THE GROUP EDITOR'S DESK



THE IMPACT OF US TARIFFS ON INDIA'S IT SECTOR

■ **SANJAY MOHAPATRA**
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Navigating Challenges and Strategic Adjustments

The imposition of US tariffs on Indian goods has significant implications for various sectors of the Indian economy, particularly the IT landscape. The US is a major market for Indian IT services, and any changes in trade policies can have far-reaching effects on this sector.

The Indian IT industry, which includes giants like Tata Consultancy Services (TCS), Infosys, and Wipro, heavily relies on the US market for a substantial portion of its revenue. In the fiscal year ending March 2024, these companies generated approximately 28% of their combined revenue from the consumer, retail, and manufacturing sectors in the US. The imposition of tariffs creates uncertainty and can lead to a reduction in IT spending by US companies, affecting the revenue streams of Indian IT firms.

Tariffs can lead to a cautious approach among US clients, delaying discretionary projects and reducing overall IT budgets. This sentiment was echoed by TCS's chief executive, who noted

heightened caution and delays in projects due to the drop in consumer sentiment and changes in global trade policies. Such delays can disrupt the workflow and financial planning of Indian IT companies, leading to potential revenue losses.

The global supply chain is intricately linked, and tariffs can cause significant disruptions. For instance, the manufacturing sector, which is a key client for Indian IT services, may face challenges due to increased costs and supply chain bottlenecks. This, in turn, affects the demand for IT services related to supply chain management, automation, and other technological solutions.

The tariffs can also alter the competitive landscape. Indian IT firms may face increased competition from other countries that are not subject to similar tariffs. This could lead to a shift in market dynamics, with US companies potentially looking for alternative service providers to mitigate the impact of tariffs.

In response to these challenges, Indian IT companies may need to make strategic adjustments. This could include diversifying their client base to reduce dependency on the US market, investing in new technologies to stay competitive, and exploring new markets with less restrictive trade policies. Additionally, companies might focus on enhancing their value propositions by offering more innovative and cost-effective solutions to retain their US clients despite the tariffs.

Conclusion

The imposition of US tariffs on Indian goods poses a significant challenge to the Indian IT sector. While the immediate impact may be seen in reduced revenues and delayed projects, the long-term effects could lead to strategic shifts within the industry. Indian IT firms will need to navigate these challenges with agility and innovation to maintain their competitive edge in the global market.

: Economic Times, "US tariff clouds loom large over Indian IT's key revenue streams" **SME**



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