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SMECHANNELS

India's leading IT magazine for channel business

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CHAD CLEEVELY

SENIOR DIRECTOR, CHANNEL
SALES - APJ, **SOPHOS**

SOPHOS

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EDITORIAL

THE STARLINK ROLL OUT: IT LANDSCAPE ALL POISED TO CHANGE

MANASH RANJAN DEBATA
manash@accentinfomedia.com



The rollout of Starlink in India—if approved and implemented at scale—would be a game-changer for the country's IT and digital infrastructure. Starlink's entry into India is poised to significantly impact the IT landscape by expanding internet access, particularly in remote and underserved areas, and fostering digital inclusion.

It would be instrumental in bridging the digital divide. Starlink's satellite-based internet offers a viable solution for connecting remote and rural areas where traditional broadband infrastructure is limited. This can empower communities with access to education, healthcare, and economic opportunities that were previously inaccessible. It would also foster digital inclusion. By providing high-speed internet, Starlink can support government initiatives like "Digital India" and facilitate the adoption of digital technologies.

More than anything else, it would enable IoT and Industry 4.0. Reliable internet access is crucial for the growth of the Internet of Things (IoT) and Industry 4.0. Starlink can facilitate the widespread adoption of connected devices and applications in industries like manufacturing, agriculture, and logistics. Starlink's entry will likely intensify competition in the Indian telecom market, potentially leading to better services and more affordable internet plans for consumers.

This would promote growth of remote work and talent pool. It can help eradicate connectivity barriers faced by IT workforce in Tier 2/3 towns. Seamless internet across regions would make remote working truly viable, decentralizing IT talent.

Cloud and SaaS expansion will receive a shot in the arm. Reliable, low-latency internet will allow SaaS companies to penetrate rural and Tier 3 markets. Startups and MSMEs in remote locations can now adopt cloud tools, boosting efficiency and competitiveness.

Coming to the challenges, of course, navigating India's complex regulatory landscape for satellite communications will be crucial for Starlink's success. Some experts have already underlined national security concerns as a direct fall out of a foreign satellite network, particularly regarding data sovereignty and potential vulnerabilities.

Thus, establishing robust mechanisms for data privacy and security will be essential to address potential risks associated with satellite-based internet. In a highly price-sensitive market, the cost of its services, including installation and monthly plans, needs to be competitive to ensure widespread adoption. The introduction of a new technology like Starlink could also disrupt existing players in the telecom sector, leading to potential job displacements and market adjustments. **SME**

MY EXPERIENCE

ASUS Zenbook S 16

The ASUS Zenbook S 16 is a top contender for best AI laptop this month, featuring the AMD Ryzen AI 9 365 processor. It also boasts a 3K OLED display and is praised for its sleek design and strong AI performance. This laptop delivers powerful AI performance with a dedicated Neural Processing Unit (NPU) for tasks like background noise cancellation and other AI-powered features.

SPECIAL FEATURE : COPILOT+ PC, AMD RYZEN AI 9 HX 370 PROCESSOR, INTEGRATED NPU WITH UP TO 50 TOPS, 16-INCH 3K OLED DISPLAY, GLOSSY FINISH, MICROSOFT PLUTON SECURITY PROCESSOR, ASUS AISENSE CAMERA, BACKLIT KEYBOARD, 78WH BATTERY



FINAL WORD:

The ASUS Zenbook S 16 stands out due to its blend of portability, performance, and innovative design, particularly its use of Ceraluminum and a high-refresh OLED display. It's also a Copilot+ PC, featuring AMD Ryzen AI for enhanced on-device AI capabilities.

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MAKING SECURITY SIMPLER AND MORE PROFITABLE FOR PARTNERS / 24

In an era when competition grows more intense, and margins razor-thin and customers are super demanding, Sophos is enabling partners to transition from product sellers to trusted advisors offering proactive security solutions that keep pace with customer needs.

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RAVI BHARADWAJ APPOINTED AS VP - PARTNER ECOSYSTEM, APJC AT DELL TECHNOLOGIES



Dell Technologies announces Ravi Bharadwaj as the new Vice President, Partner Ecosystem for Asia Pacific Japan & Greater China (APJC), succeeding Manish Gupta, who was recently appointed as the new President and Managing Director for Dell Technologies India. In this role, Ravi will be responsible for leading Global Alliances sales execution and strategy, while also overseeing channel and distribution engagement across the region.

Ravi has been with Dell Technologies for over 20 years, holding various impactful leadership roles across diverse business environments.

His expertise spans sales, marketing, strategy, and business development, with a strong track record in regional leadership positions. At Dell, Ravi has led key initiatives, including serving as the APJ Strategy and Business Development leader and the SMB leader for India.

Ravi is based in Singapore, and most recently, he served as the Regional Vice President & General Manager for OEM | Embedded and Edge Solutions for the Asia Pacific & Japan | GC (APJC) region, where he was responsible for driving the OEM Embedded Computing business across the region.

Lexar announces Pan-India Partner Meet 'Lexar Udaan - Business Soaring in India'

Lexar, a leading memory and storage solutions brand is all set to host its all-India partner meet under the theme 'Lexar Udaan - Business Soaring in India'. The event is scheduled from July 4th to 6th at Radisson Blu Resort Goa, Cavelosim Beach, bringing together elite distributors, channel partners, and resellers from 46 cities across the country. With 'Lexar Udaan', the brand aims to strengthen its

commitment to transparent and direct communication with its pan-India channel ecosystem. The event reinforces Lexar's focus on effective engagement with partners, vital in today's dynamic digital environment.

For decades, Lexar has consistently delivered professional-quality products, serving millions of creators and home users worldwide, allowing inspiration and imagina-

tion to go wild anytime, anywhere. 'The Lexar Way' is a unique delivery method designed and developed to foster a collaborative ecosystem, equipping partners with the necessary resources, tools, and support to effectively market and distribute Lexar's award-winning innovative solutions.

Fissal Oubida, General Manager, India, Middle East, & Africa, Lexar, said, "Lexar has now secured the

No.1 position in camera memory cards in India. This is a testament to 'The Lexar Way' that revolves around product and channel market disruption. We have been revolutionizing the memory solutions market globally and in India through innovation and reliability, offering multiple award-winning products with massive capacities at blazing speeds.

Magenta Mobility Appoints Nand Kumar Sharma to Lead Charging Infrastructure & Projects

Magenta Mobility has appointed Nand Kumar Sharma as Head – Charging Infrastructure & Projects. With over two decades of experience in infrastructure and operations, Sharma will drive the company’s nationwide strategy and execution across Real Estate, EPC (Engineering, Procurement, and Construction), and Operations to accelerate the growth of Magenta’s EV charging ecosystem.

Before joining Magenta Mobility, Sharma held leadership roles at Bharati Infratel, Tower Vision, Summit Digitel, and recently with BluSmart Mobility. He led large-scale infrastructure rollouts, achieved significant energy and cost efficiencies, and drove revenue growth across nationwide projects. His appointment comes at a strategic time as Magenta Mobility enters its next phase of expansion in sustainable, tech-enabled transportation..

Speaking on the appointment Maxson Lewis, Managing Director and CEO, Magenta Mobility said, “Nand brings a rare blend of strategic vision and hands-on expertise that will be pivotal as we scale our operations. His experience in building and operating charging infrastructure will help our growth plans as we seek to drive our ‘Ab Ki Baar Dus Hazaar’ mandate nationwide.”

Global researchers uniting efforts to study future of AI

Leading AI researchers from around the world united at an international foresight session in St. Petersburg ahead of SPIEF. The foresight session brought together top AI experts from 17 countries, such as China, India, Vietnam, Indonesia, Nigeria, Ethiopia, South Africa, Portugal, Brazil, Chile, Cuba, Azerbaijan, Belarus, Uzbekistan, Morocco and others.

The event identified the prospects for the global evolution of AI in the coming years, and enabled stakeholders to create a unique community of AI experts from the BRICS+ countries. The foresight session was aimed at identifying top priority AI tracks and their further potential. The foresight session at TechHub is the next round of AI Horizons, an international foresight session driving science and technology. The event continued the international scientific dialogue that started this year in Morocco as part of Gitex Africa and will go on in the form of international conferences in the UAE, Serbia, and China.

Dmitry Chernyshenko, deputy prime minister of the Russian Federation, said, “Breakthrough scientific research underlies technological leadership, the national goal that the President has set for us. Russia is ready to share its vision of the future development of AI science.”

Preliminary Worldwide PC Vendor Unit Shipment Estimates for 1Q25 (Thousands of Units)

Company	1Q25 Shipments	1Q25 Market Share (%)	1Q24 Shipments	1Q24 Market Share (%)	1Q25-1Q24 Growth (%)
Lenovo	15,275	25.9	13,933	24.8	9.6
HP Inc.	12,761	21.6	12,051	21.4	5.9
Dell Technologies	9,621	16.3	9,419	16.7	2.1
Apple	5,933	10.1	5,547	9.9	7.0
Acer	3,853	6.5	3,780	6.7	1.9
ASUS	3,715	6.3	3,405	6.1	9.1
Others	7,790	13.2	8,137	14.5	0-4.3
Total	58,947	100.0	56,272	100.0	4.8

Source: Gartner, April 2025

EXECUTIVE MOVEMENT



AURIONPRO APPOINTS SACHIN SALIAN AS CHIEF MARKETING OFFICER



AUTODESK APPOINTS ASHISH MITTAL AS DIRECTOR OF PUBLIC SECTOR IN INDIA AND SAARC



LTIMINDTREE APPOINTS VENU LAMBU AS CEO & MD



AURIGO APPOINTS DR. SUNIL KUMAR VUPPALA AS VICE PRESIDENT OF AI LABS

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MTCTE CERTIFIED



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DAP- X2810

INDOOR **Wi-Fi**



DAP-X3060OU

OUTDOOR **Wi-Fi**



DAP-X3060

INDOOR **Wi-Fi**



DNC-100



DNH-1000

ENTERPRISE

EDUCATIONAL CAMPUS



HEALTHCARE



HOSPITALITY



Tata Elxsi and Infineon Partner to Accelerate EV Innovation in India

Tata Elxsi and Infineon Technologies, leaders in semiconductor solutions, have signed a Memorandum of Understanding (MoU) to jointly develop application-ready EV solutions tailored to the Indian market. This strategic collaboration aligns with India's rapid shift towards electrification, with EV sales growing by 25–30% year-on-year in 2024, including a 28% increase in electric two- and three-wheeler sales.

The partnership strategically leverages design and integration expertise, enabling faster adoption of automotive-grade, cost-optimised, and safety-compliant subsystems across key mobility segments. It addresses critical safety requirements such as ASIL-D (Automotive Safety Integrity Level D) compliance, as per ISO 26262 (Functional Safety of Road Vehicles) standards. Tata Elxsi brings its design, system integration, and validation capabilities, while Infineon will provide early access to its latest semiconductor technologies—such as silicon carbide (SiC)-based components, microcontrollers, and integrated circuits (ICs). Through this collaboration, Tata Elxsi and Infineon will work closely to develop high-voltage inverters for traction and auxiliary systems, scalable battery management systems (BMS), bi-directional onboard chargers, and high-voltage thermal management solutions for the Indian market. This will serve India's fast-evolving 2W, 3W, PV, and CV segments, with future pathways to address eVTOL, energy, and off-highway sectors.

Hikvision India Introduces AI-enabled X-ray Baggage Inspection System

Hikvision India has recently introduced X-ray Baggage Inspection System with AI-enabled Intelligent Recognition Capabilities for advanced inspection and smart detection. In an era where security is paramount, Hikvision India has introduced ISD-SC6040S-H4CVL, a cutting-edge X-ray Baggage Inspection System designed to meet the rigorous demands of modern security environments. This advanced X-ray Baggage Inspection System has some of the latest features, these include:

ISD-SC6040S-H4CVL employs sophisticated material discrimination technology, capable of recognizing different materials and assigning distinct colors (3 or 6 colors). This feature enhances the accuracy and efficiency of security inspections by allowing operators to quickly identify and differentiate between various materials.

Equipped with an advanced detection algorithm, this system can automatically detect and alarm on more than 35 major types of target objects. This intelligent recognition capability ensures that potential threats are identified swiftly and accurately, enhancing overall security.

NTT DATA Research Reveals C-Suite Misalignment Over GenAI Adoption

NTT DATA has launched its new report, “The AI Security Balancing Act: From Risk to Innovation,” highlighting the opportunities and risks AI presents in cybersecurity. The findings show a misalignment among C-Suite leaders when it comes to business goals and operational readiness for GenAI deployment.

The report, which includes data from an NTT DATA survey of more than 2,300 senior GenAI decision makers, comprising 1,500 C-Suite leaders across 34 countries, found that while CEOs and business leaders are committed to GenAI adoption, CISOs and operational leaders lack the necessary guidance, clarity and resources to fully address security risks and infrastructure challenges associated with deployment. Nearly all (99%) C-Suite executives are planning further GenAI investments over the next two years, with 67% of CEOs planning significant commitments. In parallel, 95% of CIOs and CTOs report that GenAI has already driven, or will drive, greater cybersecurity investments, with organizations ranking improved security as one of the top three business benefits realized from GenAI deployment in the last 12 months.

Broadcom Delivers Modern Private Cloud with VMware Cloud Foundation 9.0

Broadcom Inc. announced the general availability of VMware Cloud Foundation (VCF) 9.0, the platform for the modern private cloud. With VCF 9.0, customers gain a consistent operating model for the private cloud, spanning data centers, edge, and managed cloud infrastructure from service providers and hyperscalers. VCF 9.0 combines the agility and scalability of public cloud with the security, performance, architectural control and total cost of ownership (TCO) benefits of an on-premises environment.

VCF 9.0 delivers a single unified platform that supports all applications—traditional, modern, or AI—with consistent operations, governance, and controls across the private cloud environment. “With this next generation of our cloud platform, VMware Cloud Foundation 9.0, we are again raising the bar for the modern private cloud by vastly simplifying the deployment, operations, and developer experience of the cloud,” said Krish Prasad, senior vice president and general manager, VCF Division, Broadcom.

Consistent Supports Rising Talent Aryan Kumar with Nafratein Movie Partnership

Consistent has announced its association with the upcoming film “NAFRATEIN” as its Official Performance Partner. The company is extending its support to Aryan Kumar, a promising newcomer making his debut in the movie — reflecting Consistent ongoing belief in empowering fresh talent and new stories.

Consistent collaborate with “NAFRATEIN” is a way for the brand to celebrate creativity and enable new voices to be heard. Just as Consistent strives to bring forward innovative and reliable technology for its customers, it also stands by those who are making their first mark in cinema.

As a special promotion, Consistent running a campaign on B2C Contest for Consumer Winner will get two free movie ticket, allowing them to watch Aryan Kumar's debut on the big screen. This promotion is available in select cities, including Ahmedabad, Bhubaneswar, Delhi, Guwahati, Indore, Jaipur, Kolkata, Lucknow, Ludhiana, Mumbai, Patna, Raipur, Ranchi, and Siliguri.

Commenting on the collaboration, Yogesh Agrawal, CMD and Co-Founder of Consistent, said, “Aryan Kumar's debut is a moment worth cheering, and we're proud to be a small part of his first step into the film industry. We wish him all the best for his future endeavours.”

62% Employees Say AI is Significantly Overhyped

GoTo released its new research report “The Pulse of Work in 2025: Trends, Truths, and the Practicality of AI.” The report summarizes the findings of a survey of 2,500 global employees and IT leaders on AI use and sentiment, conducted in partnership with research firm Workplace Intelligence. Among the study’s key findings: despite widespread anticipation about AI’s positive impact on workforce productivity, most employees feel they were overpromised on its potential. In fact, 62% believe AI has been significantly overhyped.

However, this is likely because employees aren’t making the most of what these tools have to offer. The majority (86%) admit they’re not using AI tools to their full potential, and 82% say they aren’t very familiar with how AI can be used practically in their day-to-day work.

All told, employees estimate that they’re spending 2.6 hours a day — or 13 hours per week — on tasks that could be handled by AI. This means that in the U.S. alone, businesses could be missing out on more than \$2.9 trillion annually in greater efficiency.

