

SMECHANNELS

India's leading IT magazine for channel business

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RETHINKING CYBERSECURITY FOR THE AI ERA

In the age of AI and hyperconnectivity, the biggest
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it's our own complacency. **Page..18**

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EDITORIAL

WHY ZOHO CAN EMERGE AS A MICROSOFT CHALLENGER IN INDIA?

MANASH RANJAN DEBATA

manash@accentinfomedia.com



With National Policy Tailwinds blowing very forcefully Zoho seems to be positioned at the right place at the right time. The Modi Govt's push for tech self-reliance, data sovereignty, preferring local/domestic software are just music to the ears of Zoho's iconic founding Chairman Shreedhar Vembu. In a rare sign of support, the central government departments are moving away from Microsoft or Gmail to Zoho Mail.

When it comes to product breadth, Zoho offers a wide suite: CRM, Books, Drive, Writer/Sheets/Slides equivalents, collaboration tools (Cliq, etc.), plus newer items like Vani (for collaboration) to directly target Microsoft 365/Google Workspace competition. They are pushing investments into R&D, cloud infrastructure, AI too.

The brand's growing upmarket presence is something that's very encouraging. Zoho's revenue growth in India has been rapid. Its mid-market and enterprise segments are growing fast, clocking a staggering CAGR of 65%+ in upmarket (mid-market/enterprise) growth in recent years. More and more Indian enterprises and PSUs are showing interest.

Besides Zoho enjoys comfortable cost & localisation advantages vis-à-vis global market players like Microsoft. Its lower prices, would be definitely, more favourable for small or medium businesses, especially the domestic ones. Likewise, better localization will serve it well. It will have the cushion of language support, local data centres, possibly better response to local regulation and user preferences. There is a growing sense of preference for homegrown/local companies among consumers and government entities. The visible national pride in a desi brand as well as policy nudges may also give Zoho a touch advantage.

However, it's not going to be a smooth sailing for the desi brand. Zoho still needs to overcome lot of challenges to pose any considerable challenge to Microsoft. Features like security, compliance, scalability, integration, support are extremely mature. Zoho must match or convincingly beat Microsoft here. Big organisations often choose Microsoft because of reliability, huge partner networks, proven SLAs (service-level agreements), global presence etc.

Whether in India or in the world, many large companies are heavily invested in Microsoft products: Windows, Office, Azure, Teams etc. So, migrating would be certainly costly in terms of training, switching cost, custom integrations. Microsoft also bundles across layers: OS, productivity, collaboration, cloud infrastructure, identity management etc. Although Zoho is quite strong in many apps, Microsoft has more depth in infrastructure, like hybrid on-premises + cloud environments. **SME**

MY EXPERIENCE

Honeywell CT70 Mobile Computer

The Honeywell CT70 mobile computer is a rugged and reliable device that can provide frontline workers with real-time access to critical data, fast barcode scanning and on-screen contactless payment. Powered by the Qualcomm Dragonwing Q-6690 processor, the 5G CT70 includes advancements such as an AI processor, Wi-Fi 7 and the anticipated integration of RAIN RFID in early 2026, designed to help businesses obtain a more accurate and up-to-date picture of their inventory.

SPECIAL FEATURE : QUALCOMM DRAGONWING Q-6690 PROCESSOR, 5G, AI PROCESSOR, WI-FI 7, ANTICIPATED INTEGRATION OF RAIN RFID, BUILT ON SECURE MOBILITY EDGE PLATFORM, SWIFTDECODER EASY-TO-USE SOFTWARE DEVELOPMENT KIT



FINAL WORD:

Built on the stable, secure Mobility Edge platform, the CT70 is compatible with a variety of powerful Honeywell software solutions and those from independent software vendors. Compatible solutions include the Honeywell Operational Intelligence suite, which provides deep operational insights and workflow automation to help predict and manage issues in real time

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In the age of AI and hyperconnectivity, the biggest threat isn't a hacker halfway across the world – it's our own complacency

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DELL TECHNOLOGIES NAMES ATUL MEHTA AS CHANNEL LEADER FOR INDIA



Dell Technologies has appointed Atul Mehta as Senior Director and General Manager - India Channels. In this role, Atul will be responsible for driving strategic channel partnerships and accelerate growth across Dell's partner ecosystem in India.

Based in Gurgaon, Atul will be a key part of the India leadership team and report to Ravi Bharadwaj, Vice President, partner ecosystem APJC at Dell Technologies.

Atul Mehta succeeds Vivek Malhotra who is moving into a new role supporting India sales within the organization.

"We're excited to have Atul lead our channel operations in India. His deep understanding of the Indian market will be instrumental in strengthening our channel ecosystem. Atul's commitment to partner success

and innovation will help us deliver even greater value to our customers in India," said Ravi Bharadwaj, Vice President, Partner Ecosystem APJC at Dell Technologies. "I would also like to thank Vivek for his exceptional leadership over the years and am excited for his next chapter within the company" he added.

Speaking about his new role, Atul said, "India's technology landscape is transforming rapidly with the rise of AI and generative AI technologies. Our channel partners play a crucial role in harnessing this potential. I'm excited to collaborate with our incredible partner community to drive innovation, growth and meaningful impact for businesses across India."

Check Point Software in Statista's Best Co.s List

Check Point Software Technologies Ltd. has been recognized for the second consecutive year as one of the World's Best Companies of 2025 by TIME and Statista. Check Point is featured on the list due to its strong employee satisfaction, revenue growth, and sustainability transparency.

"Being recognized on TIME and Statista's list of the World's Best Companies of 2025 is an incredible honor," said Sigal Gillmore, Chief Human Resources Officer, at Check Point Software Technologies. "This achievement reflects the innovation, dedication, and passion of our people worldwide. It underscores

our commitment not only to shaping the future of cyber security, but also to fostering a workplace where talent thrives and employees are proud to belong."

In addition to being recognized as one of the World's Best Companies of 2025, Check Point has been recognized five times as the World's

Best Cyber Security Employer by Forbes, as a Best Company to Work For by US News & World Report, one of America's Best Cybersecurity Companies by Newsweek and Statista and included on Fast Company's World Changing Ideas 2024 list, among other accolades.

Cloudera Recognized as a Leader in the IDC APAC MarketScape

Cloudera has been named a Leader in the IDC APAC MarketScape for Unified AI Platforms 2025 vendor assessment. IDC highlighted Cloudera's ability to deliver a comprehensive platform that integrates the latest generative AI and agentic workflows with enterprise-grade governance, security, and operational features.

"Being named a leader by IDC is a milestone that validates our vision of bringing AI to data anywhere," said Remus Lim, Senior Vice President for Asia Pacific and Japan at Cloudera. "Enterprises today face the dual challenge of accelerating innovation while ensuring trust and compliance. Cloudera is uniquely positioned to help them achieve both, delivering the transparency, security, and scalability they need to responsibly adopt generative and agentic AI at scale."

Cloudera's platform is built to help organizations scale responsible AI in highly regulated and complex environments, supporting industries such as financial services, telecom, healthcare, and government.

Cloudera continues to invest heavily in R&D, with nearly half its global workforce dedicated to engineering. This recognition follows a period of rapid innovation for the company, including the launch of Cloudera AI Workbench for building and deploying AI agents, Cloudera AI Inference for cost-efficient GenAI at scale, and expanded governance capabilities to ensure compliance and transparency across the AI lifecycle.

CyberArk Appoints Omer Grossman Chief Trust Officer

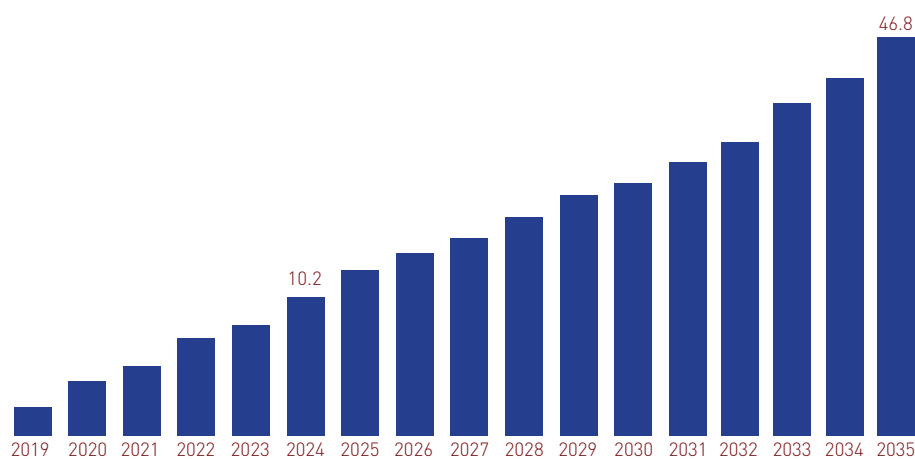
CyberArk, a leading player in identity security space, today announced two executive appointments to strengthen its leadership team and support the company's growth and innovation strategy.

Omer Grossman, who has served as CyberArk's Chief Information Officer since late 2022, has been appointed to the newly created role of Chief Trust Officer and Head of CYBR Unit. Ariel Pisetzky will succeed Grossman as Chief Information Officer, leading IT Engineering, IT Operations and Services, Business Applications, Data and AI, and Security.

In his new role, Grossman will be responsible for strengthening trust across CyberArk, its partner ecosystem, and its customers — particularly among CISO and CIO communities. He will play a key role in supporting customer engagement and fostering thought leadership, and serving as a trusted advisor on digital transformation initiatives. Grossman will also lead CyberArk's CYBR Unit.

Pisetzky brings over 20 years of IT leadership experience spanning cybersecurity, cloud, large-scale infrastructure, and enterprise applications. Most recently, he was Vice President of Information Technology & Cyber at Taboola, where he led IT strategy and global infrastructure to support the company's growth.

India Cyber Security Market



Source: Market Research Future

EXECUTIVE MOVEMENT



CYBERARK APPOINTS OMER GROSSMAN CHIEF TRUST OFFICER



CYBERARK NAMES ARIEL PISETZKY AS CIO



HIRAV SHAH JOINS TIMBUCKDO AS BUSINESS STRATEGIST



SYNOPTTEK APPOINTS SYRIAC JOSWIN AS CHIEF REVENUE OFFICER

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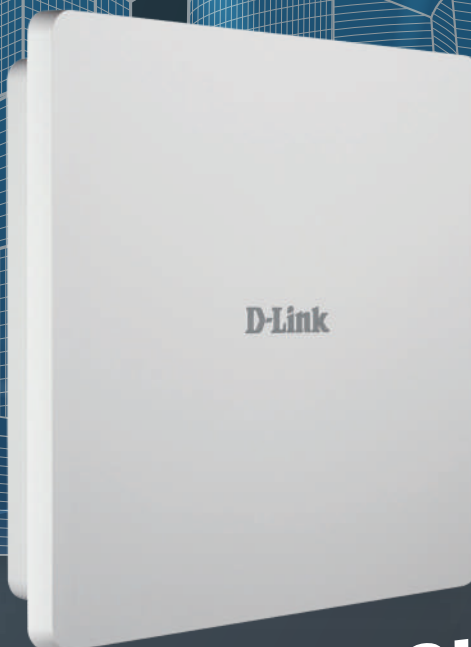
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DAP- X2810

INDOOR

Wi-Fi



DAP-X3060OU

OUTDOOR

Wi-Fi



DAP-X3060

INDOOR

Wi-Fi

BUILD SMARTER NETWORKS WITH NEXT-GEN Wi-Fi 6

Next-Gen Wi-Fi for Next-Level Environments-High Density,
High Demand, No Compromise



Flexible AP
Solutions



Centralized Management
with Wi-Fi controller



Enterprise
Security



*160 Mhz
Channels



*Multi-Gigabit
Port



*Aggregated
Throughput



Centralized Management
With
Nuclias Connect



Intelligent
&
Secure Performance



User Authentication
&
Seamless Roaming



IP68 Weather Proof
Housing in
Outdoor AP



Multiple
Operational
Modes



MU-MIMO
&
Beam-Forming

TechnoBind Partners with AxonOps to Strengthen Open Source Data Platform Capabilities across India

TechnoBind, a specialist distributor focused on data and associated domains, and AxonOps, a unified operations and monitoring platform for Apache Cassandra and Kafka, today announced a strategic collaboration. This partnership aims to bring world-class open source data platform tooling into the Indian market and strengthen enterprise data reliability across APAC.

AxonOps delivers a comprehensive suite of tools designed to simplify and automate the monitoring and operations of Apache Cassandra and Kafka. Its flagship offering provides intelligent, high frequency insights into the health and performance of Cassandra and Kafka clusters, while simplifying and automating key operational tasks such as Cassandra backup and repair, and Kafka topic and ACLs management. In addition, AxonOps provides AxonOps Workbench, an open source IDE purpose built for Cassandra to enable developers and DBAs to securely and efficiently integrate Cassandra into their development workflows. These solutions are built to reduce operational complexity, improve uptime, and empower enterprises to operate their open source data platforms with confidence.

Check Point joins forces with Chandigarh Univ to impart cyber security skills to students

Check Point Software Technologies Ltd., a pioneer and global leader of cyber security solutions, today announced the signing of a program agreement with Chandigarh University to provide students with access to the Check Point SecureAcademy educational program. This collaboration aims to equip students with hands-on cyber security skills and globally recognized certifications, addressing the growing demand for skilled professionals in the cybersecurity industry.

Chandigarh University, a NAAC A+ Grade and QS World Ranked institution, is among India's fastest-growing universities, offering over 100 programs across diverse disciplines. Recognized as 'The University with Best Placements' by WCRC, CU combines academic rigor with industry-aligned curricula to prepare students for the global workforce. With its focus on innovation, employability, and global exposure, the university continues to shape the future of higher education in India.

Through this partnership, students at Chandigarh University will gain access to Check Point's training resources, valued at \$60,000 annually, including cutting-edge software, self-paced online content, eBooks, guest lectures, and participation in international community events.

5TATTVA Becomes a CERT-In Empanelled Information Security Auditing Organization

5TATTVA, a trusted cybersecurity provider delivering end-to-end solutions to safeguard businesses in the digital era, is proud to announce that it has officially been empanelled by the Indian Computer Emergency Response Team (CERT-In) as an Information Security Auditing Organization. This prestigious recognition positions 5Tattva among a select group of authorized entities entrusted to conduct cybersecurity audits for government departments, public sector undertakings, and critical infrastructure organizations across India.

The CERT-In empanelment marks a significant milestone in 5TATTVA's journey toward strengthening India's cybersecurity ecosystem. It reflects the company's proven technical expertise, process maturity, and unwavering commitment to ensuring the highest standards of confidentiality and data integrity. Through this accreditation, 5TATTVA is now authorized to perform a wide range of security assessments, including compliance audits, configuration reviews, and penetration testing, for sectors such as banking, energy, telecom, defense, etc.

GoTo Enhances Unified Endpoint Management for Managed Service Providers with LogMeIn Resolve

GoTo, a leading player in cloud communications and IT space, has rolled out a suite of new features for its LogMeIn Resolve solution for Managed Service Providers (MSPs). The latest capabilities provide MSPs with a modern, AI-driven Unified Endpoint Management (UEM) solution to enhance the customer experience, streamline operations, and drive business growth.

The global managed services software market is expected to reach more than \$34 billion by 2033, driven by the need for Remote Monitoring and Management (RMM) and endpoint management solutions among other MSP-focused capabilities. Resolve equips service providers with the tools they need to thrive in this growing market, offering greater flexibility, efficiency, and control, all backed by an industry-first zero trust security architecture.

"GoTo is committed to supporting Managed Service Providers, and the new features for Resolve are a direct response to the requests and feedback from our MSP customers," said Joseph George, General Manager of IT Solutions Group.

Hirav Shah Joins TimBuckDo as Business Strategist

TimBuckDo, India's pioneering student social commerce and gig platform, today announced the appointment of Hirav Shah, a globally recognized business strategist, as a Business Strategist and Advisory Panel Member.

Hirav Shah brings over two decades of expertise in business transformation, strategic growth, and decision validation. He has been instrumental in guiding entrepreneurs, corporates, sportspersons, and entertainers across industries in scaling their ventures and unlocking exponential value.

As the Founder of the world's first Decision Validation Hub, Hirav Shah has revolutionized the way businesses make critical growth decisions through his proprietary 6+3+2 strategy model, which emphasizes clarity, timing, risk, and execution. His collaboration with Timbuckdo aims to strengthen the company's strategic direction, accelerate growth, and create a sustainable ecosystem that empowers India's youth through meaningful opportunities and entrepreneurship.

Speaking on the announcement, Timbuckdo's leadership team said, "We are thrilled to have Hirav Shah join our advisory panel. His strategic insights and proven ability to drive transformational outcomes will be invaluable as Timbuckdo continues to scale its impact within India's gig and student economy."

Synoptek Appoints Syriac Joswin as Chief Revenue Officer

Synoptek, a leading systems integrator and managed services provider, today announced the appointment of Syriac Joswin as Chief Revenue Officer (CRO) effective immediately. Syriac will report directly to Salil Godika, CEO of Synoptek. This strategic leadership addition further strengthens Synoptek's executive team as the organization accelerates its global growth trajectory. As the CRO of Synoptek, Syriac will drive growth by shaping the overall business strategy, ensuring cross-functional alignment, and leading efforts to strengthen Synoptek's global market presence through both organic and inorganic expansion.

Syriac brings over 20 years of global leadership experience in strategy, growth, and organizational transformation. Throughout his career, he has built high-performing teams and driven sustained revenue growth through strategic planning, market expansion, and mergers and acquisitions (M&A). Most recently, he served as Senior Vice President & Business Head at Movate, managing key portfolios across the U.S., Europe, and India. Earlier, he held leadership roles at LTIMindtree, where he led global business teams in the Communication, Media, and Technology Industry Group.

Commvault Introduces Cyber Resilience for AI Data Lakehouses on AWS

Commvault, a leading provider of cyber resilience and data protection solutions for the hybrid cloud, launched Clumio for Apache Iceberg on AWS, which the company claims to be the industry's first and only solution to deliver Iceberg-aware, air-gapped cyber resilience. Commvault is empowering organizations to accelerate the recovery of their critical AI and analytics workloads at a massive scale while establishing a new standard for data lakehouse protection.

The adoption of Apache Iceberg is on the rise; today, technology leaders such as Netflix, Apple, and Airbnb rely on Apache Iceberg, and "over 70% of IT and data professionals expect the data lakehouse to become the primary architecture for their analytics within the next three years."

Modern data lakehouses built on Apache Iceberg, while foundational to AI and analytics initiatives, often lack robust, native data resilience. This leaves organizations at risk for data loss, ransomware attacks, and compliance risks. Native snapshots, while a first step, are typically tied to the source account, lack a true air-gapped copy, and are not designed for large-scale, point-in-time recovery. This makes them vulnerable to the same risks.

Hitachi Advances Strategic Alliance with Google Cloud

Hitachi, Ltd. has been working to improve productivity through AI utilization, software modernization, and enhanced customer service under its strategic alliance with Google Cloud. Now expanding into the OT (Operational Technology) domain, Hitachi will develop and utilize AI agents to accelerate operational transformation for frontline workers in social infrastructure sectors such as energy, railways, and manufacturing lines.

Gemini, a multimodal AI, is designed to simultaneously understand and process various formats—text, images, audio, and video—making it highly compatible with frontline tasks that require accurate handling of physical information such as products and equipment. By utilizing Gemini Enterprise, even users without specialized knowledge can create AI agents to execute specific tasks via no-code interfaces, streamlining workflows.

Hitachi has established the "Agent Factory" as its AI agent development environment. By leveraging Google Cloud technology, Hitachi will enhance this environment to enable simpler and faster development of AI agents tailored to specific on-site tasks and applications.

Vertiv Supports Nxtra's Expansion in the African Market

Vertiv is extending its collaboration with Airtel Africa through Nxtra, their Data Center division. Starting with Nigeria, this collaboration is a first step in Nxtra's strategic objective of establishing one of the largest high-capacity data centre networks in Africa, strategically located in major cities and bolstered by its extensive operations experience in India.