Americans Would Rather Donate Blood Than Hand Over Health Data

Qlik announced a new research showing that while 69% of Americans are comfortable sharing their health data to improve their own care, only 40% are comfortable sharing that same data with tech companies for AI-driven products. Despite growing AI integration in healthcare, only 28% would accept a prescription written solely by AI, highlighting deep-rooted trust concerns.

When asked to choose, more than twice as many Americans would rather donate blood (52%) than donate their health data (24%). This stark gap highlights just how deeply concerns about privacy and control shape attitudes toward healthcare innovation—even as AI continues to advance.

“AI in healthcare can only succeed when patients and clinicians remain at the center of every decision,” said Mike Capone, CEO of Qlik. “Qlik empowers healthcare organizations to govern, integrate, and harness their data responsibly—enabling trusted insights and more confident, data-driven care. With transparency and clear consent, we can help ensure that AI enhances, rather than erodes, trust in healthcare.”

Commvault Partners with Kyndryl to Deliver Incident Recovery Services

Commvault announced a partnership with Kyndryl to help customers recover faster, advance cyber resilience, and navigate the evolving regulatory landscape. The collaboration with Commvault will augment Kyndryl’s portfolio of cyber resiliency services, which encompasses Incident Recovery Services, including Cyber Incident Recovery, Managed Backup Services, and Hybrid Platform Recovery.

Under the established partnership, Commvault and Kyndryl will collaborate with Pure Storage to assist organizations in complying with evolving and rigorous regulations, including the European Union’s DORA, NIS2, PSD2, as well as NYDFS NYCRR 500 and Australia’s APRA CPS 230. The companies will showcase their services at the Pure//Accelerate Conference in Las Vegas from June 17 to 19.

“Cyber preparedness is no longer regarded as optional for global organizations; it is mandatory,” stated Allen Downs, Vice President of Security and Resiliency Services at Kyndryl. “Through this collaboration with Commvault and Pure Storage, we are further positioned to assist some of the world’s most esteemed organizations in completely redefining their data protection strategies.”

Delta Electronics and KP Group to Power India’s Green Energy Transition

Delta Electronics India, a leading provider of power management and smart green solutions, has signed three Memorandums of Understanding (MOU) with KP Group, a prominent renewable energy conglomerate based in Surat. Under the agreements, Delta plans to provide its high-efficiency solar PV inverters, battery energy storage systems (BESS), green hydrogen energy systems, and EV charging infrastructure to KP Group’s projects across India and abroad, including approximately 1 GW of next-generation grid-connected solar PV inverters over the next 12 months.

Speaking on the occasion, Niranjana Nayak, MD of Delta Electronics India, said, “Delta Electronics India and KP Group already share a long-standing relationship. This new collaboration is a step further and a strong testament to the trust and shared values between Delta and KP Group, such as sustainability, innovation, and reliability. With this 1 GW PV inverter partnership and extended collaboration on BESS and green hydrogen, we are committed to delivering best-in-class technology.

Virtusa Awarded EcoVadis Gold Medal for Business Sustainability

Virtusa Corporation has been awarded the EcoVadis Gold Medal for the third consecutive year, recognizing the company’s outstanding sustainability performance. This prestigious award places Virtusa in the 98th percentile of all companies assessed globally by EcoVadis, positioning us among the highest-performing organizations worldwide. In addition to its strong global percentile, Virtusa also ranks in the top 1% within our industry sector – a distinction that highlights our leadership among peers.

“This Gold Medal and our top-tier ranking are a testament to Virtusa’s unwavering commitment to responsible business practices. Our sustainability agenda is integrated into our operations, our decision-making, and our long-term strategy,” said Amit Bajoria, CFO at Virtusa.

Virtusa’s progress is made possible through structured sustainability governance, regular engagement with stakeholders, and the integration of ESG principles across its operations – from cloud-native green IT solutions to biodiversity restoration projects.

Tenable Uncovers “GerriScary” Supply-Chain Compromise Vulnerability

Tenable, the exposure management company, has identified a vulnerability in Google’s open-source code review system, Gerrit, dubbed GerriScary. The vulnerability allowed unauthorised code submission to at least 18 major Google projects, including ChromiumOS (CVE-2025-1568), Chromium, Dart, and Bazel. GerriScary could have allowed attackers to submit unauthorised code revisions to existing change requests, bypassing manual approvals and enabling malicious code injection into major projects.

Tenable researchers discovered that misconfigured permissions in Gerrit, specifically the “addPatchSet” setting, combined with the way code tickets submit requirements were inherited between revisions, created an exploitable condition. As a result, attackers could exploit automated merging bots to deploy unreviewed malicious code with no user interaction, effectively creating a zero-click supply chain compromise.

Moloco Releases State-of-the-Art Re-Engagement Models

Moloco announced the global launch of its AI-powered re-engagement models, designed to improve ROAS and reduce CPA for app marketers. These new models are now generally available to all customers. Early results are showing up to a 15% increase in ROAS and a 12% decrease in CPA.

As the app advertising landscape matures, marketers are placing greater emphasis on re-engagement and maximizing LTV. This shift has led to re-engagement conversions growing 10x faster than user acquisition. Re-engagement campaigns are proving to be 5x more cost-effective than UA and deliver stronger ROAS. On the Moloco platform, advertisers observe 3x higher ARPU from re-engaged users compared to those acquired through UA.

Despite the compelling performance of re-engagement in today’s landscape, user retention remains a persistent hurdle.

Mastercard and EVA Live Strike a Chord with India

As India’s live music and performing arts scene experiences a dynamic resurgence, it is evolving beyond traditional genres to embrace a rich tapestry of artistic expression. The blend of Bollywood ballads, classical ragas, improv comedy, and diverse stage formats reflects a cultural renaissance that unites people across generations, languages, and geographies.

Tapping into that passion to create truly priceless moments and experiences for its millions of cardholders, Mastercard has entered a landmark collaboration with EVA Live, one of India’s premier live entertainment companies, to bring over 20 unforgettable performances to cities across India from October to December 2025.

The excitement kicks off on October 30 in Mumbai with global pop icon Enrique Iglesias, marking his return to India after 13 years.

Pocket Entertainment elevates Umesh Bude to CTO

Pocket Entertainment, the parent company behind Pocket FM, Pocket Toons, and Pocket Novel, has announced the elevation of Umesh Bude to Chief Technology Officer (CTO). Previously Senior Vice President of Engineering, Umesh will now spearhead the company’s technology vision, with a sharp focus on building the future of AI-powered storytelling.

As CTO, Umesh will lead the end-to-end tech strategy across all platforms under Pocket Entertainment, anchoring efforts to scale its global products through next-gen AI solutions. His mandate includes building seamless user experiences, advancing generative AI capabilities, and ensuring tech-led innovation across the board.

On his new role, Umesh Bude said, “It’s a privilege to take on this responsibility at such an exciting time for Pocket Entertainment. I look forward to driving the next wave of innovation, where technology and AI are not just enablers, but storytellers in their own right.”

DIGEST

AVIO IMPLEMENTS DASSAULT’S 3DEXPERIENCE PLATFORM

ITALY-BASED SPACE PROPULSION COMPANY AVIO HAS IMPLEMENTED DASSAULT SYSTÈMES’ 3DEXPERIENCE PLATFORM TO DIGITALLY TRANSFORM THE MANAGEMENT OF ALL ITS PROGRAMS.

AS AVIO DEEPENS ITS FOCUS ON DRIVING SUSTAINABILITY IN THE SPACE SECTOR, THE 3DEXPERIENCE PLATFORM ENABLES IT TO ADOPT AUTOMATED, INTELLIGENT AND DATA-DRIVEN ENGINEERING AND MANUFACTURING PROCESSES THAT STREAMLINE AND ACCELERATE THE DEVELOPMENT OF TECHNOLOGICALLY ADVANCED SPACE SOLUTIONS. USERS AT AVIO AND ACROSS ITS VALUE CHAIN CAN CONTRIBUTE TO NEW LEVELS OF EFFICIENCY, STANDARDIZATION, QUALITY AND COMPLIANCE NEEDED FOR THE CONSTRUCTION AND DEVELOPMENT OF SPACE LAUNCHERS, PROPULSION SYSTEMS AND PAYLOAD ADAPTERS USED BY MAJOR EUROPEAN SPACE PROGRAMS.

SBI PARTNERS KREDX TO BOOST DIGITAL SUPPLY CHAIN FINANCING

KREDX, A LEADING INTEGRATED CASH FLOW AND SUPPLY CHAIN FINANCE PLATFORM, HAS ANNOUNCED A STRATEGIC PARTNERSHIP WITH THE STATE BANK OF INDIA (SBI). THIS COLLABORATION AIMS TO EXPAND ACCESS TO DIGITAL TRADE RECEIVABLE DISCOUNTING THROUGH ITS RBI-LICENSED TREDX PLATFORM, DOMESTIC TRADE EXCHANGE (DTX). SBI’S PARTICIPATION ON THE KREDX DTX PLATFORM MARKS A MEANINGFUL STEP TOWARD BUILDING SMARTER, FASTER, AND MORE INCLUSIVE SUPPLY CHAIN FINANCE NETWORKS. BY COMBINING SBI’S SCALE WITH KREDX’S TECHNOLOGY-FIRST INFRASTRUCTURE, THE PARTNERSHIP ENHANCES WORKING CAPITAL ACCESS TO MSME SUPPLIERS ACROSS ALL SECTORS AND SCALES, ENABLING GREATER AGILITY, TRANSPARENCY, AND EFFICIENCY ACROSS THE VALUE CHAIN.

CONSISTENT BAGS TOP INDUSTRY AWARDS

CONSISTENT, ONE OF INDIA’S FASTEST-GROWING BRANDS IN THE IT HARDWARE, ELECTRONICS, AND SURVEILLANCE SPACE, HAS BEEN HONORED WITH TWO PRESTIGIOUS TITLES AT THE 16TH IT VOICE AWARDS 2025. THE COMPANY WAS CONFERRED WITH THE TITLES OF ‘FASTEST GROWING GAMING BRAND’ AND ‘BEST BRAND IN SOLAR CAMERA CATEGORY’, UNDERSCORING ITS LEADERSHIP IN TWO OF THE FASTEST-EVOLVING TECHNOLOGY SEGMENTS IN THE COUNTRY. THIS ANNUAL FLAGSHIP EVENT CELEBRATES EXCELLENCE AND INNOVATION ACROSS INDIA’S DYNAMIC TECHNOLOGY ECOSYSTEM. THE AWARDS NIGHT – WIDELY REGARDED AS THE GRANDEST TECH GATHERING OF THE YEAR – BROUGHT TOGETHER INDUSTRY VISIONARIES, CIOS, CTOS, AND TECHNOLOGY LEADERS DRIVING THE FUTURE OF AI, CLOUD, CYBERSECURITY, GAMING, AND MORE.



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98% Indians Value AI, But Still Seek the Human Touch

Twilio released its sixth annual State of Customer Engagement Report. Based on a global survey of more than 7,600 consumers and 600+ business leaders across 18 countries, including India, the report reveals a clear disconnect: while AI drives measurable returns, customer perception hasn't caught up. A stubborn gap persists between what brands believe they are delivering and what customers actually experience.

Indian brands are personalising customer experiences with AI, but customers want consistency

India is seeing a significant surge in AI adoption to drive personalised customer experiences. Businesses are increasingly leveraging AI to analyse data, ensure consistent communication across channels, and meet evolving customer expectations. These efforts are paying off—almost 8 in 10 (79%) Indian consumers report spending more with brands that personalise their engagement, and an overwhelming 98% say they are more likely to buy when engagement is personalised in real-time. Additionally, a majority (90%) of Indian consumers believe personalisation is important, expecting brands to use it to provide relevant recommendations (71%), make shopping easier (66%), and boost confidence in brand legitimacy (65%).

Qlik Named a Leader in the 2025 Gartner Magic Quadrant

Qlik has been recognized as a Leader in the 2025 Gartner Magic Quadrant for Analytics and Business Intelligence Platforms. Qlik believes its recent innovations reinforce its commitment to helping organizations drive trusted business value through intuitive, user-centric analytics.

Qlik views its upcoming agentic experience as a reflection of its long-standing leadership in making analytics feel natural, flexible, and intuitive—building on its analytics engine and decades of innovation in user interaction. By combining conversational analytics, guided authoring, and context-aware automation, the agentic experience will enable users to move from question to insight with speed and confidence—raising the standard for how analytics supports better decisions across the business. “Every day, our customers show us what’s possible when analytics are built for clarity, speed, and trust,” said Mike Capone, CEO of Qlik. “We’re making advanced capabilities feel intuitive—so more people can move from data to confident decisions without friction. That’s what agentic analytics is really about, and we’re just getting started.”

“Our commitment to making analytics truly agentic—embedding intuitive insights directly into users’ everyday workflows—is what we believe is driving Qlik’s clear momentum in this year’s Magic Quadrant,” said Brendan Grady, Executive Vice President and General Manager of Qlik’s Analytics Business Unit.

CrowdStrike Falcon Strengthens Cyber Resilience for AWS Customers

CrowdStrike unveiled Falcon for AWS Security Incident Response at AWS re:Inforce 2025, a new program that provides AWS Security Incident Response customers with industry-leading cyber protection from the AI-native CrowdStrike Falcon cybersecurity platform at preferred rates in the AWS Marketplace. This program delivers AI-powered incident response to help organizations respond to incidents faster, reduce risk, and strengthen their cloud security posture, while providing joint customers significant cost savings and a seamlessly integrated security workflow – all managed within their existing AWS environment.

The growing speed and complexity of cyberattacks now outpace traditional response efforts, especially in rapidly-evolving cloud environments. With the Falcon platform, organizations detect 96% more threats in half the time and investigate incidents 66% faster – significantly improving their ability to stop breaches.

Ascendion Joins ServiceNow Consulting and Implementation Partner Program

Ascendion, a leader in AI-powered software engineering, proudly announces it has joined the ServiceNow Consulting and Implementation Partner Program, reinforcing its mission to revolutionize business operations and digital transformation. The partnership enables Ascendion to utilize its industry expertise and deep implementation knowledge to help customers accelerate digital transformation through the ServiceNow Platform. With this partnership, Ascendion is taking AI to the next level, ensuring organizations not only adopt AI but fully integrate it into their workflows to drive real, measurable impact. By modernizing IT operations, enhancing employee and customer experiences, and leveraging low-code/no-code development, Ascendion is bridging the gap between AI’s potential and its practical execution. “The ServiceNow Platform is a springboard for business transformation to help businesses unlock value with AI,” said Dharam Gurbani, Chief Growth Officer, Global Growth Markets, Ascendion. “This partnership is about more than adopting AI—it’s about operationalizing it. With our Engineering to the Power of AI tools and methods, we’re engineering ServiceNow solutions that eliminate inefficiencies, drive measurable business impact, and turn what’s possible into what’s real for our clients.”

Cisco Transforms Security for the Agentic AI Era

Cisco has announced innovations to help enterprises reimagine security for the AI era. Security teams are racing to securely adopt AI throughout their enterprises, while threat actors are using AI to increase the frequency and reduce the cost of launching sophisticated cyberattacks. To overcome this unprecedented challenge, Cisco is fusing security capabilities deeper into its networking infrastructure, helping companies implement zero trust architectures, innovating on security for AI apps and models, and delivering breakthrough AI tools that improve threat detection and remediation.

Key advancements announced at Cisco Live include solutions for Hybrid Mesh Firewall and Universal Zero Trust Network Access (ZTNA) that simplify policy management, enhance visibility, and enable enterprises to scale securely without adding complexity to their security stack. In addition, Cisco announced further Splunk integrations that unify data across platforms, helping security teams automate tasks and respond faster to threats.

“Safety and security are the defining challenges of the AI era—and agentic AI multiplies the risk, as every new agent is both a force multiplier and a fresh attack surface,” said Jeetu Patel, President and Chief Product Officer, Cisco.

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Mphasis Announces Strategic Partnership with Sixfold

Mphasis announced a strategic partnership with Sixfold, the US and UK-based AI underwriting company redefining how insurers assess risk.

As an implementation partner, Mphasis will integrate Sixfold's AI platform to help insurers accelerate their underwriting process—speeding up submission intake and equipping underwriters with the contextual risk insights they need to make faster, more confident decisions. Designed for Life & Disability, Commercial P&C & Specialty, and Reinsurance, Sixfold reduces review times by more than half and increases Gross Written Premium (GWP) per underwriter by enabling smarter, faster risk selection—without sacrificing accuracy.