"Nxtra has been a valued customer for nearly three decades," said Karsten Winther, president of Europe, Middle East, and Africa (EMEA) for Vertiv. "This next chapter in our collaboration demonstrates the power of combining local support in Africa with international manufacturing and innovation."

"As we invest into high capacity, high quality data centers for Africa, it was crucial to partner with a vendor who combines global capabilities with strong local presence," said Yash Issur, CEO of Nxtra by Airtel Africa. "Vertiv's extensive multinational expertise, coupled with their established service team in Africa, provides us the reliability and support we need. We're particularly pleased to name Vertiv as a main vendor for the first project."

The Most AI-ready Companies Outpace Peers in the Race to Value

Cisco released the results from the third annual Cisco AI Readiness Index. A small but consistent group of companies — the 'Pacesetters,' about 17% of organizations surveyed in India, and 13% globally, for the last three years — outperform their peers across every measure of AI value, captured for the first time in Cisco's global study of over 8,000 AI leaders across 30 markets and 26 industries.

The Pacesetters' sustained advantage indicates a new form of resilience: a disciplined, system-level approach that balances strategic drivers with the data and infrastructure needed to keep pace with AI's accelerating evolution. They're already architecting for the future with 98% designing their networks for the growth, scale and complexity of AI compared to 59% in India.

The combination of foresight and foundation is delivering real, tangible results at a time when two major forces are starting to reshape the landscape: AI agents, which raise the bar for scale, security, and governance; and AI Infrastructure Debt, the early warning signs of hidden bottlenecks.

Palo Alto's Unit 42 Uncovers Chinese Threat Group "Phantom Taurus"

Palo Alto Networks' threat intelligence and incident response team, Unit 42, has uncovered a previously undocumented Chinese threat group, now touted as "Phantom Taurus." Active for more than two years, the group has conducted targeted operations against ministries of foreign affairs, embassies, telecommunications providers, and other government-linked entities across Asia, the Middle East, and Africa.

Unit 42's research indicates that Phantom Taurus is a China-nexus threat actor focused on long-term intelligence collection, rather than short-term disruption or financial gain. The group's operations appear to align with broader geopolitical objectives, emphasizing data theft from high-value government systems and critical communications networks.

"This discovery of the Phantom Taurus threat group is a reminder of why ongoing investigation and open sharing of intelligence matter so much. Once we understand how they operate, we can strengthen defenses before they strike," said Swapna Bapat, VP & MD, India and SAARC, Palo Alto Networks.

Vertiv announces CTO leadership changes

Vertiv has announced that as part of a previously announced transition, Chief Technology Officer Stephen Liang will retire after three decades of distinguished service. Liang, who will step down from his role on January 1, 2026, has been instrumental in shaping the company's technological vision since his earlier roles at Emerson and throughout Vertiv's evolution. Earlier this year, he transitioned to focus exclusively on his CTO responsibilities, spearheading the company's technology strategy and innovation initiatives.

"Stephen's contributions to Vertiv have been far-reaching throughout his tenure, and he has played an essential role in defining and driving our technology strategy and innovation agenda," said Giobertazzi, Vertiv CEO. "His leadership has been instrumental in positioning Vertiv as a technology innovator in our industry, and his legacy will continue to influence our future success."

Scott Armul will be appointed to an expanded role as chief product and technology officer, effective January 1, 2026. Armul was promoted to executive vice president, global portfolio and business units on January 1, 2025.

TCS Acquires ListEngage to Boost Agentic AI Capabilities

Tata Consultancy Services, a leading provider in IT services, consulting, and business solutions space, has acquired 100% stake in ListEngage, a leading Salesforce Summit partner.

ListEngage is a full stack Salesforce partner that specialises in Marketing Cloud, CRM, Data Cloud, Agentforce, and AI advisory services for enterprises. This strategic acquisition strengthens TCS' Salesforce capabilities, adding specialisations across the full range of Salesforce marketing tools.

Through this strategic investment, TCS adds over 100 experienced professionals with over 400 Salesforce certifications to its Enterprise Solutions unit in the United States. The acquisition reflects TCS' renewed emphasis on inorganic growth, supporting its strategic priorities in high-potential areas such as AI, Cloud, Cybersecurity, Digital Engineering and Enterprise Solutions.

Aarthi Subramanian, Chief Operating Officer, Tata Consultancy Services, said, "This US-based acquisition is an important step in scaling our Salesforce capabilities globally."

KPIT acquires N-Dream to drive the next era of digital car experiences

KPIT Technologies (KPIT), a leading player in software-defined vehicle development, announced it has acquired a majority stake in N-Dream AG, the company behind AirConsole. KPIT, which previously held a 26 percent share, will increase its ownership to nearly 90 percent. This is pursuant to the disclosures to Securities and Exchanges Board of India made by KPIT Technologies.

The acquisition marks a major milestone for both companies and a defining moment for Switzerland's growing technology ecosystem. It strengthens KPIT's position in the software-defined vehicle market and accelerates N-Dream's mission to shape the next generation of in-car digital experiences beyond games. Founder Andrin von Rechenberg and CEO Anthony Cliquot will continue to lead N-Dream, which will remain an independent entity within the KPIT Group.

DIGEST

CLOUDERA RECOGNIZED AS A LEADER IN THE IDC APAC MARKETSCAPE

CLOUDERA HAS BEEN NAMED A LEADER IN THE IDC APAC MARKETSCAPE FOR UNIFIED AI PLATFORMS 2025 VENDOR ASSESSMENT. IDC HIGHLIGHTED CLOUDERA'S ABILITY TO DELIVER A COMPREHENSIVE PLATFORM THAT INTEGRATES THE LATEST GENERATIVE AI AND AGENTIC WORKFLOWS WITH ENTERPRISE-GRADE GOVERNANCE, SECURITY, AND OPERATIONAL FEATURES.

"BEING NAMED A LEADER BY IDC IS A MILESTONE THAT VALIDATES OUR VISION OF BRINGING AI TO DATA ANYWHERE," SAID REMUS LIM, SENIOR VICE PRESIDENT FOR ASIA PACIFIC AND JAPAN AT CLOUDERA. "ENTERPRISES TODAY FACE THE DUAL CHALLENGE OF ACCELERATING INNOVATION WHILE ENSURING TRUST AND COMPLIANCE. CLOUDERA IS UNIQUELY POSITIONED TO HELP THEM ACHIEVE BOTH, DELIVERING THE TRANSPARENCY, SECURITY, AND SCALABILITY THEY NEED TO RESPONSIBLY ADOPT GENERATIVE AND AGENTIC AI AT SCALE."

CONSISTENT SUCCESSFULLY CONCLUDES VIETNAM PARTNER TOUR

CONSISTENT INFOSYSTEMS, ONE OF INDIA'S LEADING IT HARDWARE, GAMING, AND SURVEILLANCE BRANDS, HAS SUCCESSFULLY CONCLUDED ITS HIGHLY ENGAGING VIETNAM PARTNER TOUR, DESIGNED EXCLUSIVELY FOR ITS VALUED CHANNEL PARTNERS. THE TOUR SAW OVER 100+ TOP PARTNERS PARTICIPATE, PROVIDING THEM WITH AN EXCLUSIVE OPPORTUNITY TO EXPLORE CONSISTENT'S LATEST PRODUCT OFFERINGS AND CONNECT WITH THE LEADERSHIP TEAM. THE EVENT HIGHLIGHTED CONSISTENT'S UPCOMING GAMING AND SURVEILLANCE PRODUCTS, INCLUDING GAMING KEYBOARDS, MICE, CABINETS, GRAPHICS CARDS, RGB & ARGB CPU FANS, AND A WIDE ARRAY OF ADVANCED SURVEILLANCE SOLUTIONS. ADDITIONALLY, THE COMPANY INTRODUCED A NEW FTS (FOREIGN TRADE SCHEME) INITIATIVE FOR ALMATY, AIMED AT ENHANCING SERVICE EFFICIENCY AND SUPPORTING INTERNATIONAL PARTNERS.

CROWDSTRIKE UNVEILS THE FALCON PLATFORM FALL RELEASE

CROWDSTRIKE UNVEILED THE FALL RELEASE OF THE CROWDSTRIKE FALCON PLATFORM - THE AGENTIC SECURITY PLATFORM. BUILT AI-NATIVE FROM DAY-ONE AND REVOLUTIONIZED FOR THE AGENTIC ERA, THE FALCON PLATFORM IS THE FOUNDATION POWERING THE AGENTIC SOC. WITH THIS RELEASE, CROWDSTRIKE INTRODUCES THE INDUSTRY'S RICHEST AI-READY DATA LAYER AND EXPANDS AGENTIC CAPABILITIES ACROSS THE PLATFORM - UNIFYING DATA, INTELLIGENCE, AGENTS, AND GOVERNANCE TO SECURE AND OPERATIONALIZE AI SECURELY, INTELLIGENTLY, AND AT SCALE.



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Contact us – expert talk

Mr. Sanjeeo Singh
Sr. Manager Enterprise Sales
Contact: +91 8800507776

Dell Technologies names Atul Mehta as Channel Leader for India

Dell Technologies has appointed Atul Mehta as Senior Director and General Manager - India Channels. In this role, Atul will be responsible for driving strategic channel partnerships and accelerate growth across Dell's partner ecosystem in India.

Based in Gurgaon, Atul will be a key part of the India leadership team and report to Ravi Bharadwaj, Vice President, partner ecosystem APJC at Dell Technologies.

Atul Mehta succeeds Vivek Malhotra who is moving into a new role supporting India sales within the organization.

"We're excited to have Atul lead our channel operations in India. His deep understanding of the Indian market will be instrumental in strengthening our channel ecosystem. Atul's commitment to partner success and innovation will help us deliver even greater value to our customers in India," said Ravi Bharadwaj, Vice President, Partner Ecosystem APJC at Dell Technologies. "I would also like to thank Vivek for his exceptional leadership over the years and am excited for his next chapter within the company" he added.

Dell Technologies Forum 2025 Doubles down on the Power of AI and Innovation

Dell Technologies successfully concluded two editions of its premier annual event, Dell Technologies Forum 2025 in Bengaluru and Mumbai, respectively. Under the theme of 'Reimagine What's Possible', the forums brought together over 2,000 customers, partners, CIOs, and industry leaders to explore how technology continues to drive human progress. The event highlighted the transformative potential of AI and other emerging technologies in shaping India's digital landscape.

The general sessions at both forums in India opened with an inspiring keynote, 'A Billion Dreams. One Digital Future', delivered by Manish Gupta, president and managing director, Dell Technologies India. The address spotlighted India's remarkable AI journey and Dell's deep-rooted commitment to powering the nation's technological advancement. It set a forward-looking tone, emphasizing how innovation can turn ambitious visions into reality for millions. Continuing the focus on actionable strategies, the forum featured key leadership sessions designed to help organizations turn innovation into tangible outcomes.

Delta Electronics Breaks Ground on Krishnagiri Manufacturing Site Expansion in Tamil Nadu

Delta Electronics India, a leading provider of power management and smart green solutions, held today a groundbreaking ceremony for the expansion of its manufacturing site in Krishnagiri, Tamil Nadu. The Hon'ble Chief Minister of Tamil Nadu, Thiru M.K. Stalin, was a guest of honor at the event, in which Delta also unveiled a new state-of-the-art smart manufacturing line.

Speaking on the occasion, the Tamil Nadu Chief Minister M.K Stalin said, "I wholeheartedly appreciate Delta Electronics' outstanding contribution to the industrial development of the Hosur region. I am particularly delighted about the inauguration of your factory's new automated production line and its latest expansion. Tamil Nadu stands as India's leading electronics manufacturing and export hub, and I am confident that our collaboration between Delta Electronics and the Government of Tamil Nadu will further strengthen the state's growth."

Jimmy Yiin, Delta's Executive Vice President of Global Business Operations, said, "Today's expansion is a landmark milestone in Delta's long-term commitment to the national 'Make in India' initiative.

D-Link Rolls out 4G/5G M2M Solutions

D-Link Corporation, a leading provider in networking solutions, has rolled out its latest 4G/5G Machine-to-Machine (M2M) Solutions—a comprehensive portfolio designed to connect and manage distributed devices across smart buildings, transportation, telematics, and industrial automation. With the brand promise of MIT quality, creative innovation, solution-oriented, one-stop service, and sustainable design, D-Link empowers enterprises to enable real-time data transmission, reduce maintenance costs, and streamline operational efficiency with reliability, scalability, and security. This comprehensive portfolio helps enterprises build resilient digital infrastructures to drive the future of intelligent operations.

D-Link's 4G/5G M2M lineup includes the DWM Series for 4G/5G WAN data access, the DOM Series to bridge OT/IT/Cloud for big-data analytics, and the DTM Series to power vehicle telematics. Customers gain always-on, secure connectivity, real-time data, simplified integration, and reliable remote management across edge deployments.

The DWM Series includes M2M modems, PoE modems, and M2M routers, delivering robust 4G/5G connectivity with advanced VPN security for secure remote access.

GlobalLogic Appoints Siba Satapathy as New Chief Growth & Transformation Officer

GlobalLogic Inc., a Hitachi Group Company and leader in digital engineering, today announced Siba Satapathy has joined the company as its new Chief Growth & Transformation Officer, effective August 11th. This appointment underscores GlobalLogic's commitment to strengthening its leadership, accelerating growth, and continuing its purpose to create a positive impact for society and the planet through innovation and intelligent products, platforms, and services.

Satapathy brings over 25 years of experience in leading growth strategies across various industries, including Engineering, IT, and Digital Process Outsourcing (DPO) Services, with a strong record of driving revenue and profitability. His expertise will be crucial as GlobalLogic continues to expand its market presence, supporting Hitachi's evolution to a "True One Hitachi" with digital at its core, leveraging GlobalLogic VelocityAI suite of Gen-AI powered service offerings.

"I am thrilled to announce that Siba Satapathy has joined GlobalLogic as our new Chief Growth & Transformation Officer," said Srinu Shankar, President and CEO of GlobalLogic. "We are confident that Siba's leadership, commitment to customer satisfaction will unleash our momentum for continued success and growth."



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Intellect Design launches PF Credit

Intellect Design Arena Ltd., a global leader in enterprise-grade financial technology, today announced the launch of PF Credit, a cutting-edge suite of AI-first lending offerings poised to reimagine the loan management landscape. With a strong commitment to innovation and efficiency, PF Credit harnesses intelligent, modular digital experts to enhance the entire loan lifecycle, from loan origination to collections and servicing.

Powered by Purple Fabric, an enterprise-grade Open Business Impact AI platform by Intellect, the offering unifies enterprise knowledge as a service, orchestrates intelligent agents as scalable expertise and adds governance to LLMs so that your AI delivers true business impact. PF Credit is available as a full-stack offering with Intellect's eMACH.ai Lending, for an end-to-end digital credit transformation and can also seamlessly integrate with banks' existing lending solutions like Loan Origination Systems (LOS), Loan Management Systems (LMS) and Collections Systems.

Rajesh Saxena, CEO, Intellect Consumer Banking, stated, "At Intellect, we recognise that the challenges of quick loan approvals and rising non-performing assets are critical hurdles for banks. With the launch of PF Credit, we are committed to transforming these challenges into opportunities.

Kaspersky expands Digital Footprint Intelligence with new External Attack Surface module

Cybersecurity major Kaspersky has launched a new External Attack Surface module within its Digital Footprint Intelligence (DFI) service, available directly in the Threat Intelligence portal. This enhancement introduces External Attack Surface Management (EASM) capabilities, giving security teams the visibility and control they need to stay ahead of cyber adversaries by continuously monitoring and securing their organization's external perimeter.

The exploit of public-facing applications has been the main initial vector of attack for many years. According to Kaspersky Incident Response report, in 2024, they once again ranked first, accounting for 39% of incidents. Moreover, over 90% of the vulnerabilities exploited by attackers in 2024 were published more than a year ago, indicating that the attacked organizations had ineffective update policies.

As organizations expand their digital presence across cloud services, external applications and shadow IT, the need for continuous discovery and monitoring of internet-facing assets has become critical.

Kyndryl Announces Advanced Agentic AI Capabilities to Scale AI Across Businesses

Kyndryl, a leading provider of mission-critical enterprise technology services, today unveiled capabilities that augment the Kyndryl Agentic AI Framework and accelerate AI adoption at scale across industries. The enhancements incorporate a unique design process and an innovative engagement methodology. This enables customers to break free from limited proof-of-concept AI projects to scale real-world AI-native solutions that boost efficiency and drive business outcomes.

The Company is deploying forward engineers, capabilities and intellectual property to drive rapid adoption of the expanded Agentic AI Framework with customers, leveraging differentiated methodologies through Kyndryl Vital. By co-creating customized projects that minimize time between design and deployment, Kyndryl is speeding time to value for organizations in government, banking, insurance, manufacturing and other industries. "With decades of mission-critical infrastructure expertise, unique intellectual property and our AI consult methodology, Kyndryl is poised to lead our customers through this paradigm shift toward agentic AI," said Kyndryl Chairman & CEO, Martin Schroeter.

Canon India & Future Schoolz join hands to Launch Digital Press Certification Programme

Canon India, a leading provider of digital imaging solutions, has partnered with Future Schoolz, a leading consulting and training organization for the printing and packaging industry, to launch India's pioneering Certified Digital Press Specialist (CDPS) programme. Underscoring Canon's commitment to advancing the digital printing ecosystem, the collaboration is designed to upskill digital Press operators, supervisors, and managers, bridging the critical skills gap in the Indian print industry.

The certification programme aligns with Canon India's vision of empowering the printing industry through technology and expertise. It offers structured training via online courses, assessments, and practical tests to ensure certified professionals demonstrate competence in operating digital presses to the highest standards. The programme provides tailored content for both entry-level professionals and experienced operators seeking to advance their expertise in cutting-edge digital printing technologies.

As part of the programme, certified professionals will gain internationally recognized credentials and enhanced employability, while enabling entrepreneurs and printing presses to benefit from certified operators capable of minimizing waste, maximizing quality, productivity, and ROI.

PNY Expands India Footprint with Creative Newtech Partnership for SSDs and DRAM Solutions

PNY Technologies, a leading provider of cutting-edge memory and storage solutions, has stricken an exclusive partnership with Creative Newtech Limited for the distribution of its high-performance SSDs and DRAM in India. This strategic alliance is aimed at accelerating PNY's market penetration in one of the world's fastest-growing technologies.

Through this, consumers and businesses will now have easier access to PNY's globally trusted memory solutions, known for their reliability, speed, and innovation. From gamers and content creators to system builders and enterprises, the new distribution arrangement ensures that PNY's SSDs and DRAM modules will reach a wider audience, backed by Creative's established nationwide distribution infrastructure.

"India is a key focus market for us, and this exclusive partnership represents a major milestone in our growth journey," said Devanshu Bajpai, National Sales Manager, PNY Technologies.

Indus Towers partners IIT Madras to pioneer research in advanced materials

In a landmark move for the telecom infrastructure sector, Indus Towers Limited, one of the world's largest telecom tower companies, has partnered with the Indian Institute of Technology Madras (IIT Madras) to pioneer research in Glass Fibre Reinforced Polymer (GFRP) structural sections. This collaboration marks the first-of-its-kind industry-academia initiative to explore the structural, economic, and environmental advantages of GFRP applications.

This initiative is part of Indus Towers' flagship Corporate Social Responsibility (CSR) program, Pragati, which focuses on driving sustainable innovation and inclusive growth. Through this partnership, Indus Towers has committed to support cutting-edge research at IIT Madras aimed at developing lightweight, corrosion-resistant, and high-performance alternatives to conventional steel structures.

Speaking on the collaboration, Anil Gupta, Chief Technology & Delivery Officer at Indus Towers, said, "This partnership with IIT Madras is a bold step toward redefining the material science landscape for various industries working on GFRP. GFRP offers a transformative opportunity not only structurally sound and cost-effective but also aligned with our sustainability goals. As we look to the future, our focus is on engineering solutions that are resilient and scalable."

Redington Partners with The Printer House for Orient L&P Series, Expanding into Label and Packaging Application

Redington Limited, a leading Indian integrated technology solutions provider and a Fortune India 500 company, has entered into a strategic partnership with The Printer House (TPH), a pioneering leader in the Indian printing industry. Under this exclusive agreement, Redington will represent and support the sales, service, and consumable support for the Orient L&P series, designed for label and packaging applications.