Through this partnership, Mphasis aims to help streamline underwriting processes, enhance operational efficiency and drive intelligent decision-making using Sixfold's advanced AI solutions. Already in production at market-leading carriers, Sixfold's platform integrates seamlessly into existing workflows and quickly adapts to each insurer's unique risk appetite—delivering tailored recommendations that align with the insurer's underwriting guidelines.

“By leveraging Sixfold's AI expertise in combination with expertise from Mphasis.ai and our insurance technology capabilities, we are able to deliver advanced, data-driven automation solutions for global insurers, driving efficiency, accuracy, and innovation across the insurance value chain,”

TCS Partners Salling Group to Drive Digital Transformation

TCS has entered a long-term, strategic partnership with Salling Group to drive sustainability, technology innovations and improve organizational efficiency. The collaboration will cover Salling Group's 2,100 stores, brands and 68,000 employees across Denmark, Poland, Germany, Estonia, Lithuania and Latvia including BR, a nationwide toy store chain, franchise quick-service restaurants Carl's Jr. and Starbucks, and grocers fotex, Bilka, Netto and RIMI Baltic.

As part of this partnership, TCS will help the Salling Group's cloud adoption journey and subsequently stabilize the operations with the aim of driving more agility, scalability, and sustainability. Additionally, TCS will support the retail group's digital transformation, focusing on enhancing the e-commerce platform to be more responsive to the evolving consumer demands.

Alan Jensen, CIO, Salling Group, said, “At Salling Group, everything we do is ultimately to help make our customers' lives better. This project is no exception. Our partnership with TCS will help us better respond to their changing needs and do so responsibly and sustainably.”

Fortinet Unveils New AI-Powered Workspace Security Suite

Fortinet announced enhancements to its data and productivity security portfolio, expanding FortiMail with the launch of the FortiMail Workspace Security suite. These new capabilities establish FortiMail as the broadest and most customizable email security platform and extend protection beyond email to include browser and collaboration security. These advancements, combined with new features in FortiDLP, Fortinet's next-generation data loss prevention (DLP) and insider risk management solution, deliver a unified, AI-powered approach to safeguarding users and sensitive data across today's dynamic work environments.

“In today's evolving threat landscape, securing user productivity and sensitive data requires a unified strategy that considers both outsider threats and insider risks. Cybercriminals are aiming their efforts right at users and increasingly leveraging tools like FraudGPT, BlackmailerV3, and ElevenLabs to automate the creation of malware, deepfake videos, phishing websites, and synthetic voices—making attacks more scalable, convincing, and difficult to detect.”

Scammers use Labubu doll hype on multilingual scam websites

The skyrocketing popularity of Labubu dolls has triggered a wave of scam websites targeting enthusiastic collectors worldwide, with cybercriminals deploying fake online shops in multiple languages to steal payment details. Kaspersky detected hundreds of fraudulent platforms, often posing as legitimate retailers, that entice fans with fake offers on Labubu dolls to harvest sensitive financial information from unsuspecting buyers.

Labubu dolls, quirky plush collectibles designed by Hong Kong artist Kasing Lung and sold by Pop Mart stores in “blind boxes,” have captivated global audiences. Buyers do not know which specific doll or design they'll get until they open it. This element of surprise, combined with the chance of getting rare or limited-edition figures, fuels the excitement and collectible frenzy.

Since April 2024, the hype multiplied, fueled by high-profile celebrity endorsements, leading to resale prices for rare dolls reaching \$3,000 and above. This has created a fertile ground for scammers, who exploit the urgency and excitement surrounding these coveted toys.

Unix India to Participate in Gifts India Expo 2025

Unix India is set to participate in the 31st edition of the Gifts India Expo 2025, taking place from June 12–14 at the Bombay Exhibition Centre, Mumbai. Recognised as India's largest trade event for corporate gifting and stationery, this year's edition will host over 2,590 exhibitors, 700+ brands, and welcome more than 15,000 visitors.

At the expo, Unix India will unveil its latest lineup of innovative products, including TWS earbuds, smartwatches, power banks, Bluetooth speakers, and multi-device charging solutions, all designed for today's tech-savvy consumer. This year's collection incorporates next-generation technologies such as Active Noise Cancellation (ANC), advanced sensor tech, Bluetooth 5.4, and wireless fast charging with MagSafe, Qi, and GaN compatibility.

With a renewed focus on India's Gen Z and millennial audience, Unix's showcase highlights its evolved brand identity—sleek, high-performance gadgets that double as ideal personal and corporate gifts. Visitors can experience exclusive gifting combos, festive-ready collections, and live product demos, emphasising Unix's commitment to design excellence, innovation, and everyday utility.

Core Integra's Ctrl-F Platform Upgrades Real-Time Minimum Wages Directory

In a significant move to simplify India's complex labour compliance landscape and help businesses avoid costly penalties for wage non-compliance, Core Integra, the country's leading RegTech compliance company, has announced a major upgrade to its Pan-India Minimum Wages Ready Reckoner on the Ctrl-F platform. The enhanced tool introduces advanced features and broader data coverage, setting a new benchmark for wage compliance solutions in India. As the first free, open-access directory of its kind, the Ctrl-F platform now offers real-time, state-wise, and industry-specific minimum wage data, eliminating the need for fragmented sources and manual tracking.

Studies show that over 60% of Indian enterprises face challenges in staying compliant with minimum wage laws, with non-compliance penalties increasing significantly in recent years. Ctrl-F was designed to eliminate this complexity. The upgraded directory now provides real-time updates on more than 1,500 wage notifications across all States and Union Territories. It covers 542 scheduled employments spanning various zones, skill levels, and job roles. The platform's expanded database includes over 700 wage slabs and 100+ sub-sectors across 29 industries such as manufacturing, construction, agriculture, and services. Periodical updates ensure users always have access to the latest regulatory information.

Formal jobs surge in India even as global hiring slows

Recent data from global matching and hiring platform Indeed, showcases that in May, Indian job postings on Indeed rebounded strongly, up 8.9%, following eight consecutive monthly declines. However, they are 1.8% lower than a year ago and around 16% below their peak. Despite trending downwards recently, Indian job postings are almost 80% above pre-pandemic levels. That ranks highly compared to other major Indeed markets, although it isn't a like-for-like comparison.

Several countries, led by the United Kingdom, New Zealand and Switzerland, have posting volumes that are currently below pre-pandemic levels. By comparison, India's posting volumes are very healthy.

Callam Pickering, Indeed's APAC Senior Economist, said, "Indian job creation continues to outpace other countries because of the nation's transition towards more formal economic arrangements. As the nation transitions, job creation across the formal sector will be much stronger than overall employment growth nationwide, and we have consistently seen that in recent years. Other economies are not going through a transition of this nature."

Securonix Acquires ThreatQuotient

Securonix has acquired ThreatQuotient, a four-time leader in threat intelligence based on QKS Group Spark Matrix report and the force behind ThreatQ, the most innovative external threat intelligence platform. This combination will create a comprehensive, modular, and fully integrated AI-driven platform for threat detection, investigation, and response (TDIR), leveraging advanced analytics and insights across both internal and external threats. This acquisition accelerates the modernization of security operations by uniting internal and external threat intelligence with real-time analytics and agentic AI. Unlike external threat intelligence bolt-on solutions with disconnected management interfaces, the integrated platform from Securonix and ThreatQuotient will deliver unified visibility, faster response, and greater operational clarity. "Bringing threat intelligence management and SIEM together in a unified platform is a game changer. We've already seen the value of deeply enriched advanced analytics and detection in our Securonix SIEM environment—but coupling that with integrated threat curation, prioritization, and response should help customers move even faster. It means fewer swivel-chair investigations, more accurate triage, and greater confidence that security analysts are working with the most relevant threats."

Ciklum acquires CodeAstu to strengthen AI edge

Ciklum has confirmed its acquisition of CodeAstu, a specialist in building high performance software. This deal significantly enhances Ciklum's global delivery capabilities with the integration of CodeAstu's highly skilled team based in Pune, India, while also helping to cement Ciklum's ongoing growth within the US market. Ciklum has a global workforce of more than 4,000 people, with deep skills across engineering, design, product and consultancy. Ciklum creates digital products and exceptional customer experiences for a client base of more than 250 global enterprises and new digital disruptors, and has built a strong track record in next-generation product engineering and cutting-edge artificial intelligence. CodeAstu is headquartered in Pune, India, and specializes in web and mobile application development, high performance computing as well as comprehensive DevOps consulting. The highly skilled team in India plays a pivotal role in CodeAstu's delivery excellence. This acquisition further strengthens Ciklum's existing spectrum of Experience Engineering capabilities, leveraging high performance computing to engineer dynamic and ultra-responsive digital products that elevate all touchpoints of the customer journey.

Vertiv Names Mike Giresi as Global CIO

Vertiv has announced that Mike Giresi will join the company on June 30, 2025 as global Chief Information Officer (CIO), leading company initiatives in AI adoption across the business, cybersecurity, product security, and digital enabled productivity and customer experience.

"Strong digital and IT vision and execution are central to our strategy to continue to lead the industry and constantly augment the value we are delivering to our customers," said Giordano (Gio) Albertazzi, Vertiv CEO. "Mike deeply understands the opportunities of a rapidly evolving AI, digital and IT space and has the experience, the executional focus and expertise to reinforce our competitive advantages."

Giresi said, "I am excited to join Vertiv, helping the global teams to create accretive value through advancement of company digital strategy initiatives. By continuing to evolve and improve Vertiv customer experience, product development and manufacturing capabilities, we will take the next steps towards enabling accelerated adoption of AI and digitization for hyperscale, enterprise and edge customers."



SANDEEP SINGH
SENIOR VICE PRESIDENT AND GENERAL MANAGER
ENTERPRISE STORAGE AT NETAPP

"A UNIFIED AND COMPREHENSIVE UNDERSTANDING OF BUSINESS DATA IS THE VEHICLE THAT WILL HELP COMPANIES DRIVE COMPETITIVE ADVANTAGE IN THE ERA OF INTELLIGENCE, AND AI INFERENCING IS THE KEY."

ACCELERATING ENTERPRISE ADOPTION OF AGENTIC AI

Powered by the robust and mature data management capabilities of NetApp ONTAP, NetApp AI Pod deployments built on the NVIDIA AI Data Platform will help businesses build secure, governed, and scalable AI data pipelines for retrieval-augmented generation (RAG) and inferencing

Organisations worldwide are now leveraging next-gen techs to harness the full potential of AI innovation. Intelligent data infrastructure company NetApp is now working with NVIDIA to support the NVIDIA AI Data Platform reference design in the NetApp AI Pod solution, to accelerate enterprise adoption of agentic AI. Powered by the robust and mature data management capabilities of NetApp ONTAP, NetApp AI Pod deployments built on the NVIDIA AI Data Platform will help businesses build secure, governed, and scalable AI data pipelines for retrieval-augmented generation (RAG) and inferencing, enabling organisations to harness the full potential of AI innovation.

As businesses invest in AI to solve complex business challenges, they need intelligent data infrastructure that can remove the data silos that slow technical innovation. The most recent NetApp Data Complexity report found that 79 percent of tech and business leaders agree that unifying their data estates is critical for achieving top AI outcomes in 2025.

Eliminating Data Siloes

As a NVIDIA-Certified Storage partner leveraging the NVIDIA AI Data Platform, NetApp gives NetApp AI Pod users data infrastructure with built-in intelligence. NetApp gives custom-

ers confidence that they have the enterprise data management capabilities and scalable multi-tenancy needed to eliminate data siloes so that they can develop and operate high-performance AI factories and deploy agentic AI to solve real-world business problems.

AI Inferencing

"A unified and comprehensive understanding of business data is the vehicle that will help companies drive competitive advantage in the era of intelligence, and AI inferencing is the key," said Sandeep Singh, Senior Vice President and General Manager of Enterprise Storage at NetApp. "We have always believed that a unified approach to data storage is essential for businesses to get the most out of their data. The rise of agentic AI has only reinforced that truly unified data storage goes beyond just multi-protocol storage. Businesses need to eliminate silos throughout their entire IT environment, whether on-premises and in the cloud, and across every business function, and we are working with NVIDIA to deliver connected storage for the unique demands of AI."

Bringing Intelligence to Enterprise Data

The NetApp AI Pod solution built on the NVIDIA AI Data Platform incorporates NVIDIA acceler-

ated computing to run NVIDIA NeMo Retriever microservices and connects these nodes to scalable storage. Using this reference design in the NetApp AI Pod solution brings intelligence to enterprise data so enterprises can scan, index, classify and retrieve large stores of private and public documents in real time. This augments AI agents as they reason and plan to solve complex, multistep problems, helping enterprises turn data into knowledge and boost agentic AI accuracy across many use cases.

Driving Productivity and Growth

"Agentic AI enables businesses to solve complex problems with superhuman efficiency and accuracy, but only as long as agents and reasoning models have fast access to high-quality data," said Rob Davis, Vice President of Storage Technology at NVIDIA. "The NVIDIA AI Data Platform reference design and NetApp's high-powered storage and mature data management capabilities bring AI directly to business data and drive unprecedented productivity."

The NVIDIA AI Data Platform aligns with NetApp's vision for advanced data management capabilities to accelerate AI pipelines by leveraging continuously updated metadata and vectorisation to enable queries to produce more timely, relevant and accurate results. **SME**



RAJ PARAMESWARAN
Chief Growth Officer, Fulcrum Digital

PROFILE

Raj Parameswaran is responsible for Fulcrum Digital's global sales and business development across existing and new markets. Before joining Fulcrum Digital, Raj was the Global Chief Revenue Officer at Newage Software Solutions. He has extensive experience in consulting and relationship-led business growth in Banking, Financial Services, Insurance, Manufacturing, Logistics, and Retail. He brings indepth expertise in customer growth and business expansion in Consulting, Solutions, Platform, and SaaS offerings.

SMARTER, FAIRER, FASTER - HERE'S HOW AI IS PERSONALIZING FINANCIAL INSURANCE

By empowering insurers to leverage real-time behavioral data, AI is flipping the entire model on its head, enabling insurers to develop dynamic, hyper-personalized coverage that evolves with each policyholder's lifestyle and expectations

Insurance has always thrived on data, calculating risks through actuarial science and probability models. While that structured approach worked for decades, today's consumers expect more. They want insurers to understand them and provide personalized solutions. While the industry is making impactful moves in that direction, progress has been slow. Legacy systems weren't built for personalization and adapting them requires a fundamental shift.

AI has been making big contributions in this space to change that narrative. By empowering insurers to leverage real-time behavioral data, AI is flipping the entire model on its head. Traditionally, insurance policies were based on static models using broad demographic categories like age, gender, and occupation offering uniform coverage to large customer segments. These approaches often missed individual nuances and evolving needs. Now, insurers can develop dynamic, hyper-personalized coverage that evolves with each policyholder's lifestyle and expectations. The global AI market is projected to grow from \$214.6 billion in 2024 to \$1,339.1 billion by 2030. This substantial growth reflects the industry's recognition of AI's potential in transforming traditional insurance practices. Furthermore, the global insurance platform market, which facilitates the integration of AI and other advanced technologies, was valued at \$81.7 billion in 2023 and is expected to reach \$156.0 billion by 2028. This growth signifies the shift of a broader industry trend towards digital transformation and the adoption of platforms that support personalized offerings in the insurance landscape.

The convergence of these growth factors is poised to redefine how insurers assess risk, customize policies, and engage with customers, highlighting a much-awaited shift from traditional models towards more dynamic, customer-centric approaches. This shift also reflects fairness, trust, and offering customers services they've always sought.

From Static Models to Adaptive Intelligence

Practices such as traditional underwriting largely relied on demographic data factors such as age, occupation, and medical history to determine policy terms. However, this approach often overlooks the nuances of individual behavior. AI redefines this equation by introducing real-time analysis of data from wearables, telematics, and even social determinants of health. Instead of categorizing policyholders into generalized categories, AI enables insurers to tailor policies based on an individual's evolving lifestyle choices and habits. It processes more information to analyze risk and make recommendations to individuals.

For instance, when we consider a person who maintains an active lifestyle, keeps track of their fitness, and focuses on preventive care versus a person leading a sedentary routine and average health habits. Here, the active individual would pay a lower premium than the latter, thanks to AI - Driven analytics.

By integrating real-world data, AI enables insurers to customize plans, rewarding healthy behaviors with lower premiums and proactive interventions.

Real-Time Risk Assessment and Predictive Analytics

The real power of AI lies in its ability to predict and respond to risks dynamically. Traditional insurance models rely on historical data and actuarial tables, making them less adaptive to real-time changes in an individual's risk profile. AI transforms this approach by continuously analyzing real-world data, enabling insurers to refine policies and offer proactive risk management.

Enhancing Customer Engagement with AI-Powered Tools

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PINKESH KOTECHA

Chairman and MD
Ishan Technologies

PROFILE

As the founding Chairman and MD, Pinkesh, is the driving force behind Ishan Technologies, one of India's leading IT and telecom services providers. Under his guidance, Ishan Technologies has expanded exponentially over the past two decades, from its modest beginnings in a tier III city in Gujarat to a company with a presence in 100+ cities across India and with over 1700 employees. An accomplished business leader with over 25 years of overall experience in the tech sector under his belt; he brings a wealth of industry knowledge and experience, combined with a passion for innovation and a strong commitment to social responsibility.

INDIA'S AI DREAM NEEDS FASTER NETWORKS TO BRIDGE THE DIGITAL DIVIDE

The author examines how the digital divide threatens India's AI ambitions and calls for urgent action in fiberisation, last-mile connectivity, and inclusive infrastructure to ensure no region is left behind

India's ambition to become a global artificial Intelligence (AI) powerhouse is not short on vision or investment. As per PwC, AI is expected to contribute nearly \$967 billion to India's GDP by 2035, transforming industries, catalysing innovation, and defining economic productivity. Yet, this ambitious vision hinges on more than just algorithms and data, it depends on the digital infrastructure that underpins AI. Without closing the glaring gaps in India's network capabilities, this dream risks becoming a privilege of a few, rather than a growth engine for all. So, what's slowing us down?

The Infrastructure Gap

For AI to function at scale, be it in autonomous logistics, real-time smart city insights, or rural health diagnostics, it needs fast, reliable, and low-latency networks. But India's current digital backbone is unevenly developed. Urban centres have access to robust 5G networks, but large parts of rural and semi-urban India continue to rely on patchy 4G or worse, creating an AI readiness gap that mirrors the existing digital divide.

This divide limits access to critical services. In sectors like telemedicine or AI-powered educational platforms, latency and bandwidth are non-negotiable. If a doctor in Delhi can diagnose remotely in real time, but a patient in a remote village can't connect due to poor network coverage, the system fails the very people who stand to benefit the most.

Why AI Needs High-Speed Connectivity

AI applications are fundamentally data-intensive. From training large models to deploying them in real-world scenarios, they require:

- **Low-latency, high-bandwidth networks:** Modern AI applications aren't just running in distant cloud servers, they are increasingly embedded in our immediate environment, requiring instantaneous responses. Consider autonomous

logistics systems that could transform India's complex supply chains. These systems need to process sensor data and make routing decisions in milliseconds and not minutes.

Similarly, remote healthcare diagnostics, potentially revolutionary in addressing India's rural healthcare crisis, depend on the seamless transmission of high-resolution medical images and video streams between distant locations. A split-second delay could mean the difference between accurate diagnosis and missed symptoms. Thereby, highlighting why low-latency, high-bandwidth connections are essential requirements for critical AI applications.

- **Edge computing and distributed data centres:** The future of AI deployment lies not in distribution. Edge computing, processing data closer to where it's generated rather than sending everything to centralized data centres, is becoming essential for efficient AI operations.

India's vast geography and diverse user base make this approach particularly relevant. By distributing computing resources strategically across regions, AI systems can deliver faster inference, reduce bandwidth consumption, and maintain functionality even during network disruptions.

However, this distributed infrastructure model demands comprehensive network coverage connecting these edge nodes to both users and central systems.

- **Stable, high-speed connectivity:** AI systems aren't static, they improve through continuous learning and adaptation. This ongoing training and updating process requires stable, reliable connectivity between data sources, training facilities, and deployment environments.

In India's context, where weather conditions, power fluctuations, and other factors can interrupt

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GENESYS AWARDS PARTNERS ACROSS APAC FOR DRIVING INNOVATIVE AI-POWERED EXPERIENCE ORCHESTRATION

The recognition reflects the importance of a strong network of partners in helping organisations across the region accelerate customer loyalty through personalised and empathetic experiences

Genesys, a leading cloud player in AI-Powered Experience Orchestration, honoured its top-performing partners across Asia Pacific (APAC) at the 10th Annual Genesys APAC Tech Summit. Held in Bangkok, Thailand, the event celebrated the regional partners that contribute to APAC's thriving ecosystem dedicated to helping organizations orchestrate exceptional experiences that help drive improved customer loyalty, employee engagement and productivity, and operational efficiency.



AI: Shaping the Future Of Customer Experience

With the theme 'Leveling Up Together', the annual Partner Awards Summit brings together partners, technical teams and solution leaders to explore how AI and digital technologies are shaping the future of customer experience. It spotlights partners who have unlocked new opportunities to deliver exceptional customer value, execution excellence and meaningful impact through the Genesys Cloud platform.

GWILYM FUNNELL
VICE PRESIDENT, PARTNERS AND ALLIANCE, APAC GENESYS

"THIS YEAR'S AWARD WINNERS HAVE TRULY EXEMPLIFIED WHAT IT MEANS TO HARNESS THE POWER OF GENESYS CLOUD AITO DELIVER EMPATHETIC, PERSONALISED EXPERIENCES AT SCALE."

Harnessing the Power of Genesys Cloud Alto

"Genesys partners are an extension of our sales team, helping drive accelerated results and achieving new heights together. Our robust network of partners plays a pivotal role in advancing our vision for experience orchestration and reinforcing our customer-centric approach. Together, we're enabling businesses to prepare for the future with AI, cloud and digital technologies, while empowering our partners to build scalable, profitable practices. This year's award winners have truly exemplified what it means to harness the power of Genesys Cloud Alto deliver empathetic, personalised experiences at scale," said Gwilym Funnell, Vice President, Partners and Alliance, APAC at Genesys.

"Being recognised as 'India Partner of the Year' for the third consecutive year is a powerful testament to the trust our customers place in us and the strength of our collaboration with Genesys," said Arijit Bonnerjee, Senior Vice President & Head - India Region, Tata Communications, said, "Together, we remain deeply committed to pushing the boundaries of innovation, setting new benchmarks, and empowering enterprises across India with seamless, future-ready platforms." **SME**

SOPHOS CHANNEL-FIRST STRATEGY: EMPOWERING PARTNERS TO WIN

A strong advocate of a channel-first strategy, Sophos is empowering its partners through immensely partner-friendly policies, easy-to-manage solutions such as central platform and MDR services, helping partners overcome hurdles like talent deficit and evolving cyber threats while expanding their service offerings

BY MANASH RANJAN DEBATA
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Sophos' channel-first strategy is integral to the company's growth and market reach, enabling it to offer comprehensive security solutions to businesses of all sizes in any industry segment. This strategy has fostered a strong ecosystem of partners, leading to increased sales, enhanced customer satisfaction, and improved threat protection. By focusing on partner growth, Sophos empowers partners to address customer security needs effectively, leading to broader market penetration and increased sales. By offering attractive partner programs with increasing benefits, support, and incentives, Sophos has succeeded in building a loyal partner base and strong brand recognition in the marketplace.

Right from the incipent, Sophos has been a strong advocate of a "channel-first" strategy, ensuring partners remain central to its go-to-market strategy. Needless to say this has paid rich dividends to the security player.

Commenting on the criticality of the company's channel-first strategy to its business growth, Chad Cleevely, Senior Director, Channel Sales – APJ, Sophos, said, "Our success as a cybersecurity provider relies on a true channel-first approach. Partners who leverage consolidated management platforms and trusted vendors achieve significant time savings and increased profitability."

By empowering its MSPs with comprehensive, easy-to-manage solutions such as the Central platform and MDR services, the cybersecurity bellwether has helped partners to ably overcome common challenges such as talent deficit and evolving cyber threats, while expanding their service offerings at the same time.

Expanding MSP Elevate Program

In 2025, the company is expanding its MSP Elevate Program to offer more flexible commercial models, co-delivery options, and tighter integrations with platforms that MSPs are already using. "With MSP Elevate, partners gain exclusive Access to the Sophos MDR Bundle for MSP: Includes access to Sophos MDR Complete premium service tier with 24/7 incident response, all managed through our unified Sophos Central platform. This not only simplifies the sales process but also reduces MSP overhead by helping them contribute more to business generation," affirms Cleevely.

Addressing Emerging Threats in APJ Head On

Considering the rising importance of APJ, Sophos has a plan to address the unique business challenges of the region. As APJ is the most diverse region in the world, Sophos recognizes that one-size-fits-all solutions don't work across APJ. What might work in, say, Australia may not work in India, and vice versa.

"That's why we focus on local adaptability, supported by a strong global backbone from our advanced threat telemetry to our X-Ops and Counter Threat Unit capabilities," states Cleevely. The cybersecurity landscape in APJ has evolved rapidly over the past year and Sophos played a pivotal role in addressing that. Ransomware, phishing, and stealthy attacks have increasingly become more common and unfortunately, harder to catch early.

"But, only 45% of businesses outside mature markets feel equipped to counter such threats

with clear skills and readiness gaps. What's positive is that organizations across the region are stepping up with plans to increase their cybersecurity budgets, and half expect to rely more on MSPs for protection. The need for trusted, capable partners has never been greater," says Cleevely.

As a channel-first organization, the company views its channel partners as its strongest link for helping businesses across APJ stay secure. Shedding light on Sophos's role in shaping these relationship, Cleevely says, "Our role is to equip these partners with the right tools, threat intelligence, and contextual understanding to act as confident advisors to their customers. Whether through AI-powered threat detection, XDR, or managed services, Sophos solutions are built to help partners deliver measurable outcomes and long-term resilience."

Opportunities and Roadbumps

While APJ opens new vistas of opportunities for the channel partners, it has its fair share of challenges. Currently, the company's partners in APJ find themselves in a competitive phase due to the pressure of ultra-low margins from marketplaces. "That's why Sophos is deeply committed to supporting our partners not just in protecting customers, but in building sustainable, profitable businesses. We want to ensure they don't just compete on price but stand out by delivering measurable outcomes and long-term value," informs Cleevely.

Handholding the Partners

Recognizing the unique expertise its partners bring, the company backs that with the right technology and proper enablement with powerful platforms like the Sophos Partner Portal, Sophos Central, and the Sophos MDR (Managed Detection and Response) service that are designed to give partners everything they need - powerful tools, actionable threat intelligence, and real-time insights - to operate as trusted advisors to their customers.

In Partners, They Trust

"We truly value our partner ecosystem, so beyond technology, we invest heavily in partner training through Sophos Partner Academy and fast-track programs, helping partners sharpen their skills to stay ahead of the curve," says Cleevely. "This allows them to offer more than just products but tailored solutions to real business challenges."

Where Partners are Central to the Go-to-Market Strategy

Sophos does all it can to ensure partners remain

**CHAD CLEEVELY**

SENIOR DIRECTOR, CHANNEL SALES - APJ, SOPHOS

"AT SOPHOS, OUR INVESTMENTS ARE ALIGNED WITH HELPING PARTNERS ADAPT FASTER THAN THE THREAT LANDSCAPE DOES, MAKING ADVANCED CAPABILITIES BOTH POWERFUL AND PRACTICAL ACROSS EVERY MARKET WE SERVE."

central to its go-to-market approach. Its success as a cybersecurity provider relies heavily on a true channel-first approach. "By empowering our MSPs with comprehensive, easy-to-manage solutions such as the Central platform and MDR services, we enable them to overcome common challenges such as talent shortages and evolving cyber threats while expanding their service offerings," says Cleevely.

To cement its bond with the partners, the company celebrates their successes in meaningful ways. Whether through initiatives like its Experience Partner Roadshows, regional awards, or exclusive access to training summits, it makes sure to promptly recognize their contributions.

Tackling Threats in the Age of AI

With the rise of AI-driven threats, Sophos is effectively equipping its partners to stay ahead of increasingly sophisticated threats. Cleevely says, "As cyber threats continue to evolve rapidly, partners need to keep up with the pace and complexity. This requires adaptive, intelligent solutions capable of responding to dynamic and efficient attack vectors."

"At Sophos, we empower our partners with

MDR services that leverage cutting-edge AI and automation. Our Sophos MDR Complete offering, for example, integrates seamlessly with Sophos Central, providing 24/7 threat hunting, rapid incident response, and automated detection, all critical for defending against attacks. With AI-enhanced security tools that require minimal configuration, MSPs can detect and mitigate threats faster, enabling them to scale their services while reducing complexity," he adds.

Generally, a deficit of critically important skilled professionals is a bottleneck for many MSPs when it comes to deploying and managing AI-driven security solutions. To address this, Sophos continues to support MSPs through the aforementioned MSP Elevate Program, offering flexible commercial models, co-delivery options, and integrations with existing platforms. These efforts help MSPs scale their capabilities without the added pressure of expanding their teams and allowing them to focus on providing effective and responsive protection for their clients.

Supporting MSPs and MSSPs

As businesses in APJ continue to scale their digital operations, the demand for adaptable and

reliable cybersecurity solutions grows. Sharing key insights into how Sophos is supporting MSPs and MSSPs in scaling their cybersecurity offerings across diverse markets in APJ, Cleevely reveals, "At Sophos, we understand that MSPs and MSSPs are at the forefront of this transformation, and we are here to help them navigate this complex landscape. To better support them, we have moved beyond the traditional reseller model, forming strategic alliances with cloud service providers, cyber insurance companies, and marketplaces. This enables us to make cybersecurity not only more accessible but also more impactful at every level.

"By combining a deep understanding of local markets with a global security backbone, the company is helping partners build sustainable success. "The growth we've seen in APJ is a direct reflection of the strength of our partnerships with MSPs and MSSPs. In this evolving market, success goes beyond offering cutting-edge technology but providing genuine value and fostering collaborative relationships. Our Partner Growth Program exemplifies this, offering partners flexible commercial models, seamless integrations with existing platforms, and expert-led training programs, including advanced learning paths and specialized certifications. This ensures that our partners have the tools and knowledge to scale their services effectively and confidently. Ultimately, our goal is to be a true extension of our partners' teams," he says.

Partner Program Addressing Modern Partner Needs

So, what really differentiates Sophos' partner program from others in the industry? And how is it evolving to meet the needs of modern partners? Cleevely says, "What truly sets us apart is our relentless focus on providing partners with the

tools, support, and resources to drive real business outcomes. A key differentiator is our 24/7 Partner Care team, which ensures that our partners are never without the support they need, whether it's quoting, licensing, or operational assistance. This level of commitment to operational excellence and partnership support is what ensures our channel partner success."

As the security market is evolving rapidly, in order to stay relevant to modern partners, the company is evolving its program around three key realities: partners today are more service-led, cloud-integrated, and time-constrained than ever. "That's why we've streamlined onboarding, introduced role-specific training, and deepened integrations with the platforms partners already rely on. We're also making it easier for them to harness our threat intelligence and AI-driven insights, helping them deliver smarter outcomes faster," he says.

Cloud Security and XDR Molding the Future

Cloud and XDR (Extended Detection and Response) are fundamentally reshaping cybersecurity in APJ. As digital transformation accelerates, organizations are relying on channel partners to secure increasingly hybrid and complex environments. But this shift comes with real challenges as many partners still rely on a patchwork of security tools that don't communicate well with each other and it slows down response times and creates blind spots. It's a clear sign that the industry needs to shift toward a more integrated and coordinated approach to cybersecurity.

Sophos views XDR and cloud security as force multipliers in this environment. "What partners need isn't just more data but the ability to detect, prioritize, and respond faster. That's where integrated platforms like Sophos Central come in. They consolidate detection and response across endpoints, servers, and cloud workloads giving partners the visibility and control they need, without adding operational drag," says Cleevely.