Aligned with Redington's vision to unlock the next transformation, this partnership aims to accelerate the growth of India's label and packaging sector through innovative solutions. Redington will exclusively represent and support end-to-end sales, services, and consumable supply for the Orient L&P series. It will equip industry players with high-quality, efficient, and sustainable printing solutions to meet the increasing demand for customization and productivity.

Securonix Named Data Security Data Cloud Product Partner of the Year by Snowflake

Securonix, Inc. has been named Data Security Data Cloud Product Partner of the Year by Snowflake, the AI Data Cloud company. This prestigious award recognizes Securonix's commitment to delivering innovative, data-driven security solutions that help organizations detect threats faster, respond smarter, and operate securely at cloud scale.

When petabytes of high-fidelity security telemetry from some of the world's most targeted organizations stream through at global-scale, AI-optimized data infrastructure, significant results follow: reduced risk, increased operational effectiveness, and industry recognition.

"Securonix's expertise in autonomous security operations and its collaboration with Snowflake to deliver the data-driven security solutions for our joint customers exemplifies innovation in action," said Kieran Kennedy, VP, Data Cloud Product Partners, Snowflake. "Naming them as our Data Security Data Cloud Product Partner of the Year is not just recognition of their technical excellence, but of their vital role in shaping how modern enterprises harness the AI Data Cloud."

Invenia debuts on the Indian Stock Exchange

STL Networks Ltd., a leading digital infrastructure and IT services company, has officially been listed on the National Stock Exchange of India (NSE) and BSE Limited (BSE), today, following its strategic demerger from STL - Sterlite Technologies Ltd.

The listing marks a pivotal milestone in STL's value-unlocking journey, positioning Invenia to capitalize on the exponential demand for digital infrastructure. While STL will continue to focus on its core optical networking and Data Centre portfolio, STL's erstwhile Global Services Business, rebranded as Invenia - STL Networks, is now positioned to scale its system integration (Network, Data Centre, Cloud, and Cybersecurity), connectivity, and managed services portfolio across telecom, enterprise, and public sector domains.

The listing comes under a scheme of arrangement approved by the NCLT-Mumbai Bench, with the record date for corporate action declared as April 24, 2025, with shareholders receiving [1] Invenia equity share for every [1] share held in STL.

As a future-focused digital infrastructure company, this strategic move has already resulted in significant business wins with high-impact projects that underscore its market position.

HPE advances Mist agenticAI-native innovations

HPE has announced major innovations to its HPE Juniper Networking portfolio, advancing its AI-native Mist platform to deliver agentic AIOps through more autonomous, intelligent and proactive network operations. New enhancements include agentic AI-powered troubleshooting, expanded visibility and control of self-driving actions, a generalized Large Experience Model (LEM) and new AIOps features for data centers—designed to reduce IT complexity and assure exceptional user experiences from client to cloud.

These new capabilities bolster GreenLake Intelligence, HPE's next-generation approach to autonomous IT and agentic AIOps, which deploys specialized AI agents within a multi-layered IT architecture. This enables real-time problem-solving, proactive optimization and smarter decision-making across networking, storage and compute. The agentic AI capabilities within Juniper Mist shift IT from reactive to proactive management, laying the groundwork for significant improvements in performance and efficiency.

"Rami Rahim, EVP, president and GM, HPE Networking. "With these new digital experience twin and agentic AI capabilities in Juniper Mist, we continue to turn the network into a proactive partner for IT."

UNRAVELING THE HIDDEN THREATS

Active for more than two years, the group has been conducting targeted operations against ministries of foreign affairs, embassies, telecommunications providers, and other government-linked entities across Asia, the Middle East, and Africa.

Palo Alto Networks' threat intelligence and incident response team, Unit 42, has uncovered a previously undocumented Chinese threat group, now touted as "Phantom Taurus." Active for more than two years, the group has conducted targeted operations against ministries of foreign affairs, embassies, telecommunications providers, and other government-linked entities across Asia, the Middle East, and Africa.

Unit 42's research indicates that Phantom Taurus is a China-nexus threat actor focused on long-term intelligence collection, rather than short-term disruption or financial gain. The group's operations appear to align with broader geopolitical objectives, emphasizing data theft from high-value government systems and critical communications networks.

"Unit 42's discovery of the Phantom Taurus threat group is a reminder of why ongoing investigation and open sharing of intelligence matter so much. When we understand how these actors operate, we can strengthen defenses before they strike; not scramble after the fact," said Swapna Bapat, Vice President & Managing Director, India and SAARC, Palo Alto Networks. "Bringing threats like this into the open, takes away their greatest advantage — invisibility — helping us strengthen our collective defense in the process."

A New Generation of Stealth and Precision

Unlike typical cyber-espionage groups that rely on widespread phishing or malware campaigns, Phantom Taurus operates with surgical precision. Recent activity shows a clear evolution: rather than broadly stealing email data, the group directly queries internal databases to extract only the most relevant intelligence — such as diplomatic communications or regional policy records.

To enable this, Phantom Taurus deploys a custom-built toolkit called NET-STAR, which targets Microsoft Internet Information Services (IIS) web servers — software commonly used by government portals and enterprise websites. The toolkit features fileless backdoors that live entirely

in system memory, allowing attackers to blend in with legitimate network traffic and evade most detection tools.

In some cases, the attackers went a step further — remotely running a custom script on government database servers to search for documents and records referencing countries such as Afghanistan and Pakistan. Using a legitimate Windows administration tool to execute these searches, they demonstrated both technical sophistication and a clear intelligence focus on regional affairs. (See figure below.)

In simple terms, the attackers have built a way to quietly live within government web infrastructure, issue targeted data-gathering commands, and disappear without leaving obvious forensic traces.

What Makes This Discovery Significant

- **Highly targeted espionage:** The focus on foreign affairs, telecom, and defense networks indicates strategic intelligence objectives, not opportunistic cybercrime.
- **Advanced concealment:** NET-STAR's memory-resident design, encrypted communications, and timestamp manipulation make it unusually hard to detect and investigate.
- **Evolving tradecraft:** The shift from email theft to database mining marks a new stage in espionage operations, showing intent to harvest curated, decision-level intelligence rather than bulk data.
- **Infrastructure links:** While Phantom Taurus shares some infrastructure traits with previously known Chinese espionage groups, its custom tooling and operational discipline mark it as a distinct new actor.

Broader Implications

The discovery of Phantom Taurus reinforces a critical pattern: state-aligned actors are refining their espionage playbooks for stealth, persistence, and specificity. Rather than targeting entire organizations, these campaigns increasingly pursue narrow, intelligence-rich data sets—diplomatic exchanges, policy drafts, or telecommunica-



SWAPNA BAPAT

**VP & MD, INDIA AND SAARC
PALO ALTO NETWORKS**

"UNIT 42'S DISCOVERY OF THE PHANTOM TAURUS THREAT GROUP IS A REMINDER OF WHY ONGOING INVESTIGATION AND OPEN SHARING OF INTELLIGENCE MATTER SO MUCH. WHEN WE UNDERSTAND HOW THESE ACTORS OPERATE, WE CAN STRENGTHEN DEFENSES BEFORE THEY STRIKE; NOT SCRAMBLE AFTER THE FACT."

tions metadata—often timed with geopolitical developments.

Unit 42's analysis of Phantom Taurus not only documents the group's operations but also provides actionable intelligence—ranging from

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RAMI RAHIM

EVP, PRESIDENT AND GENERAL MANAGER, HPE NETWORKING

“WITH THESE NEW DIGITAL EXPERIENCE TWIN AND AGENTIC AI CAPABILITIES IN JUNIPER MIST, WE CONTINUE TO TURN THE NETWORK INTO A PROACTIVE PARTNER FOR IT CAPABLE OF SOLVING PROBLEMS BEFORE THEY IMPACT USERS.”

ACCELERATING SELF-DRIVING NETWORK OPERATIONS WITH NEW MIST AGENTICA-I-NATIVE INNOVATIONS

HPE Juniper Networking portfolio simplifies IT operations and elevates user experiences with more autonomous actions delivered via agentic workflows and expanded digital experience twinning

HPE recently announced major innovations to its HPE Juniper Networking portfolio, advancing its AI-native Mist platform to deliver agentic AIOps through more autonomous, intelligent and proactive network operations. New enhancements include agentic AI-powered troubleshooting, expanded visibility and control of self-driving actions, a generalized Large Experience Model (LEM) and new AIOps features for data centers—designed to reduce IT complexity and assure exceptional user experiences from client to cloud.

These new capabilities bolster GreenLake Intelligence, HPE's next-generation approach to autonomous IT and agentic AIOps, which deploys specialized AI agents within a multi-layered IT architecture. This enables real-time problem-solving, proactive optimization and smarter decision-making across networking, storage and compute. The agentic AI capabilities within Juniper Mist shift IT from reactive to proactive management, laying the groundwork for significant improvements in performance and efficiency.

“Today's networks must do more than connect—they must understand, adapt and act,” said Rami Rahim, EVP, president and general manager, HPE Networking. “With these new digital experience twin and agentic AI capabilities in Juniper Mist, we continue to turn the network

into a proactive partner for IT, capable of solving problems before they impact users. This is a major leap toward truly self-driving operations, helping our customers simplify complexity, reduce costs, and deliver exceptional digital experiences at scale.”

Agentic AI: Accelerating self-driving operations

HPE Juniper Networking has helped lead the transition to cloud-native, AI-native self-driving operations over the past decade with a unique focus on assuring user experiences from client to cloud. Marvis AI analyzes telemetry across the wired, wireless, WAN and data center domains, and creates automated workflows to simplify operations and lower costs. AI-driven support leverages trouble ticket data to continually train and increase the efficacy of the Marvis AI engine. Plus, a 100 percent API driven model works with external systems and applications, like Zoom, Teams and ServiceNow to quickly identify and fix the root cause of problems.

Building on these core foundational elements for agentic AI, the latest innovations to the Mist platform bring even more automation insight and assurance to customers and partners:

- **Enhanced conversational capabilities.** The Marvis AI assistant has augmented conversational capabilities that facilitate real-time troubleshoot-

ing. By leveraging an agentic AI framework, customized insight is provided with self-driving agents that collaborate across the wired, wireless, WAN, client and application domains.

- **Expanded Self-Driving Actions.** The Marvis Actions dashboard now supports the autonomous remediation of more network issues, including misconfigured ports, capacity issues and non-compliant hardware—with full IT oversight.

- **Generalized Large Experience Model (LEM).** LEM is an AI model unique to HPE Juniper Networking that analyzes billions of data points from applications like Zoom and Teams to easily troubleshoot the performance of common collaboration tools and predict future issues. Now enhanced with Marvis Minis—twins that simulate user experiences—LEM can predict future application experiences without real-time data from the applications themselves. This is fed into the Marvis AI engine where self-driving actions can be taken to optimize future performance, prior to users even being present.

- **AI for Data Center Operations.** The Marvis AI Assistant for Data Center integrates with Apstra's contextual graph database to deliver intelligent insights and lay the groundwork for autonomous service provisioning. Marvis Minis also

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RETHINKING CYBERSECURITY FOR THE AI ERA

In the age of AI and hyperconnectivity, the biggest threat isn't a hacker halfway across the world — it's our own complacency

BY MANASH RANJAN DEBATA
manash@accentinfomedia.com

Every October, as the world marks Cybersecurity Awareness Month, the spotlight turns to the invisible war being waged across our digital lives. In 2025, that war has never been more personal. From generative AI scams to deepfake extortion, the new battleground isn't just the cloud — it's you.

Walking the 2025 Cyber Threat Landscape

The digital ecosystem has exploded. Nearly every sector — education, health, finance, governance — now relies on interconnected systems powered by AI, IoT, and cloud infrastructure. But with that power comes peril. A recent report by global

cybersecurity firms revealed that over 65% of cyberattacks in 2025 leveraged some form of AI. The conclusion? Machines are hacking machines.

Attracting increased investment

India is seeing increased investment in cybersecurity: According to Gartner, spending on information security in India is projected to grow ~16.4% in 2025 (to about US \$3.3 billion) as organizations respond to growing threats. Organisations have also developed better detection and response capabilities. A report by The Data Security Council of India (DSCI) and Seqrite shows that actual incidents (successful, reportable breaches) have dropped compared to earlier years, even though

detections remain very high.

The good news is regulatory/institutional frameworks are strengthening. More focus on securing data, the digital economy, and critical infrastructure. The digitization of India increases risk but also drives growth in defensive capability. According to PwC's 2025 Global Digital Trust Insights survey, almost four-fifths (77%) of organizations expect their cyber budget to increase over the coming year as organizations cite unpreparedness to an ever-expanding surface of cyber vulnerabilities.

The businesses that will thrive in 2025 aren't those with the biggest security budgets, but those that position security as an innovation catalyst.



GOVIND RAMMURTHY
CEO & MANAGING DIRECTOR, ESCAN

“TRUE CYBER RESILIENCE ISN'T MEASURED BY HOW MUCH YOU INVEST IN TOOLS, BUT BY HOW WELL SECURITY IS INTEGRATED INTO EVERYDAY BEHAVIOR AND DECISION-MAKING.”

awareness, small and medium enterprises can transform security into a growth enabler. Cybersecurity must not be an afterthought but an integral part of an enterprise's strategy and innovation journey,” noted Sanjay Agrawal, CTO and Head of Presales, India and SAARC, Hitachi Vantara.

“Our goal is to ensure that every organization, regardless of size, can pursue digital transformation securely, positioning them for success in an increasingly connected world,” he added.

Pratik Shah, Managing Director India & SAARC, F5, said, “In today's digital first world, cyber adversaries are no longer knocking at the perimeter they're already inside the applications and APIs that run our digital economy. In India, this means everything from UPI payments to citizen platforms is now a target for bot-driven attack, API abuse, fraud, and automated threats at scale. Generative AI is only accelerating this landscape, giving attackers the same tools enterprises use to innovate.”

Major Threats and Trends

A cursory look at the threatscape reveals some key threat-vectors and patterns.

Malware & Endpoint Threats

In the “India Cyber Threat Report 2025” by DSCI



KASH SHAIKH
CEO AND PRESIDENT OF SECURONIX

“SECURITY TEAMS ARE NAVIGATING A PERFECT STORM OF INCREASED ATTACK SURFACE FROM AI-DRIVEN THREATS, A SHORTAGE OF CYBER TALENT, AND GROWING REGULATORY PRESSURE.”

and Seqrite, India recorded ~ 369.01 million malware detections across ~8.44 million endpoints.

While Trojans accounted for roughly 43.38 % of detections; Infectors accounted for ~34.23 % ; and Worms nearly 8.43 %. In terms of devices, Android devices reported Malware ~42 % of detections; while Potentially Unwanted Programs (PUPs) reported ~32 %; and Adware ~26 %. In terms of geography, some Indian states show higher rates compared to other states. Telangana, Tamil Nadu, Delhi are among the higher-detection regions.

Targeted Sectors

Healthcare has emerged as the most targeted by attackers (in the 2024/25 data) — because of high-value data and life-critical services. Similarly, Banking, Financial Services and Insurance (BFSI) and Government also major targets. Hospitality, manufacturing, and cloud/IT services too are increasingly under threat.

Evolving Attack Techniques

Email remains a massive vector in the cyberattackers' scheme of things. India ranked 2nd globally in email threats (6.9 % of all global detections) according to Trend Micro's report.

Cybersecurity today is the cornerstone of digital progress. As per global estimates, nearly 60 percent of small and medium enterprises experience at least one cyber incident annually, often impacting trust and growth. With increasing cloud adoption and connected infrastructure, the ability to secure data in real time has become business critical.

“At Hitachi Vantara, we are helping organizations strengthen their cyber resilience through intelligent data infrastructure, AI-driven threat detection, and secure hybrid cloud solutions. We believe cybersecurity encompasses both protection and the ability to respond with preparedness and agility. By integrating advanced technology, data-driven insights, and a culture of security

**GAURAV MOHAN**VP SALES, SAARC & MIDDLE EAST,
NETSCOUT

"THE RELENTLESS EVOLUTION OF DDOS THREATS, WHERE ATTACKER LEVERAGE AI, AUTOMATION, AND RECONNAISSANCE TOOLS AND STRIKE WITH SURGICAL PRECISION, DEMANDS EQUALLY SOPHISTICATED DEFENSES THAT ARE AI-POWERED."

Ransomware and data-extortion attacks too are rising. Instead of just encrypting data, attackers are stealing it and threatening public disclosure (a shift in modus operandi). When it comes to AI-driven threats, Generative AI, deepfakes, supply-chain compromises, polymorphic malware are all being flagged as growing concerns. Similarly, Cloud/IoT vulnerabilities are a growing concern. As more systems move online, more endpoints and mis-configurations are increasingly becoming attack surfaces.

Challenges Galore

Many organisations still rely heavily on signature-based detection (about 85 % of detections in one report) which is less effective against new, adaptive threats. Rapid digitalisation has expanded the "attack surface" — more devices, more systems, more cloud usage means more potential entry points for attackers. Skill shortage is a major woe in tackling the growing threat. With complex threats (AI, cloud, IoT), there's a need for highly skilled cyber-professionals which is a major constraint.

**SHARDA TICKOO**COUNTRY MANAGER FOR INDIA AND
SAARC

"THROUGH OUR PLATFORM, TREND EMPOWERS CUSTOMERS TO REDUCE RISK EXPOSURE, DETECT AND RESPOND FAST AND ENFORCE ZERO TRUST ACROSS THEIR ENTIRE ORGANIZATION BEFORE THREATS ESCALATE."

Not just bigger metros, even smaller cities like the tier-2 and tier 3 ones are increasingly becoming vulnerable. So, the focus isn't just on big metro tech hubs anymore.

Emerging Threats in APJ

Considering the rising importance of APJ, cybersecurity major 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 Chad Cleevly, Senior Director, Channel Sales – APJ, Sophos. 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," says Cleevly.

Evolving Cybersecurity

As cyber threats continue to evolve in complexity and sophistication, businesses are increasingly turning to cybersecurity vendors for innovative solutions to safeguard their sensitive data. However, in the ever-changing world of cybersecurity, no single vendor can tackle these challenges alone. That's where strategic partnerships come into play.

Strategic partnerships are helping security-conscious organizations to uptick their security preparedness through the right combination of expertise, intelligence, and adaptive technology. As ransomware, credential theft and endpoint security issues become all-pervasive, leading cybersecurity warriors moved to empower businesses to smooth-sail today's threat landscape.

With rising ransomware attacks on IT infrastructure, businesses have realized the importance of embracing zero tolerance for gaps in their security strategy. They are increasingly investing on strengthening their cybersecurity to secure their crown jewels and their valuable data. This has thrown open a big opportunity for cybersecurity players. According to an estimate by Statista, the Indian cybersecurity market is projected to reach approximately \$3.07 billion in 2025, with growth driven by increasing digital transformation, rising cyber threats, and robust government initiatives. Key segments include cybersecurity solutions (software), which are expected to dominate, and security services, which are growing rapidly due to a talent shortage. Major growth factors include cloud adoption, the impact of AI, new data protection laws, and the need for advanced threat detection.

As the India market remains in the eye of a major digital transformation buoyed by a digital upsurge, SME Channels embarks upon making an incisive analysis of the threat landscape and taking stock of the changes that has overtaken the Cybersecurity industry.

Integrating Security into Everyday Behavior

Cybersecurity today is not just about defending networks - it's about defending trust. Recent global breaches have shown that even organizations investing hundreds of millions in security can fall victim to human error and supply chain vulnerabilities. "True cyber resilience isn't measured by how much you invest in tools, but by how well security is integrated into everyday behavior and decision-making. This Cybersecurity Awareness Month, we must acknowledge that awareness is our most scalable defense. Technology protects systems, but people protect organizations," says Govind Rammurthy, CEO &

**JAYDEEP SINGH**GENERAL MANAGER FOR INDIA REGION
AT KASPERSKY

"ORGANISATIONS NEED TO TAKE MORE PROACTIVE STANCE TO STRENGTHEN THEIR CYBERSECURITY POSTURE BY ASSESSING THEIR INFRASTRUCTURE TO IDENTIFY GAPS, DEPLOYING PROVEN SOLUTIONS AND TECHNOLOGIES, AND TRAINING THEIR WORKFORCE."