Partners in India and Singapore are already deep into cloud-first strategies, while others are just starting to build secure hybrid models. "So, we're evolving our support accordingly with AI-powered threat prioritization, automation to reduce alert fatigue, and training tailored to regional compliance and customer maturity," says Cleevely.

Path-breaking Partner-led Innovations in APJ

Sophos' partner ecosystem has been a true catalyst for continued growth and innovation. "Over the

past year, we have seen partners embrace a broad portfolio of Sophos solutions, leveraging a land-and-expand approach that has driven significant business outcomes. This multi-solution engagement empowers partners to become trusted advisors, addressing complex customer needs across endpoints, cloud, and hybrid environments," beams Cleevely.

India Leads by Example

Contributions from the partners from the Indian subcontinent have been phenomenal. Cleevely proudly quotes the success of Sophos' partners in India and SAARC as a standout example, where the company has consistently achieved double-digit year-on-year growth. This has led to the market being recognized as a top-performing region for 17 consecutive quarters for the company.

On other APJ regions, Cleevely says, "We're also seeing remarkable momentum across the broader APJ region, where partners are driving differentiated value by aligning Sophos technologies with local market needs."

For example, in Australia, partners are leading with AI-powered threat detection and compliance-aligned services, helping customers meet local market guidelines such as the Essential Eight, which builds compliance, strengthens security posture, and supports business continuity.

Another notable example comes from Southeast Asia, where MSPs have paired Sophos Central with localized cybersecurity training to launch awareness programs for end users. This unique approach has boosted customer engagement, improved retention, and extended partner value beyond traditional services. By combining technical delivery with education, these partners are strengthening the overall cybersecurity posture of the region.

"Collectively, we believe our success is our partner-led innovation, broad portfolio, localized support, and scalable enablement to transform business outcomes across diverse markets," says Cleevely.

Addressing Critical Skill Gap

The cybersecurity skills gap in the region is a common cause of concern. But Sophos is innovatively addressing the same in its own way. "We recognize that the cybersecurity skills gap is a major challenge across markets in APJ. To address this, we've built a strong ecosystem of training and enablement programs tailored to the unique needs of each region. This includes certifications, hands-on workshops, and digital learning platforms that help partners continuously develop

their technical expertise," says Cleevely. "We also focus on mentorship and community-building, connecting experienced partners with newer MSPs to share best practices and accelerate skills development. To make advanced security accessible even where talent is scarce, we provide simplified onboarding, strong technical support, and AI-driven automation tools that help reduce manual workloads for our partners."

Sophos' MDR complements partner capabilities by providing expert 24/7 threat monitoring, so MSPs don't have to scale their teams beyond what's practical. Additionally, the company actively collaborates with local educational institutions in some markets to build a sustainable talent pipeline for the future.

These initiatives are already making a difference in markets like Bangladesh where partners have significantly enhanced their service offerings and grown their businesses by leveraging Sophos training and technology support. This holistic approach ensures that even emerging markets can confidently face today's complex cybersecurity challenges.

Looking Ahead...

Sophos has chalked out its top strategic priorities for channel growth and partner enablement in 2025 and beyond. "Our priorities in 2025 center on helping partners lead with confidence, scale with efficiency, and differentiate in a crowded market. To support this, we've developed a three-pronged strategy," says Cleevely.

First, Sophos is accelerating investment in AI-driven security solutions that not only defend against evolving threats but also simplify deployment and management for partners. This reduces complexity and reliance on scarce cybersecurity talent, allowing partners to scale more efficiently.

Second, the company is expanding its partner enablement framework with more personalized, role-based training and certifications tailored to diverse market needs in APJ. This includes fast-track programs and localized content designed to boost partners' technical expertise and business growth capabilities.

Third, the company aims to deepen collaboration across its ecosystem, engaging partners through joint go-to-market initiatives, co-innovation projects, and regional events that foster knowledge sharing and strengthen community ties. Thus, creating a more agile, resilient partner network ready to seize new opportunities.

All these, essentially, puts Sophos on the cybersecurity radar as the go-to vendor for the partner community for innovative cybersecurity solutions. **SME**

JOINING FORCES TO HARMONIZE CYBER THREAT ATTRIBUTION

By mapping threat actor aliases and aligning adversary attribution across platforms, the collaboration minimizes confusion caused by different naming systems and accelerates cyber defenders' response against today's and tomorrow's most sophisticated adversaries



ADAM MEYERS
HEAD OF COUNTER ADVERSARY
OPERATIONS AT CROWDSTRIKE

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HOW TO RESPOND. "**

CrowdStrike and Microsoft entered into a strategic collaboration to bring clarity and coordination to how cyber threat actors are identified and tracked across security vendors. By mapping threat actor aliases and aligning adversary attribution across platforms, the collaboration minimizes confusion

caused by different naming systems and accelerates cyber defenders' response against today's and tomorrow's most sophisticated adversaries.

Shared Mapping System for Cyber Threat Intelligence

The cybersecurity industry has developed multiple naming systems for threat actors, each grounded in unique vantage points, intelligence sources, and analytic rigor. These taxonomies provide critical adversary context to help organizations understand the threats they face, who is targeting them, and why. But as the adversary landscape grows, so does the complexity of cross-vendor attribution. Through this deeper collaboration, CrowdStrike and Microsoft have developed a shared mapping system - a 'Rosetta Stone' for cyber threat intelligence - that links adversary identifiers across vendor ecosystems without mandating a single naming standard.

Unified Threat Response across Taxonomies

By reducing ambiguity in how adversaries are labeled, this mapping enables defenders to make faster, more confident decisions, correlate threat intelligence across sources, and better disrupt threat actor activity before it causes harm. By making it easier to connect naming conventions like COZY BEAR and Midnight Blizzard, the mapping supports quicker decision-making and unified threat response across taxonomies.

Watershed Moment for Cybersecurity

"This is a watershed moment for cybersecurity. Adversaries hide behind both technology and the confusion created by inconsistent naming. As defenders, it's our job to stay ahead and to give security teams clarity on who is targeting them and how to respond. This has been CrowdStrike's mission from day one," said Adam Meyers, Head of Counter Adversary Operations at CrowdStrike. "CrowdStrike is the leader in adversary intelligence, and Microsoft brings one of the most valuable data sources on adversary behavior. Together, we're combining strengths to deliver clarity, speed, and confidence to defenders everywhere."

Harmonizing Adversary Naming

The collaboration will start with a shared analyst-led effort to harmonize adversary naming between CrowdStrike and Microsoft's threat research teams. Through this collaboration, the companies have already deconflicted more than 80 adversaries, including validating threat actors like Microsoft's Volt Typhoon and CrowdStrike's VANGUARD PANDA are Chinese state-sponsored threat actors, and that Secret Blizzard and VENOMOUS BEAR refer to the same Russia-nexus adversary. This demonstrates the real-world value of shared attribution. Moving forward, CrowdStrike and Microsoft will continue working together to expand this effort, inviting other partners to contribute to and maintain a shared threat actor mapping resource for the global cybersecurity community.

Accelerating Benefits of Actionable Threat Intelligence

"Cybersecurity is a defining challenge of our time, especially in today's AI-driven era," said Vasu Jakkal, Corporate Vice President, Microsoft Security. "Microsoft and CrowdStrike are in ideal positions to help our customers, and the wider defender community accelerate the benefits of actionable threat intelligence. Security is a team sport and when defenders can share and react to information faster it makes a difference in how we protect the world."

This collaboration builds on each company's deep history of threat intelligence leadership and advances a shared mission: delivering better outcomes for defenders by putting customers first and the mission before the market.

Redefining Modern Security

CrowdStrike has redefined modern security with the most advanced cloud-native platform for protecting critical areas of enterprise risk - endpoints and cloud workloads, identity and data.

Powered by the CrowdStrike Security Cloud and world-class AI, the CrowdStrike Falcon

To access more info login to:

<https://www.smechannels.com>

MAKING SECURITY SIMPLER AND MORE PROFITABLE FOR PARTNERS

In an era when competition grows more intense, and margins razor-thin and customers are super demanding, Sophos is enabling partners to transition from product sellers to trusted advisors offering proactive security solutions that keep pace with customer needs.

As AI-augmented attacks become more pronounced and tougher to detect, businesses today demand more integrated and outcome-driven cybersecurity solutions to safeguard their digital assets. Whether they operate on-premises, in the cloud, or somewhere in between, they aspire for the very best. In the face of soaring customer expectations, customers clearly want advanced protection, faster deployment, and measurable outcomes, without having to expand their IT spends.

This exerts a lot of pressure on partners to stay updated, technically sharp, and resource-ready, as they navigate a dynamic cybersecurity landscape, where staying relevant means constantly adapting. Along with these, the pressure of shrinking margins due to aggressive pricing models from cloud marketplaces makes their job a tough one.

Cybersecurity bellwethers like Sophos are leaving no stone unturned to address and alleviate the challenges faced by partners. To help them stay ahead of the curve, Sophos is laser-focused on making security simpler to deliver, easier to manage, and profitable for partners.

To get a sneak peek into the inner matrixes of the Sophos channel ecosystem, we had spoken to Rajeev Gupta, Director Channel Sales – India & SAARC, Sophos. In this SME Channels exclusive, Mr. Gupta lays bare his channel vision; his company's partner-friendly initiatives; the changing dynamics of the Indian threatscape; Sophos' marked efforts to expand partner benefits; how his company is helping bridge the cybersecurity talent gap; and much more. Edited Excerpts...

What are the most pressing challenges faced by channel partners in India today, particularly in adapting to the rapid pace of cybersecurity innovation?

Channel partners in India are navigating a shifting cybersecurity landscape, where staying relevant means constantly adapting. One of the biggest

challenges they face is the pressure of shrinking margins especially with aggressive pricing models from cloud marketplaces. This makes it harder to sustain a healthy business through product sales alone.

At the same time, innovation in cybersecurity is happening at breakneck speed. From AI-powered threats to complex multi-cloud environments, customers today expect solutions that are not only effective but tailored to their unique risk profiles. That puts a lot of pressure on partners to stay updated, technically sharp, and resource-ready.

What makes this even tougher is the ongoing shortage of skilled cybersecurity talent. Many partners find it difficult to scale their services or respond to complex threats quickly. That's why at Sophos, we're deeply focused on making security simpler to deliver, easier to manage, and more profitable for our partners, so they can focus on growing their business while staying ahead of threats.

How is Sophos helping partners navigate the growing complexity of customer demands, especially with the shift toward hybrid cloud, XDR, and managed services?

With cyber attacks becoming more sophisticated and harder to detect, businesses today want integrated and outcome-driven cybersecurity, whether they operate on-premises, in the cloud, or somewhere in between. Especially margins are thinning, with aggressive pricing from marketplaces and commoditization of basic security solutions. Customer expectations are growing, with businesses wanting to have advanced protection, fast deployment, and measurable outcomes, often without increasing their IT budgets. There's also a clear skills gap when it comes to handling modern threats, managing hybrid cloud environments, and adopting solutions like XDR or MDR.

That's why we have built an ecosystem that simplifies complexity. Solutions like Sophos Central bring everything, endpoint, network, cloud, and

email into one unified platform, giving partners a unified dashboard to manage and respond. Our MDR service takes this a step further by giving partners access to 24/7 threat detection, response expertise, and contextual insights across hybrid environments.

We've also expanded our MSP program with flexible billing, usage-based pricing, and built-in automation tools that help partners scale managed services without increasing operational overhead. For us, it's about enabling partners to transition from product sellers to trusted advisors offering proactive security solutions that keep pace with customer needs.

With increasing competition and margin pressures, how can partners differentiate themselves while maintaining profitability in a crowded cybersecurity market?

The pricing pressure is real! Competition is intense, margins are razor-thin and especially with aggressive pricing from online marketplaces - customers are demanding more. They don't just want products – they expect solutions that are fast to deploy, easy to manage, and deliver clear outcomes. The danger is, in trying to keep up, partners risk getting stuck in a price war or burning out their teams.

To stay profitable and stand out, partners should focus on consultative selling by deeply understanding customer challenges and offering tailored solutions that address specific needs. Building out managed services around MDR, XDR, and threat response can help drive recurring revenue while also positioning partners as proactive defenders against evolving cyber threats.

Leveraging centralized platforms to streamline operations and reduce manual overhead will enable more efficient service delivery. Investing in team upskilling through certifications is essential to transition from being mere resellers to becoming trusted advisors who add strategic value. And finally, embracing flexible, usage-based billing

RAJEEV GUPTA
DIRECTOR CHANNEL SALES -
INDIA & SAARC, SOPHO

"AT SOPHOS, WE'RE DEEPLY FOCUSED ON MAKING SECURITY SIMPLER TO DELIVER, EASIER TO MANAGE, AND MORE PROFITABLE FOR OUR PARTNERS, SO THEY CAN FOCUS ON GROWING THEIR BUSINESS WHILE STAYING AHEAD OF THREATS."

strategies in India?

The regulatory landscape in India is evolving rapidly, and our partners are feeling the impact first-hand. With the Digital Personal Data Protection (DPDP) Act, stricter CERT-In breach reporting timelines, and new sector-specific mandates like the Draft Telecommunications (Telecom Cyber Security) Rules, the compliance bar has risen significantly. For many channel partners, especially those operating in secondary cities, this shift can be overwhelming. They're not just selling and supporting security solutions anymore, they're expected to guide customers through complex legal and regulatory frameworks.

Our solutions, like Sophos Central, are designed with built-in compliance features, simplifying the process of meeting regulatory standards. Additionally, our local teams are always available to provide real-time assistance, helping partners interpret and implement these regulations effectively.

Compliance isn't just about avoiding penalties but it's about building trust. By staying ahead of regulatory changes and guiding their customers through them, our partners can position themselves as trusted advisors in the cybersecurity space. We're committed to supporting them every step of the way, ensuring they not only meet these new requirements but also leverage them as opportunities for growth and differentiation. **SME**



models is growing in popularity today as it can better align with customer expectations, fostering long-term relationships and sustainable growth.

At Sophos, our entire partner strategy is built around enabling this shift. We provide outcome-focused solutions like Sophos MDR, a unified management console through Sophos Central, and business-friendly programs like MSP Flex.

We also invest in local training and role-based learning through our Partner Academy. It's about helping partners transition from selling point products to building sustainable, high-value cybersecurity businesses

environment like ours, that gap can feel overwhelming.

At Sophos our approach is grounded in what partners really need—practical, flexible, and relevant enablement. We've launched fast-track training and role-based certifications through the Sophos Partner Academy making it easier for partners to learn at their own pace while running their businesses. We've made sure that someone running a practice in a tier two city gets the same opportunity to grow as a large partner in Mumbai or Bangalore. Whether it's through mentorship, hands-on workshops, or real-time support, we're here to help them not just learn but thrive.

We've seen partners who started with one or two engineers grow into full-fledged MSPs or became cybersecurity solution specialist, thanks to consistent upskilling and strong collaboration. That's the real reward—watching partners evolve and knowing we played a part in that journey. And that's what keeps us committed to solving the skills gap, one relationship at a time.

? What are the key barriers to partner enablement and upskilling in the region, and how is Sophos addressing the cybersecurity talent gap among its channel ecosystem?

The cybersecurity skills gap in India isn't just a statistic. It's something we see every day when speaking to partners across cities, towns, and even remote regions. Many of them are incredibly driven but don't always have access to the kind of structured training or skilled resources they need to stay competitive. And in a fast-changing envi-

? How do you see regulatory changes, data sovereignty concerns, and regional compliance requirements impacting channel

CHECK POINT UPS THE ANTE ON FASTER THREAT PREVENTION PERFORMANCE

Optimized for SD-WAN, the New Quantum Force Branch Office Firewalls deliver protections against growing attacks on branch offices and superior end user experience

This month Check Point Software Technologies Ltd. announced major advancements to its family of Quantum Force Security Gateways. All Quantum Force Security Gateways for the data center and perimeter are receiving a 15%-25% performance boost in threat prevention throughput – delivered automatically via software update. In parallel, Check Point is launching a new lineup of AI-powered Quantum Force Branch Office Security Gateways designed to provide enterprise-level firewall security with up to a 4x increase in threat prevention performance from previous models.

Delivering Super-Fast Cloud Application Performance

Check Point claims these four new branch firewalls deliver an industry-leading 99.9% block rate, super-fast cloud application performance, and are optimized for SD-WAN to meet the growing demands of hybrid networks and the modern distributed workforce. According to the latest data from Check Point Research (CPR), branch offices are now facing an average of 713 weekly attack attempts per location, a 36% rise from the

same period last year. Additionally, 50% of branch offices encounter attempts to exploit vulnerabilities from external sources, highlighting the urgent requirement for robust branch security and scalable management in the AI era.

AI-Powered Threat Prevention

"As we continue to prioritize innovation and efficiency, Check Point's new Quantum Force Branch Office Security Gateway firewalls are built for speed, simplicity, and security," said Nataly Kremer, Chief Product Officer at Check Point. "They're 4x faster than previous models, optimized for SD-WAN, and backed by our latest AI-powered threat prevention. And with automatic performance upgrades, existing Quantum Force customers will receive a 15-25% performance boost with a software update — no hardware changes required."

The Need for Strong Enterprise Firewalls

Today's branch offices play a crucial role in engaging directly with customers but often represent the most vulnerable point in network security. Their direct links to the public cloud and the internet



NATALY KREMER
CHIEF PRODUCT OFFICER
CHECK POINT

"CHECK POINT'S NEW QUANTUM FORCE BRANCH OFFICE SECURITY GATEWAY FIREWALLS ARE 4X FASTER THAN PREVIOUS MODELS, OPTIMIZED FOR SD-WAN, AND BACKED BY OUR LATEST AI-POWERED THREAT PREVENTION."

**CHRIS KONRAD**VICE PRESIDENT OF GLOBAL CYBER
WWT

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make them more susceptible to cyber threats. With the current threat environment and a staggering 44% rise in cyber-attacks year over year, as highlighted in CPR’s 2025 Security Report, there is a significant need to implement strong enterprise firewalls that can effectively defend against online threats without impacting network performance by causing delays or disruptions.

Turning Cyber Resilience into Competitive Edge

“World Wide Technology (WWT) provides security products and services to customers across a variety of industries including financial services, manufacturing, retail and healthcare with distributed branch offices,” said Chris Konrad, Vice President of Global Cyber at WWT. “Check Point’s new next-generation Quantum Force Branch Office Security Gateways with enhanced AI powered threat prevention, empower us to protect these customers from the latest attacks on branch offices. These innovations help our clients reduce risk, streamline operations, and scale securely across hybrid environments — turning cyber resilience into a competitive advantage.” Check Point’s Quantum Force Branch Office Security Gateways capabilities include:

- **Industry-leading Threat Prevention:** A 4x boost in threat prevention throughput with a tried and tested industry leading 99.9% block rate based on Miercom’s 2025 security benchmark report.
- **Optimized for Cloud Applications:** Lightning-fast security performance for SaaS apps by optimizing for SD-WAN, expanding network connectivity up to 10X to 10 GbE, and increasing port capacity 2X.
- **Unified Management:** Top rated unified security management for enterprise, campus, branch, and cloud environments along with zero-



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trust policy across the entire enterprise.

Enabling Organizations to Secure Branch Offices

“Branch offices are often the soft spots in enterprise security, providing vulnerable entry-points for attacks and compromising the security posture across the enterprise,” said Pete Finalle, Security Research Manager, at IDC “Check Point’s new Quantum Branch Office Security Gateways deliver robust threat prevention to the edge, enabling organizations to secure their branch offices from emerging cyber threats while keeping pace with the demands of the hybrid workforce.”

Availability

The four new Check Point Quantum Force Branch Office Security Gateways are available now through the company’s network of global partners. [SME](#)

WHAT DOES CHECK POINT’S QUANTUM FORCE BRANCH OFFICE SECURITY GATEWAYS CAPABILITIES INCLUDE?

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- **Unified Management:** Top rated unified security management for enterprise, campus, branch, and cloud environments along with zero-trust policy across the entire enterprise.

INNOVATE.
INTEGRATE.
ELEVATE.

CELEBRATING
25 Inspiring
YEARS EVOLUTION

SHAPING THE FUTURE GEMER.



(From Left to Right) Sukhdev Singh, President - Smart Business Solutions, SHARP Business Systems (India) Private Limited; Osamu Narita, Managing Director, SHARP Business Systems (India) Private Limited; Jun Kasawaki- Head, Asia Business Solutions Centre, Thailand; and Gedupuri Madhu, General Manager -Marketing & Product Planning India/ASEAN, SHARP Business Systems (India) Pvt Ltd. at the launch of the A3 colour MFP series in India during the SHARP National Dealer Meet 2025 and Silver Jubilee Celebrations in Jaipur

SHARP LAUNCHES NEW A3 COLOUR MULTIFUNCTION PRINTERS IN INDIA

Designed to redefine office efficiency and meet the evolving demands of Indian businesses, the new A3 colour multifunction printers are built to enhance productivity

SHARP Business Systems (India) Pvt. Ltd., a wholly owned Indian subsidiary of SHARP Corporation, Japan, has launched its latest A3 colour multifunction printer (MFP) series in India during the SHARP National Dealer Meet 2025 and Silver Jubilee Celebrations held in Jaipur. Designed to redefine office efficiency and meet the evolving demands of Indian businesses, the newly introduced models — BP-22C20/BP-22C20T and BP-22C25/BP-22C25T — are built to enhance productivity with copy and print speeds of 20 PPM and 25 PPM respectively. These models combine performance, compactness, and cost-effective colour output in a single robust device.

The BP-22C series MFPs bring an optimal mix of functionality and design, offering one of the most compact footprints in their class. These models are designed to seamlessly integrate into dynamic work environments including SMEs, corporate offices, co-working spaces, healthcare, and educational institutions. With a 7-inch intuitive touch panel, users can easily access key functions and simplify document handling through smart features such as Rotated Output for Copy

and duplex printing—streamlining tasks across both portrait and landscape formats with ease.

“Indian offices today are looking for smart, reliable machines that don’t take up too much space but still get the job done well. That’s exactly what the BP-22C series is about. It’s practical, easy to use, and brings colour printing within reach—without making it complicated or expensive,” said Osamu Narita, Managing Director – SHARP Business Systems, India.

“We designed this series with real work situations in mind—busy teams, limited space, and the need for quick results. Whether it’s scanning, printing or sharing documents on the go, the BP-22C20 and BP-22C25 offer the flexibility and performance that fit right into Indian workplaces,” said Sukhdev Singh, President – Smart Business Solutions, SHARP Business Systems, India.

Innovative Design and Exceptional Connectivity

Engineered to support diverse office workflows, the BP-22C series offers consistent print speeds of up to 20/25 pages per minute in both colour and monochrome. With 2 GB RAM and 16 GB

eMMC storage, the devices support high-efficiency operations, including PCL printing, quick warm-up, and an expanded paper capacity of up to 1,850 sheets for uninterrupted tasks.

The series also stands out for its enhanced mobile connectivity—users can print and scan directly from smartphones via the Sharpdesk Mobile app. Compatibility with AirPrint allows seamless integration with iOS devices, while USB Direct Print functionality further adds convenience for users needing quick access. Optional wireless connectivity ensures flexibility, especially in office environments lacking LAN infrastructure.

Additionally, advanced features like the 100-sheet Reversing Single Pass Feeder with 31 OPM scan speed and multiple destination options (email, FTP, USB) make the BP-22C series a practical choice for busy offices managing high-volume document workflows.

“Businesses today are looking for solutions that balance versatility and efficiency,” said Jun Kasawaki, Head of Asia Business Solutions Centre, Thailand, SHARP. “The BP-22C series is designed to cater to the evolving needs of the



SUKHDEV SINGH
President - Smart Business
Solutions, SHARP Business
Systems, India

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modern workplace, where space is limited but performance expectations are high. With its combination of vibrant colour printing, exceptional monochrome functionality, and energy-efficient operation, the BP-22C series enables businesses to stay ahead of the curve, delivering high-quality colour documents on demand while minimizing operational costs."

Security and Sustainability at the Forefront

SHARP has prioritized security in the BP-22C series, offering password-based user authentication and secure job retention. IT administrators can also benefit from secure data erasure protocols when decommissioning the device—ensuring complete data privacy and regulatory compliance.

On the sustainability front, these ENERGY STAR certified MFPs consume as little as 0.5W in network standby mode, reducing power usage and supporting environmentally responsible operations—a key consideration for Indian enterprises looking to align with green practices.

A Powerful Solution for India's Diverse Business Ecosystem

Whether in small businesses, educational institutions, hospitals, or government offices, the SHARP BP-22C series provides a cost-efficient solution with high-quality colour printing, fast performance, and robust mobile support. These MFPs offer Indian enterprises the opportunity to enhance office productivity while maintaining low operational costs.

The BP-22C20/BP-22C20T and BP-22C25/



OSAMU NARITA
Managing Director - SHARP
Business Systems, India

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BP-22C25T will be available across India through SHARP's network of offices and authorized channel partners, with pricing starting from INR 2,97,500.

A wholly owned Indian subsidiary of SHARP Corporation, Japan, SHARP Business Systems (India) Pvt Ltd is supported by a well-trained sales and service force. The Printing Solutions provider offers a host of market leading B2B and B2C products that includes a comprehensive range of the latest office Solutions, Visual Solutions and Home Solutions across India for over 25 years. **SME**



Offering consistent print speeds of up to 20/25 pages per minute in both colour and monochrome, the BP-22C series comes up with 2 GB RAM and 16 GB eMMC storage.

BUILDING SMARTER, SAFER NETWORKS WITH AI-NATIVE SOLUTIONS

By combining leading technology with strong partnerships, Juniper is helping businesses build better networks, deliver better service to their customers, and create new opportunities for growth

The technology landscape is evolving rapidly, with businesses facing increased pressure to adapt to AI-driven innovations, ensure seamless connectivity, and optimize data center operations. As companies seek to scale and future-proof their operations, there is a growing need for solutions that are not only flexible but also enable partners to deliver real-time, impactful results for their customers.

In this context, Juniper Networks has announced a new evolution of its partner program, Juniper Partner Advantage 2025, which is set to help partners overcome these challenges and capitalize on new opportunities. With businesses pushing for more efficient solutions that drive growth while simplifying operations, Juniper's enhanced support and incentives for partners couldn't come at a better time.

To get a hang of the inner matrixes of Juniper's Partner Program, SME channels had spoken to Harshavardhan Kathaley, Director - Partner Sales, India & South Asia at Juniper Networks to understand how businesses can navigate these shifts and leverage Juniper's offerings to unlock growth.

As Director - Partner Sales, India & South Asia at Juniper Networks, Harsh leads the company's partner ecosystem and drives strategic sales initiatives. His role spans both regional and vertical markets, with a focus on empowering partners to design and deliver AI-Native, cloud-ready and secured intelligent networks that meet evolving customer needs.

Previously, Harsh held leadership roles at Ingram Micro and Avaya, where he oversaw channel sales, business operations, and partner strategy. He played a key role in building agile, high-performing channel ecosystems.

Harsh champions "deliberate and dependent partnering"—a philosophy rooted in trust and shared outcomes. He is committed to creating win-win partnerships that deliver mutual



HARSHAVARDHAN KATHALEY
Director - Partner Sales, India & South Asia, Juniper Networks

"WE OFFER PROGRAMS THAT ARE EASY TO NAVIGATE, REWARDS THAT ARE BASED ON CLEAR PERFORMANCE GOALS, AND TOOLS THAT HELP THEM GROW FASTER AND SERVE CUSTOMERS BETTER."

growth, embrace innovation such as AI-led transformation, and drive long-term value for all stakeholders.

In this SME Channels exclusive, the channel veteran reveals his business priorities; how Juniper's current market strategy aligns with its overall channel policy; Juniper's business-critical industry collaborations; the uniqueness of Juniper's Mist AI-Native Networking platform; the evolving threatscape in India; and much more. Edited excerpts...

2 What is Juniper's current market strategy and how is it aligned with your overall channel policy?

Juniper's market strategy focuses on helping

businesses build smarter, faster, and more secure networks by putting AI at the center of everything we do. As companies move faster toward digital transformation, there is a growing need for networks that can operate automatically, fix problems before they happen, and support the demands of cloud-based services. Juniper is helping customers meet these needs with AI-Native solutions that are simple to use, reliable, and secure.

Our partners play a key role in bringing these solutions to the market. We are fully committed to their success by offering programs that are easy to navigate, rewards that are based on clear performance goals, and tools that help them grow faster and serve customers better. Programs like Partner Advantage and Elite Plus are designed to create strong, two-way relationships that help both

Juniper and our partners succeed.

Our channel approach is based on simplicity, openness, and shared growth. We give partners access to our full range of AI-Native solutions, offer flexible pricing and sales options, and provide tools to make selling and delivering services easier. This allows partners to grow their businesses, offer more to their customers, and tap into new markets.

By combining leading technology with strong partnerships, Juniper is helping businesses build better networks, deliver better service to their customers, and create new opportunities for growth.

Would you please elaborate on Juniper's recent collaboration with Google Cloud?

Juniper's collaboration with Google Cloud marks a major step forward in helping enterprises transform their branch and campus networks for the AI era. Through this partnership, customers can now easily subscribe to Google's Cloud WAN solution alongside Juniper's Mist AI-Native wired, wireless, secure SD-WAN, network access control (NAC), and firewall services all with just a few clicks via the Google Cloud Marketplace.

This integrated solution combines the global scale and reliability of Google Cloud's infrastructure with the intelligence and automation of Juniper's Mist AI-Native Networking Platform. Together, we are helping enterprises deploy new branches faster, simplify operations, enhance security, and optimize user experiences across devices, applications, and clouds.

As AI applications and cloud-based services continue to grow, the need for reliable, low-latency, and secure connectivity has never been greater. Powered by AIOps, Juniper's Mist platform ensures proactive issue resolution, self-driving automation, and consistently high-performance networks. This partnership directly addresses the operational complexity, security challenges, and inconsistent application performance that many businesses face today.

By working together, Juniper and Google Cloud are enabling organizations to build agile, secure, and cost-effective networks that are ready for the demands of AI, cloud, and next-generation digital transformation.

What's unique about Juniper's Mist AI-Native Networking platform? How can it help optimize user experiences?

Juniper's Mist AI-Native Networking Platform is built to make networks smarter, easier to manage, and more reliable by using artificial intelligence at the core. It constantly gathers data from across

the network including Wi-Fi, switching, WAN, security, and data center devices — and uses AI to automatically detect issues, fix problems faster, and optimize performance without heavy manual work.

Recent updates have made Mist AI even more powerful. It now gives network teams a full view of how data moves across the network, helping spot and solve complex issues before they impact users. New tools also allow businesses to connect their own AI systems for even faster troubleshooting, and automatically adjust the network to meet application needs, ensuring smoother and faster connections.

Mist AI helps businesses deploy branches faster, cut operational costs, and deliver a better experience for every user, device, and application. It makes networks more predictable, secure, and easy to manage, giving IT teams more time to focus on innovation instead of firefighting. ¹

As a pioneer in secure, AI-Native Networking, how do you look at the evolving threatscape in India?

As a pioneer in AI-Native Networking, we view the evolving threatscape in India as an incredible opportunity due to rising complexity. With the rapid 5G deployment, cloud migration, IoT expansion, and the growing AI-driven applications—the role of networking has transformed. Networks are no longer just the plumbing infrastructure; they are now the digital nervous system of enterprises, expected to be intelligent, agile, and aiding to deliver business outcomes. For India specifically, our scalable, cloud-ready, AI-native network architectures are helping businesses and service providers stay ahead of the curve. We are also seeing strong momentum in verticals like banking, manufacturing, healthcare, and education, where high-performance, low-latency, and mission-critical networking is a must.

By leveraging AI and machine learning at the core of our solutions, we enable networks to self-monitor, self-heal, and continuously optimize performance. Whether it's automated root cause analysis, predictive performance insights, or intent-based orchestration, our platforms like Marvis and Mist AI as well as tools like Apstra and Paragon are setting new heights in network efficiency and user experience.

But as networks become more intelligent and distributed, they also become more exposed. That's why, at Juniper, security is not an add-on; it is natively embedded across the entire network. From the edge to the core, and across multi-cloud environments, we deliver unified threat detection, zero-trust enforcement, and automated policy

management. In a time when cyber threats are becoming complex, our AI-Native, security-first networking approach ensures Indian organizations can move forward with confidence in scaling their digital ambitions without compromising on safety.