Managing Director, eScan.

Worrying Rise in Ransomware Attacks

Organisations in the country continue to be targeted by cybercriminals, particularly ransomware groups. Kaspersky's data revealed that between January to June, India registered a 24 percent rise in ransomware attacks, compared to the same period last year.

In 2024, the country witnessed major attacks in critical sectors such as healthcare, financial services, manufacturing and government agencies. Recent cases include country's largest health insurer, major electricals and cable manufacturer, technology service provider to cooperatives and rural banks, a local construction firm, and a broking firm.

"We are witnessing significant rise in attacks which are results of rapid adoption of digital technologies that is not supported by robust cybersecurity measures. The inadequacy in security protocols and outdated software systems have further compounded the vulnerabilities," says Jaydeep Singh, General Manager for India Region

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

"WHETHER THROUGH AI-POWERED THREAT DETECTION, XDR, OR MANAGED SERVICES, SOPHOS SOLUTIONS ARE BUILT TO HELP PARTNERS DELIVER MEASURABLE OUTCOMES AND LONG-TERM RESILIENCE."

at Kaspersky.

Addressing most imminent cyber security needs

"We have a robust product portfolio to enable our customers with the ability to conduct their business on the internet with the highest level of security. We address organizations' most imminent cyber security needs based on three core principles i.e., Prevention-first approach, Gold Standard Management, and Consolidated Solution. With the largest security technology portfolio in the industry, Check Point Software's single-architecture, integrated, intelligence-driven solutions protect customers from the data center to the cloud and all points in between," says Manish Alshi, Head of Channels and Growth Technologies - India & SAARC, Check point software technologies.

Shrikant Shitole, Chief Executive Officer, iValue InfoSolutions, says, "We are encouraging SMBs and mid-scale companies to become better prepared to deal with these threats by sharing visibility use cases. This can help them understand how to widen the deployment of endpoint detection and response (EDR) tooling, monitor their cloud

environments or select the right managed-service partners to safeguard themselves. We also keep reevaluating our go-to-market plans, including our pricing composition and channel strategies, so that these clients are more amenable to opt for the latest technologies instead of depending on legacy systems."

Aligning Channel Strategy

Security players are aligning their channel strategy with the current market trends to make the most of it.

"NetApp Partner Sphere, the evolution of our industry-leading Unified Partner Program, has been designed to address the needs of our partners in line with existing market requirements," says Ganesan Arumugam, director, Senior Director - APAC Channel & Alliance Head.

Upskilling Partners

Security players are upskilling their partner ecosystem to provide a more ebullient security service to their clients.

Proper upskilling also adds to more revenue and quicker business growth and gives a company the opportunity to reach customers through sales teams, channel partners, and co-marketing initiatives, making it a crucial element for an organisation to pursue.

Foad Farrokhnia, Head of Channel & Alliance, APJ at Zscaler, says, "Our Zscaler Summit Partner Program is designed to scale and help partners promote the Zscaler platform collaboratively and appropriately based on customers' needs. The program is centered around co-sell activities to foster deeper collaborations with partners."

Bullish on India

"We have expanded our presence in both the sales and support functions, which are crucial for our success. Check Point regularly participates in industry events and conferences in India to showcase its latest products and solutions and engage with potential customers and partners," echoes Manish Alshi, Head of Channels and Growth Technologies - India & SAARC, Check point software technologies.

"India is a strategic growth market for us and continues to drive our global business momentum. As one of the fast-growing economies globally, we are laser-focused on India as a region," says Shrikant.

"Our marketing strategy in India is focused on building awareness and demand for our solutions. To engage our target customers, we employ a variety of marketing channels, including digital marketing, events & conferences, social media,



PRATIK SHAH
MD INDIA & SAARC, F5

"WE MEET CUSTOMERS WHERE THEY ARE WHETHER MODERNIZING LEGACY SYSTEMS OR SCALING AI-DRIVEN SERVICES AND PARTNER WITH THEM TO DELIVER AND SECURE DIGITAL EXPERIENCES EVERYWHERE."

and targeted advertising," says Ganeshan.

Leveraging AI to enhance traditional security

AI is transformative, and its evolution is unfolding rapidly across public and private clouds. As adversaries increasingly target AI services and large language models (LLMs) deployed in these environments, protecting the integrity and performance of AI systems is more critical than ever. The data driving these models - and the applications they power—must be safeguarded against sophisticated threats.

"The AI era has redefined how businesses operate, and how adversaries attack. We're seeing threat actors use GenAI to scale social engineering, accelerate operations, and lower the barrier to entry for hands-on-keyboard intrusions," said Adam Meyers, head of counter adversary operations at CrowdStrike. "At the same time, adversaries are targeting the very AI systems organizations are deploying. Every AI agent is a superhuman identity: autonomous, fast, and deeply integrated, making them high-value targets. Adversaries are treating these agents like infrastructure, attacking them the same way they target SaaS platforms,



STEVE VINTZ
CO-CEO AND CFO, TENABLE

"TENABLE AI EXPOSURE PROVIDES THE VISIBILITY AND CONTROL NEEDED TO SAFELY EMBRACE THE PROMISE OF GENERATIVE AI WITHOUT INTRODUCING UNACCEPTABLE RISK. THIS IS A CRITICAL STEP IN THE EVOLUTION OF EXPOSURE MANAGEMENT."

cloud consoles, and privileged accounts. Securing the AI that powers business is where the cyber battleground is evolving."

"With Tenable AI Exposure, we're giving organisations the visibility and control they need to safely embrace the promise of generative AI without introducing unacceptable risk. This is a critical step in the evolution of exposure management," stated Steve Vintz, Co-CEO and CFO, Tenable.

Comprehensive and AI-driven approach helps customers make informed decisions and reframe how organizations think about cybersecurity outcomes. As a result, businesses can confidently defend against threats with a proactive, scalable, and precise security posture, tipping the scales in favor of defenders and closing the gap between cybersecurity intent and outcomes.

Gaurav Mohan, VP Sales, SAARC & Middle East, NETSCOUT, said, "This relentless evolution of DDoS threats, where attackers leverage AI, automation, and reconnaissance tools and strike with surgical precision, demands equally sophisticated defenses that are AI-powered. Security leaders must deploy adaptive intelligence-driven

defenses that evolve alongside the threats."

Focus on Channel Growth

To tap into growing optimism vendors are focusing on channel upliftment and partner growth.

Chad Cleevly, 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."

"One of our key focus area for channel upliftment is partner enablement, which includes a unique hand-on training and certification program for channel resources, helping them to effectively manage organisation's security requirement and fulfilling it. Our sales and marketing efforts are also aligned with channel partners preferences by ensuring that they have the necessary tools and collaterals to effectively promote our product," says Sonit Jain CEO at GajShield Infotech.

Emergence of SaaS

Security-as-a-service as an offering has emerged as a key trend in the security market. Many vendors are offering Security-as-a-service to their clients.

Check Point recognizes the emergence of Security-as-a-Service as a key trend in the industry and has been investing in solutions to support it. "We offer a range of Security-as-a-Service solutions, including Check Point CloudGuard, which provides advanced threat prevention for cloud applications and workloads, and Check Point Infinity SOC, which delivers advanced threat detection and response capabilities as a managed service. These sophisticated security operations center tools are made available to our customers to create and offer managed security services. We have partnered with major telcos in India, large system integrated partners, and local partners who utilize our technology," reflects Manish.

"Our Cybersecurity-as-a-Service is built to help Indian businesses stay ahead of adversaries while focusing on innovation with confidence. The companies that internalize security as culture and foresight as discipline will not only safeguard their future, they will define it," said Amit Luthra, MD, Lenovo ISG India.

Awareness: The New Firewall

Cybersecurity Awareness Month 2025 isn't just another campaign — it's a call to action. Every login, every download, every click is a choice between vulnerability and vigilance. The message is simple but urgent: Stay alert. Stay updated. Stay secure. Because in the digital era, the safest password is awareness itself. **SME**



LED BY CMD & CO-FOUNDER YOGESH AGRAWAL, VP SALES CHANDAN KUMAR, SURVEILLANCE PRODUCT HEAD PAWAN KUMAR SINGH, CTO SUBODH SATYAL, MARKETING MANAGER RITESH, ALONG WITH BUSINESS REPS, THE VIETNAM PARTNER TOUR PACKED A BALANCED COMBINATION OF BUSINESS ENGAGEMENT, PRODUCT DEMONSTRATIONS, AND COLLABORATIVE DISCUSSIONS.

CONSISTENT SUCCESSFULLY CONCLUDES VIETNAM PARTNER TOUR

Consistent's Vietnam Partner Tour, involving 100+ Partners engaged with next-gen gaming & surveillance products, provided a rare opportunity to celebrate innovation, while strengthening ties with key partners across India

Consistent Infosystems, one of India's leading IT hardware, gaming, and surveillance brands, has successfully concluded its highly engaging Vietnam Partner Tour, designed exclusively for its valued channel partners. The tour saw over 100+ top partners participate, providing them with an exclusive opportunity to explore Consistent's latest product offerings and connect with the leadership team.

The tour was led by CMD & Co-Founder Mr. Yogesh Agrawal, VP Sales Mr. Chandan Kumar, Surveillance Product Head Pawan Kumar Singh, CTO Subodh Satyal, Marketing Manager Ritesh,

along with respective Business Managers from Chhattisgarh, Jaipur, Orissa, Bangalore, Uttar Pradesh, and Indore.

The event highlighted Consistent's upcoming gaming and surveillance products, including gaming keyboards, mice, cabinets, graphics cards, RGB & ARGB CPU fans, and a wide array of advanced surveillance solutions. Additionally, the company introduced a new FTS (Foreign Trade Scheme) initiative for Almaty, aimed at enhancing service efficiency and supporting international partners.

Speaking about the tour, Yogesh Agrawal, CMD & Co-Founder, Consistent Infosystems,

said, "It was a pleasure to engage with over 100+ of our top-performing partners during the Vietnam Tour. This initiative was not only a celebration of their tremendous efforts but also an opportunity to strengthen relationships and share insights on our latest innovations. Seeing their enthusiasm motivates us to continue creating rewarding partner-focused programs in the future."