Please shed some light on your geo-spread in the India market.

Juniper has built a strong and growing presence across India, supporting customers and partners throughout the country. Along with our partners, we have established presence across India's major metros and fast-growing Tier 2 and Tier 3 cities. Our solutions are deployed in all the key verticals such as telecom, BFSI, IT/ITES, manufacturing, healthcare, education, and government.

We have active presence in regions like Delhi NCR, Mumbai, Bengaluru, Hyderabad, Chennai, Pune, and Kolkata while also covering cities like Ahmedabad, Kochi, Jaipur, and Bhubaneswar etc. We go all-out to stay close to our customers through localized partners and regional system integrators. We ensure customers across geographies receive consistent, high-quality engagement and service support. As the demand for cloud, data center modernization, and AI-driven networking grows beyond traditional geo locations, we're well-positioned to scale with India's evolving digital ecosystem.

What is your growth roadmap for next year?

Over the next year, Juniper's focus will be on strengthening our leadership in AI-Native Networking and expanding our presence across key growth sectors. With our AI-Native secured networking solutions, we're confident of driving significant growth in India while helping customers build networks that are self-driving and secured. Our focus will remain on delivering measurable business outcomes for the customers viz. faster roll-out, reduced operational complexity, improved end-user experiences. Our growth plan for the next year is built on three focus areas: using AI to drive innovation, growing our partner network, and delivering great value to our customers. We aim to expand the use of our AI-powered networking solutions in key industries like telecom, banking, government, and large enterprises. We're also focused on strengthening our partner network across India. By training and supporting our partners better, we can reach more cities and help more organizations in those markets. With AI at the heart of our technology and security built in from the start, we're confident we'll grow strongly in the year ahead. ^{SME}



VIBHOR AGARWAL,
CEO, SUPERTRON ELECTRONICS PVT LTD

"THIS COLLABORATION ENHANCES OUR PRODUCT PORTFOLIO AND ALLOWS US TO OFFER OUR CUSTOMERS BEST-IN-CLASS MEMORY SOLUTIONS BACKED BY LEXAR'S GLOBAL EXPERTISE."

SUPERTRON TO ENACT LEXAR'S AGGRESSIVE INDIA PUSH

The distribution partnership with Supertron is aimed at aggressively strengthen Lexar's market share position in camera memory solutions segment

L leading global flash memory and storage solutions brand Lexar appointed Supertron Electronics Pvt. Ltd. as an official Pan-India distributor for its key product segments in India. As a part of this strategic partnership, Lexar plans to further penetrate and expand its distribution and sales network across India, thereby making its products readily available for its end consumers across the country. Under this partnership, Supertron Electronics will distribute Lexar's popular range of products, including pen drives, portable SSDs, microSD cards, internal SSDs, and DRAM modules across both consumer and enterprise markets.

Lexar's portfolio includes a wide range of memory and storage solutions, specifically designed to meet the surge in demand for high-performance storage and data transfer speed requirements in the Indian memory solution market. This partnership with Supertron Electronics aligns with Lexar's commitment to providing high-quality products to meet the growing demand for reliable and innovative memory solutions.

Lexar's aggressive India Push

Commenting on the announcement, Fissal Oubida, General Manager – India, Middle East, and Africa, Lexar, said, "India is a key market for Lexar, offering immense growth potential. Through our partnership with Supertron Electronics, Lexar aims to further aggressively establish itself as a trusted and innovative brand

in the Indian storage market. Supertron's deep understanding of the Indian market and its strong distribution capabilities make them an ideal partner. Together, we aim to accelerate our reach and make Lexar's innovative storage solutions accessible to a broader consumer base."

REPLICATING CF EXPRESS AND SD CARD SUCCESS

Lexar claims to secure the No.1 leading market share positions in India with its CF Express and SD card offerings. The brand now aims to replicate this success in other high-demand segments such as SSDs, portable SSDs, and DRAM solutions. With over 50 branches and a presence in more than 750 cities across India, Supertron Electronics is one of the country's foremost IT and electronics distribution companies, supported by a robust on-ground sales force and a network of over 15,000 channel partners. This collaboration marks an important milestone in Lexar's commitment to strengthening its presence and delivering cutting-edge memory solutions to a wider Indian audience.

EXPANDING LEXAR'S PRESENCE IN INDIA MARKET

Echoing this sentiment, Vibhor Agarwal, CEO, Supertron Electronics Pvt Ltd said, "With rapidly evolving technology and dynamic market trends, the future looks promising for Lexar's innovative solutions. Lexar's cutting-edge product lineup—delivering high speeds and large storage capaci-

ties—reflects its unwavering commitment to performance and reliability. We are proud to join hands with Lexar, a brand known for its uncompromising quality and technological innovation. This collaboration enhances our product portfolio and allows us to offer our customers best-in-class memory solutions backed by Lexar's global expertise. We are excited to expand Lexar's presence in the Indian market, aiming to enhance the digital experience and positively impact the lives of Indian consumers."

Lexar continues to focus on innovation, reliability, and customer-centricity, offering the latest in storage technology to meet the evolving needs of creators, gamers, professionals, and enterprises.

The Supertron Way

One of India's ten largest IT product distribution intermediaries, Supertron Electronics Ltd commands a turnover of over INR 7000 Cr. Established in 1993 in Kolkata by V.K. Bhandari, the Chairman and Managing Director, Supertron Electronics is driven by an overarching mission to bring world-class technology to an under-penetrated India and empowering users. The company's flagship business is the distribution of a wide variety of IT products including Desktops, Laptops, Netbooks, PC components, Peripherals, Memory modules, Storage products, Networking products and Consumer Electronic Products of brand-enhancing international vendors. **SME**



DR. A.S. PRASAD

VP, Product Management & Engineering, Vertiv India

PROFILE

In a career spanning over 30 years, Dr. Prasad has held various leadership roles, working with companies such as ABB, CPCL Chennai, and Emerson Electric Co. Since 2014, he has been with Vertiv Energy Private Limited, where he currently serves as Vice President of Product Management for the Indian Subcontinent. His career has spanned national and international assignments.

HOW MODULAR DATACENTERS ARE TRANSFORMING INFRASTRUCTURE DEPLOYMENT

In an era where speed, scalability, and flexibility determine competitive edge, modular data centers have become indispensable—offering a strategic, agile architecture that meets today's technology demands and tomorrow's growth ambitions

In 2024, India's modular data center market was valued at USD 1,073.1 million. According to IMARC Group, it is forecast to expand at a compound annual growth rate (CAGR) of 13.8% between 2025 and 2033, reaching USD 3,441.4 million by 2033. This surge is propelled by India's accelerating digital transformation, as organizations across sectors embrace cloud migration, data modernization, edge computing, and sustainability initiatives. In an era where speed, scalability, and flexibility determine competitive edge, modular data centers have become indispensable—offering a strategic, agile architecture that meets today's technology demands and tomorrow's growth ambitions.

Modular thinking refers to the design and deployment of infrastructure in self-contained, prefabricated units that can be assembled quickly and scaled efficiently. These modules, often built offsite in controlled environments, integrate core components such as power, cooling, and management systems. Once ready, they are transported and installed on-site, drastically reducing construction timelines and operational disruption. This approach mirrors the principles of modern manufacturing—standardised, scalable, and highly responsive to demand.

Speed with Structure

One of the foremost advantages of modular infrastructure is the acceleration of deployment timelines. Prefabricated modules can reduce rollout durations by up to 50%, compared to traditional construction approaches. But beyond speed, modular deployments enable a structured execution process where each component is pre-engineered, pre-tested, and built to the standards. This significantly reduces on-site complexity, mitigates risk, and enhances predictability.

Scalable Design Across Environments

Modular systems bring a consistent design phi-

losophy to varied deployment environments. From decentralised edge sites to large-scale core data centres. This consistency does not come at the cost of flexibility. Modular units can be tailored to meet specific power, cooling, or workload requirements while ensuring standardisation across management, monitoring, and operational protocols. Such adaptability is vital in a technology landscape where infrastructure must support diverse and dynamic demands.

Controlling Costs and Complexity

In an era of tightening budgets and heightened scrutiny over capital expenditure, modular thinking offers financial clarity. The use of standardised components and repeatable designs streamlines procurement, shortens lead times, and facilitates more accurate financial forecasting. Furthermore, modular architectures simplify lifecycle management. Upgrades, replacements, or capacity expansions can be carried out with minimal service interruption, ensuring continuity while maintaining flexibility.

Enhancing Resilience and Supply Chain Efficiency

As businesses build for resilience, the ability to manage supply chains effectively has become a critical factor. Modular deployments provide greater control over the sourcing, scheduling, and installation of infrastructure components. They also offer a buffer against logistical volatility by enabling offsite fabrication and consolidated delivery. The result is a more stable, manageable, and transparent build process.

Supporting Sustainability Goals

Sustainability is a fundamental part of corporate and national strategies today. Modular infrastruc-

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RAJENDRA CHITALE
Chief Finance Officer (CFO) at Crayon
Software Experts India

PROFILE

As the Chief Finance Officer (CFO) at Crayon Software Experts India, Rajendra has been instrumental in building the company's financial foundation since 2014. He brings over two decades of experience in consulting, with deep expertise in mergers and acquisitions (M&A), due diligence reviews, business advisory, and post-merger integration. Before joining Crayon in 2014, he had a four-year stint at BDO India, where he established, developed, and led the Due Diligence Service Line. At Crayon, Rajendra has played a pivotal role in building the India operations from the scratch, overseeing finance and strategy functions not just for India but also for Southeast Asia, and now the Middle East and Africa region.

THE CFO'S GUIDE TO ZERO TRUST SECURITY - FINANCIAL BENEFITS OF A STRONGER CYBER POSTURE

Against the backdrop of a dynamic threatscape, Zero Trust Security offers CFOs a pragmatic and financially sound path forward, one that not only mitigates cyber threats but also strengthens the company's economic fundamentals

In a world where digital assets have eclipsed physical ones in value, cybersecurity is no longer just an IT concern - it is a cornerstone of enterprise risk management and financial governance. CFOs are often tasked with answering to shareholders, regulators, and customers about fiscal prudence and long-term value creation. Yet, many organizations overlook a fundamental truth: inadequate cybersecurity is a silent balance sheet liability.

Every unchecked vulnerability, every unmonitored access point, is a contingent liability waiting to materialize.

In this evolving landscape, Zero Trust Security offers CFOs a pragmatic and financially sound path forward, one that not only mitigates cyber threats but also strengthens the company's economic fundamentals.

The Cost of Trusting Too Much

According to IBM's 2024 Cost of a Data Breach Report, the global average data breach cost has climbed to \$4.45 million - a 15% increase over the past three years. Indirect costs, such as reputational damage, regulatory fines, and lost customer trust, only amplify this burden. For CFOs, these are not abstract numbers; they directly impact EBITDA, shareholder confidence, and even market valuation.

Zero Trust Security is based on the principle of "never trust, always verify" that radically minimizes the attack surface by continuously authenticating users, devices, and transactions. It offers a pragmatic approach to prevention, rather than costly remediation.

Quantifying the Financial Benefits of Zero Trust

Reduced Incident Costs: Organizations that have fully deployed Zero Trust architecture report cost savings of over \$1 million per breach incident compared to those without, as per recent research.

By investing upfront, CFOs can significantly lower potential outlays for breach management, legal penalties, and customer restitution.

Lower Cyber Insurance Premiums: As insurers grow increasingly risk-averse, a strong cyber posture, anchored in Zero Trust principles, often qualifies organizations for lower premiums and better coverage terms. For companies paying six- or seven-figure sums for cyber insurance annually, this is a critical optimization lever.

Improved Regulatory Compliance and Avoidance of Fines: Regulatory bodies such as GDPR, CCPA, and India's DPDP Act now impose hefty penalties for data mishandling. Zero Trust ensures robust data access controls and audit trails, drastically reducing the risk of non-compliance fines.

Operational Efficiency and Cost Optimization: Zero Trust doesn't just improve security; it also streamlines identity and access management, simplifies device provisioning, and automates security workflows. This results in lower operational overhead and more efficient use of IT resources, enhancing margins over time.

Enhanced Enterprise Value: Investors today scrutinize cyber resilience as closely as financial KPIs. A strong security posture fortified by Zero Trust principles can be a differentiator during M&A activities, valuations, and IPO preparations, ultimately protecting and elevating enterprise value.

Strategizing the CFO's Role in Zero Trust Implementation

Adopting Zero Trust is not an IT project; it's an enterprise-wide cultural and operational shift. CFOs must work hand-in-hand with CIOs, CISOs, and the Board to:

Champion Investment Prioritization: Frame Zero Trust not as a cost center but as a value-generating

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STRATEGIC COLLABORATION TO ACCELERATE NET-ZERO VISION

The signed a future-oriented Power Purchase Agreement (PPA) to significantly scale up its renewable energy usage, marking a major step toward decarbonizing its operations



NIRANJAN NAYAK
MANAGING DIRECTOR, DELTA
ELECTRONICS INDIA

Delta Electronics India, a prominent player in energy and power management solutions space in India, has signed a future-oriented Power Purchase Agreement (PPA) to significantly scale up its renewable energy usage, marking a major step toward decarbonizing its operations. Facilitated by Ventus Energy Consultancy Private Limited, this strategic transition is projected to reduce Delta's carbon footprint by approximately 6979 metric tons annually.

Reducing fossil fuel-based electricity dependency

Under the agreements, Delta will source a combined 9.6 million units of wind-generated power annually to power its manufacturing and operational facilities in Tamil Nadu. This transition is expected to significantly reduce the company's dependence on fossil fuel-based electricity and cut approximately 6,979 metric tons of carbon emissions annually, as per conservative industry estimates.

Benjamin Lin, President of Delta Electronics India, said, "At Delta, we believe in leading by example. Integrating renewable energy into our operations aligns our growth with India's climate goals and accelerates our global net-zero vision. Collaborations like these are key to building a resilient and responsible energy ecosystem."

The electricity will be sourced from wind farms located in Tirunelveli, Tuticorin, and Tiruppur, and supplied via TANGEDCO's grid under a

12-year agreement.

A Vision for Energy-Efficiency

Delta's ESG initiatives are deeply embedded into its business operations. Delta's energy-efficient products enabled global electricity savings of over 45.5 billion kWh between 2010 and 2023—resulting in 23.84 million tons of CO₂ emissions avoided. In 2023 alone, the company achieved a 39% reduction in Scope 1 and 2 emissions compared to its 2021 baseline.

Niranjan Nayak, Managing Director, Delta Electronics India, stated "Sustainability is central to Delta's purpose. These PPAs are more than transactions—they are part of a long-term strategy to decarbonize our operations and contribute meaningfully to India's green transition. They also reaffirm our commitments under global frameworks like RE100 and the Science Based Targets initiative (SBTi)."

Delta has also built 35 certified green buildings and operates two net-zero certified data centers globally. It continues to invest in net-zero factories, smart grids, energy storage, and renewable integration, particularly in its Indian operations.

Supporting India's Green Industry Ecosystem

By collaborating with Ventus Energy Consultancy, Delta is promoting a cross-industry model for renewable energy partnerships. The move supports India's national commitment to 500 GW of non-fossil fuel-based power capacity by 2030

"SUSTAINABILITY IS CENTRAL TO DELTA'S PURPOSE. THESE PPAS ARE MORE THAN TRANSACTIONS—THEY ARE PART OF A LONG-TERM STRATEGY TO DECARBONIZE OUR OPERATIONS AND CONTRIBUTE MEANINGFULLY TO INDIA'S GREEN TRANSITION."

and the broader transition toward decentralized, sustainable energy systems.

Rachna Kango, Senior Director – ESG & Strategic Marketing, Delta Electronics India, stated "Delta is proud to partner with forward-looking enterprises like Ventus Energy Consultancy to accelerate clean energy transition. These collaborations reflect our belief in inclusive, stakeholder-

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COMPUTEX 2025 SUCCESSFULLY DRAWS TO A CLOSE: AI TAKES CENTRESTAGE

The 2025 edition attracted top-tier international buyers, generating vast business opportunities across the AI supply chain and reinforcing Taiwan's pivotal role as a hub for global technology exchange

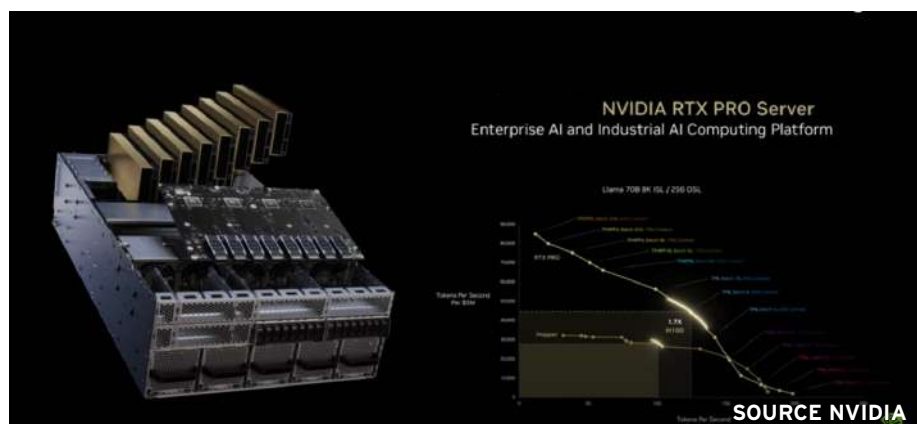
COMPUTEX 2025 concluded after four days of dynamic exhibitions and events. The show welcomed an impressive turnout, with 86,521 buyers from 152 countries, including Japan, the United States, South Korea, Vietnam, and India. As the global benchmark exhibition for AI and startups, this year's theme, "AI Next," brought together leading global tech companies and startup teams. The event attracted top-tier international buyers, generating vast business opportunities across the AI supply chain and reinforcing Taiwan's pivotal role as a hub for global technology exchange.

As global AI applications diversify rapidly, Gartner's Top 10 Strategic Technology Trends for 2025 identified Autonomous AI, Humanoid Robots, and Advanced Computing as key drivers transforming industries. COMPUTEX 2025

focused on three topics—AI & Robotics, Next-Gen Tech, and Future Mobility—spotlighting both cutting-edge development and real-world deployment.

Pegatron highlighted its capabilities in human-

machine integration with interactive biomimetic robot dogs and immersive VR devices. BenQ attracted strong interest with its multi-zone exhibit, especially the AI golf simulator combining visual tracking, motion sensing, and smart





JENSEN HUANG
Founder and CEO, NVIDIA

“NVIDIA IS NO LONGER JUST A TRADITIONAL TECHNOLOGY COMPANY, BUT AN AI INFRASTRUCTURE COMPANY. THE AI INFRASTRUCTURE MARKET IS ALL SET TO BE MEASURED IN TRILLIONS OF DOLLARS.”

analytics for real-time swing feedback. Advantech and Solomon showcased key innovations, including autonomous mobile robots (AMRs), collaborative robotic arms, and AIoT platforms—demonstrating Taiwan’s strength in intelligent manufacturing technologies.

TADA also curated a Smart Mobility Pavilion, joined by 19 brands including Pegatron, Vitalcore Technology, System Electronics, OToBrite, collectively promoting innovation in intelligent and electric vehicle technologies.

Global Startups Celebrate the 10th Anniversary of InnoVEX

Celebrating its 10th edition, InnoVEX saw its scale grow 12.5% over last year, with 450 startups from 24 countries. Thailand and the Philippines debuted national pavilions, sending a combined delegation of 22 startups—underscoring the rise of Asian innovation and the global connectivity of the COMPUTEX platform. InnoVEX Forum



welcomed renowned speakers from AWS, Google Cloud, NVIDIA, Qualcomm, Solomon, and Advantech, sharing insights on how AI is powering innovation and digital transformation.

This year’s Pitch Contest goes to DeepRad. AI from Taiwan, recognized for its innovative application of AI in medical imaging to enable early disease detection and prediction. The team’s strong commitment to advancing public health through practical AI solutions was highly praised by the judges.

Tech Leaders Dominate the Stage as Keynotes Draw Record Buzz

COMPUTEX Keynote opened with Jensen Huang, Founder and CEO of NVIDIA, followed by Cristiano Amon, CEO, Qualcomm, Young Liu, Chairman, Foxconn, Dr. Rick Tsai, Vice Chairman & CEO, MediaTek, and Jens Hinrichsen, Executive VP, NXP, offering rich perspectives across the evolving AI ecosystem. Notably, Taiwan featured prominently in nearly every keynote, reinforcing its critical role in the global technology and supply chain landscape.

COMPUTEX Forum, themed “AI in Action”, welcomed 13 tech industry leaders from NVIDIA, Google DeepMind, Texas Instruments, Advantech, Arm, Intel, Adobe, Cadence, bp Castrol, Infineon, Seagate, Schneider Electric, and Compal. Over 1,300 attendees joined the forum to explore the latest in AI implementation and market trends.

Cross-Industry Collaborations Spark New Trends in Sustainability and Lifestyle

In COMPUTEX 2025 Sustainable Design Award, Pegatron earned the Gold Award, ASUS the Silver, and Lite-On the Bronze—underscoring the tech

industry’s growing commitment to sustainability.

The exhibition also featured creative cross-industry collaborations. Following last year’s success, plainme and iconic local snack brand Kuai Kuai teamed up again to launch a series of limited-edition co-branded merchandise. Meanwhile, Taiwan Stock Exchange Corporation and GQ Taiwan co-hosted a refined Hospitality Lounge, merging capital markets with lifestyle aesthetics and showcasing COMPUTEX’s vibrant commercial influence.

COMPUTEX 2026

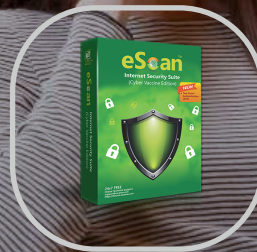
The next edition of COMPUTEX will take place from June 2 to June 5 in 2026, driven by strong exhibitor demand following this year’s successful results, the show will expand beyond Nangang Exhibition Halls 1 and 2 to include TWTC Hall 1, creating a dedicated AI-powered tech lifestyle ecosystem unique to COMPUTEX.

Founded in 1981, COMPUTEX has grown with the global ICT industry and grown up stronger over the last four decades. Bearing witness to historical moments in the development of and changes in the industry, COMPUTEX attracts more than 40,000 buyers to visit Taiwan every year. It is also the preferred platform chosen by top international companies for launching epoch-making products.

Taiwan has a comprehensive global ICT industry chain. Gaining a foothold in Taiwan, COMPUTEX is jointly held by the Taiwan External Trade Development Council and Taipei Computer Association, aiming to build a global tech ecosystem. COMPUTEX has become a global benchmark exhibition for AI and startups, connecting global pioneers and enabling new sparks of breakthrough technology. 

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

HP

MODEL NAME

HP Spectre x360

WHAT'S UNIQUE ABOUT IT

The HP Spectre x360 is known for its versatile 2-in-1 design, allowing it to be used as both a traditional laptop and a tablet, and its strong performance for both work and play. It also boasts a sleek, premium design, often featuring an OLED display with a high refresh rate and intelligent features like AI noise reduction for calls.

Modern Spectre x360 laptops are packed with intelligent features, including AI noise reduction for clear audio during calls, 9MP cameras for high-quality video conferencing, and Windows Studio Effects for features like background blur and auto-framing. They are powered by Intel Core processors, often with the latest generation, and feature integrated Intel Arc graphics, making them suitable for both productivity and some light gaming.

KEY HIGHLIGHTS:

- 2-in-1 Convertible Design
- OLED display with a 120Hz refresh rate
- Intel Core Ultra 7 processor
- NVIDIA GeForce RTX graphics
- 9MP webcam
- AI features like seamless phone connectivity & intelligent sensing support
- Wi-Fi 6E, Bluetooth
- Multiple USB Type-C ports, including Thunderbolt 4

SOHO FRIENDLY QUOTIENT

Overall, the HP Spectre x360 is a premium 2-in-1 laptop that combines a sleek design, powerful performance, and intelligent features to offer a versatile and enjoyable computing experience. The Spectre x360 comes in various configurations to cater to different needs, with options for different screen sizes (13.5-inch, 14-inch, 16-inch), processors, memory, and storage.



**BRAND NAME**

Dell

MODEL NAME

Dell XPS 15

WHAT'S UNIQUE ABOUT IT

The Dell XPS 15 is known for its premium build quality, powerful performance, and stunning display, particularly the OLED option. It's a versatile laptop suitable for both creative professionals and everyday users who value a high-quality experience. Recent models also feature built-in AI acceleration with an NPU for faster performance and improved battery life. Sporting a CNC machined aluminum body and diamond-cut edges, the Dell XPS 15 gives a premium feel. Recent models include a built-in Neural Processing Unit (NPU) for AI acceleration, enhancing performance for tasks like photo editing and video processing.

KEY HIGHLIGHTS:

- 15.60-inch display resolution of 1920x1080 pixels.
- Windows 10 Professional laptop
- Core i5 processor
- 4GB of RAM & 256GB of SSD storage
- Graphics are powered by Nvidia GeForce GTX 1050 Ti

SOHO FRIENDLY QUOTIENT

Features like a built-in lid sensor for instant on, facial recognition and fingerprint reader for secure login, and Dell Pair for easy Bluetooth device connection enhance the user experience. With the FHD+ display, users can expect up to 16 hours of battery life, while the OLED option provides around 9 hours. For Advanced Connectivity, the device includes Thunderbolt 4 ports, a full-size SD card reader, and a headphone jack. Dell also includes adapters for USB-A and HDMI.

BRAND NAME

FUJIFILM

MODEL NAME

FUJIFILM PROJECTOR ZUH6000

WHAT'S UNIQUE ABOUT IT

The FP-ZUH6000 ultra-short-throw projector is capable of projecting 4K images, thanks to the latest DLP chip installed in the image processing unit. The device is equipped with the "folded two-axial rotatable lens." By enhancing Fujifilm's unique optical engine, the FP-ZUH6000 achieves color reproduction that is approximately 1.5 times better than that of the current model, as well as smoother gradation expression. In addition, the FP-ZUH6000 is the first projector to feature "Film Simulation."

KEY HIGHLIGHTS:

- HD 4K (screen resolution 3840 x 2160) image projection
- "Film Simulation" color reproduction mode in picture settings
- Capable of projecting bright 6000lm images
- lightweight (approx. 17.5kg) and compact design
- "folded two-axial rotatable lens" for flexible spatial production
- 100-inch large screen projection from just 75cm distance

SOHO FRIENDLY QUOTIENT

The first projector in the Z Series to support 4K high-definition projection, the FP-ZUH6000 is a projector that effectively creates immersive spaces with its excellent color reproduction and smooth gradation expression. In addition to providing vivid images with a brightness of 6000lm using the latest laser light source technology, it has also been designed to be lightweight and compact.



FUJIFILM

BRAND NAME

Xiaomi

MODEL NAME

Xiaomi Wireless Mouse Lite 3

WHAT'S UNIQUE ABOUT IT

The Xiaomi Wireless Mouse Lite 3 is notable for its lightweight design, 2.4GHz wireless connectivity, and comfortable, ergonomic shape. It also features a receiver storage compartment, a 1000 DPI precision sensor, and a long battery life. The mouse is designed to be comfortable to use for extended periods, with a smooth, rounded body that molds to the hand. Its lightweight construction (around 45g without battery) reduces hand fatigue. It uses a 2.4GHz USB receiver for a stable and reliable wireless connection, minimizing lag and interference. The receiver can be stored inside the mouse, making it less likely to get lost when not in use. The mouse is equipped with a 1000 DPI optical sensor for accurate tracking and smooth cursor movement.

KEY HIGHLIGHTS:

- **Lightweight and Ergonomic**
- **2.4GHz USB receiver**
- **1000 DPI Precision Sensor**
- **Powered by a single AAA battery**
- **Quiet Clicking with TTC silent keys**
- **Dual-Mode Connectivity (on some models)**

SOHO FRIENDLY QUOTIENT

Xiaomi Wireless Mouse Lite 3 is powered by a single AAA battery and features an auto-sleep mode to conserve power, potentially providing up to 12 months of battery life. The mouse utilizes TTC silent keys, which allow for quiet and comfortable clicking, suitable for shared workspaces.



Xiaomi



boAt

BRAND NAME

boAt

MODEL NAME

boAt PB435 Turbo 35W power bank

WHAT'S UNIQUE ABOUT IT

The boAt PB435 Turbo 35W power bank is notable for its 20000mAh capacity, 35W two-way fast charging, and 12-layer Smart IC protection. It also features a durable aluminum casing and multiple input/output ports for versatile charging. The 20000mAh battery provides ample power to charge devices multiple times, making it suitable for travel or extended use. The 35W two-way fast charging, enabled by technologies like Quick Charge 3.0, Power Delivery, and Programmable Power Supply (PPS), allows for rapid charging of compatible devices.

KEY HIGHLIGHTS:

- **High Capacity 20000mAh battery**
- **35W two-way fast charging**
- **12-layer Smart IC protection ensures safety**
- **Multiple input and output ports, including USB-C and USB-A**
- **Pass-Through Charging feature**
- **Premium look and feel with durable design**

SOHO FRIENDLY QUOTIENT

With multiple input and output ports, including USB-C and USB-A, it can charge various devices simultaneously. The aluminum casing provides a premium look and feel while also offering protection against daily wear and tear. Its Pass-Through Charging feature allows you to charge the power bank and your devices at the same time.

FROM THE GROUP EDITOR'S DESK



IS THE OPPOSITION TO SINDOOR SYMBOLIC OF GLOBAL RESISTANCE TO INDIA'S SELF-RELIANCE IN IT MANUFACTURING?

■ **SANJAY MOHAPATRA**
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As India accelerates its journey towards technological sovereignty through the Atmanirbhar Bharat initiative, opposition to traditional Indian exports like sindoor may appear trivial on the surface. However, from the lens of India's burgeoning IT and electronics manufacturing ecosystem, such opposition could be symbolic of a broader resistance to the country's self-reliant ambitions—particularly in sectors where India is rapidly closing the gap with global leaders. India's transition from a software powerhouse to a hardware manufacturing hub has been gaining momentum. Government-backed production-linked incentive (PLI) schemes, strategic investments in semiconductor fabrication, and the growth of local electronics manufacturing have positioned India as a serious contender in global supply chains. Yet, as India begins to assert itself in domains historically dominated by China, Taiwan, South Korea, and Western

economies, it also finds itself navigating subtle geopolitical and economic pushback.

The controversy around sindoor, a cultural export, may seem unrelated to IT hardware. But in practice, both are manifestations of India's intent to own its production ecosystems—whether in cosmetics or in chipsets. Opposition to such products, often citing safety, quality, or regulatory non-compliance, may be part of a familiar playbook: leveraging non-tariff barriers to slow down India's competitive ascent. In the case of IT manufacturing, this takes shape through stricter import licensing, origin-based certification disputes, and environmental standards disproportionately enforced against Indian exports.

This pattern suggests a strategic discomfort with India's push to shift from being a passive market to an active global manufacturing base. Just as sindoor represents India's cultural identity and export ambition, the Indian-manufactured smartphone, chipset, or PCB board represents its industrial resolve. And both are seen as challengers to entrenched suppliers and global economic hierarchies.

There is also the narrative angle. The global perception of Indian goods—whether cultural or technological—often carries an outdated bias. Indian manufacturing has made enormous strides in quality, innovation, and compliance, but the legacy image persists. This bias conveniently fuels resistance cloaked in regulatory or health-related narratives, which can be applied just as easily to sindoor as to Indian-made IoT devices or telecom equipment.

If India is to secure its place in the global IT hardware landscape, it must counter this opposition by strengthening domestic testing and certification labs, investing in brand India as a high-tech exporter, and ensuring its products meet or exceed international standards. At the same time, it must call out the double standards applied selectively to its exports—whether in vermilion or in semiconductors.

In essence, the opposition to sindoor is not just about tradition; it mirrors the challenges Indian IT manufacturers face on the global stage. Both are part of a larger shift where India is no longer content to be a consumer. It is becoming a producer, a competitor—and that, inevitably, makes some global players uncomfortable. **SME**



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