The Vietnam Partner Tour successfully combined business engagement, product demonstrations, and collaborative discussions, reinforcing Consistent Infosystems' commitment to partner-centric initiatives, innovation, and global expansion.

Consistent continues to focus on programs that drive mutual growth, profitability, and long-term collaboration. Partners can stay updated on upcoming initiatives by connecting with their respective Consistent sales representatives.

A leading provider of IT hardware products, Networking & Surveillance products, Print consumables products, and Electronics & Gaming Segment products in India, Consistent Infosystems started its journey back in the year 2011. Since the venture started, CONSISTENT Infosystems has become one of the fastest-growing Indian IT organizations in the era of technology



YOGESH AGRAWAL
CMD & CO-FOUNDER
CONSISTENT INFOSYSTEMS

"THIS INITIATIVE WAS NOT ONLY A CELEBRATION OF THEIR TREMENDOUS EFFORTS BUT ALSO AN OPPORTUNITY TO STRENGTHEN RELATIONSHIPS AND SHARE INSIGHTS ON OUR LATEST INNOVATIONS."

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ORIENT TAKES ACQUISITION ROUTE FOR NEXT-GEN DIGITAL TECH DOMINANCE

The strategic investment will enable Orient Technologies to leverage Athena's regional footprint and customer relationships, expanding market reach and allowing it to offer its full suite of digital, cloud, data center, and managed services to a wider client base.

Leading end-to-end digital transformation and IT infrastructure services company Orient Technologies Limited recently announced the acquisition of Red Hut Innovation Technology Pvt. Ltd. and investment in minority stakes of Athena IT & Telecom Solutions Pvt. Ltd. and AIT Internet Services Pvt. Ltd. for a combined value of INR 7.71 crore. The move underscores Orient Technologies' ambition to establish itself as a next-generation digital technology leader, delivering integrated solutions across cloud, connectivity and cybersecurity, and driving long-term value creation for investors and stakeholders.

Aligns Well with Expansion Strategy

The acquisition of 100% stake in Red Hut Innovation Pvt. Ltd., a Bengaluru-based MSP and SD-WAN service provider, for INR 5.75 crore, aligns well with Orient Technologies' strategy to expand its capabilities and evolve into a fully integrated digital infrastructure company. The deal further enhances Orient Technologies' portfolio across – cloud, data center and managed IT services. The company has also taken 46% stakes each in Bengaluru-based Athena IT & Telecom Solutions Pvt. Ltd. and AIT Internet Services Pvt. Ltd.

Delivering Seamless, Secure and Scalable Enterprise Connectivity Sol.

Speaking about the strategic move, Ajay Sawant, Chairman & Managing Director, Orient Technologies, said, "This marks an important step forward in Orient Technologies' growth journey. By integrating network connectivity with our existing capabilities, we are strengthening our position as a full-spectrum digital infrastructure provider. The acquisition of Red Hut will allow us to deliver seamless, secure and scalable enterprise connectivity solutions, while enhancing service control, quality, and delivery efficiency. These combined strengths will help us to better serve enterprise customers and deliver lasting value across our ecosystem. Our strategic investments in Athena IT and Telecom Solutions and AIT Internet Services reinforce our commitment to strengthen-

ing regional presence and expanding our service capabilities. The synergies of Athena's consulting and integration excellence with AIT's robust telecom expertise will enable Orient Technologies to deliver end-to-end, future-ready solutions across India."

Gaining Competitive Edge

The move also adds recurring, subscription-based revenue streams, enhancing cash flow stability and creating cross-selling opportunities across the enterprise customer base. With direct ownership of last-mile connectivity, Orient Technologies gains a distinct competitive edge as one of the few Indian IT providers offering all solutions under one platform.

Leveraging Athena's regional footprint

With a strong presence across South India, Athena is recognized for its advanced capabilities in consulting, integration, and managed services across IT and telecom domains. This strategic investment will enable Orient Technologies to leverage Athena's regional footprint and customer relationships, expanding market reach and allowing it to offer its full suite of digital, cloud, data center, and managed services to a wider client base.

The investment in AIT Internet Services further strengthens its ability to deliver end-to-end connectivity and telecom solutions, complementing its extensive IT infrastructure and digital transformation portfolio.

A strong vote of confidence in Red Hut's capabilities

Commenting on the development, Hari Krishnan, Director, Red Hut Innovation Pvt. Ltd., Athena IT & Telecom Solutions Pvt. Ltd. and AIT Internet Services Pvt. Ltd. said, "Orient Technologies' acquisition and strategic investments reflect a strong vote of confidence in our capabilities and growth potential. Backed by Orient Technologies' scale, reach and leadership in digital infrastructure, we are poised to accelerate innovation, expand our offerings, and deliver greater value to customers."



AJAY SAWANT
CHAIRMAN & MANAGING DIRECTOR,
ORIENT TECHNOLOGIES

"THE SYNERGIES OF ATHENA'S CONSULTING AND INTEGRATION EXCELLENCE WITH AIT'S ROBUST TELECOM EXPERTISE WILL ENABLE ORIENT TECHNOLOGIES TO DELIVER END-TO-END, FUTURE-READY SOLUTIONS ACROSS INDIA."

With these strategic acquisitions and investments, Orient Technologies continues to strengthen its position as one of India's leading integrated digital infrastructure and transformation partners.

Focus On Building a Future-Ready Organization

"Our focus remains on building an agile, future-ready organization capable of delivering value across every layer of enterprise technology," said Shrihari Bhat, CEO, Orient Technologies Limited. "These moves reinforce our long-term vision of integrating cloud, connectivity, security, and managed services to empower our customers in their digital journeys."

These initiatives mark another step in Orient Technologies' mission to drive innovation, scalability, and sustainable growth across India's

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<https://www.smechannels.com>



ROB BYE
CEO, ZENTURE PARTNERS

"OUR WORK WITH ARYAKA IS HELPING ENTERPRISES TO RAPIDLY TRANSFORM THEIR NETWORKING WHILE GAINING GREATER CLARITY AND CONTROL HOW INVENTORY, CONTRACTS AND INVOICES ARE MANAGED."

PARTNERING TO COMBINE UNIFIED SASE AS A SERVICE WITH AI-POWERED LIFE-CYCLE MANAGEMENT

The partnership enables Zenture's enterprise customers to rapidly reduce costs, eliminate over-billing, accelerate sourcing cycles, while strengthening resiliency with Aryaka Unified SASE as a Service

Zenture Partners, a consultancy-led, AI-powered telecoms lifecycle management provider, partnered with Aryaka, a leading provider of Unified SASE as a Service, to simplify global network procurement and transformation for enterprises. The partnership enables Zenture's enterprise customers to rapidly reduce costs, eliminate overbilling, accelerate sourcing cycles, while strengthening resiliency with Aryaka Unified SASE as a Service.

AI-powered lifecycle management platform

The MyZenture AI-powered lifecycle management platform consolidates global network inventory into a single pane of glass while Aryaka delivers the secure connectivity, performance, and agility enterprises need to support cloud adoption, AI workloads, and digital transformation. Together, the companies enable enterprises to move beyond fragmented, reactive procurement toward proactive, data-driven networking strategies.

Rationalizing networking

"We aren't managing complexity in enterprise networking. We're removing it. Our work with Aryaka is helping enterprises to rapidly transform their networking while gaining greater clarity and control how inventory, contracts and invoices are managed," said Rob Bye, CEO of Zenture Partners. "Enterprises that take action now to rationalize their networking, consolidate vendors, and take advantage of Unified SASE will create long-term competitive advantages in their vertical industries."

Unifying telecom service data into a single-source-of-truth

Zenture combines a platform that unifies all telecoms service data into a single-source-of-truth with expert consultancy. Enterprises benefit from rapidly reduce costs, increase visibility, and optimize sourcing, while expanding networking capabilities, all at no cost. Zenture works with more than 600 carriers worldwide and has over \$1 billion in telecom spend under management.

It operates with a vendor-neutral model recommending enterprise customers the best solutions to meet their specific needs.

Delivering greater network resiliency

"Our partnership with Zenture gives us access to some of the most forward-thinking enterprises in terms of networking and security strategy and AI-driven procurement. Zenture has a unique model that delivers immediate value for customers," said Nick Alagna, Aryaka V.P. of Global Channel Sales. "By combining that approach with Aryaka's Unified SASE as a Service, we can help customers achieve faster outcomes, lower costs, and greater resiliency across their global networks."

Aryaka provides a global platform that delivers security and performance across its private Zero Trust WAN. Aryaka Unified SASE as a Service is a fully integrated solution that combines networking, security, and observability into a single offering. With over 500+ customers, the service is designed to help these organizations future-proof their network and security. **SME**

HITACHI VANTARA, RED HAT JOIN FORCES TO ACCELERATE HYBRID CLOUD TRANSFORMATION AND MODERNIZE LEGACY VIRTUALIZATION

Integrated solution of Red Hat OpenShift Virtualization on Hitachi Vantara VSP One simplifies VM migration, provides choice to reduce vendor lock-in and accelerates time to production

Hitachi Vantara, a data storage, infrastructure, and hybrid cloud management subsidiary of Hitachi, Ltd., came up with a new solution that combines Red Hat OpenShift Virtualization with Hitachi Vantara Virtual Storage Platform One (VSP One). The new offering enables organizations to reduce reliance on costly, proprietary hypervisors and adopt a unified, hybrid cloud platform to help modernize aging virtualization environments while delivering enterprise resilience and performance.

The new offering comes as enterprises face rising virtualization licensing costs, limited flexibility, and increasing pressure to modernize. According to a recent survey, the increasing complexity of vendor licensing and rising prices has turned routine upkeep into a costly exercise, with nearly three-quarters (73%) of enterprises having been audited, and more than a third acknowledging that compliance, including managing excessive licensing, was the top issue facing their organization.

Integrating Red Hat OpenShift

To address these challenges, the new Hitachi Vantara solution integrates Red Hat OpenShift, which includes the Red Hat OpenShift Virtualization feature, and includes pre-validated reference architecture and a powerful VM migration tool that simplifies and accelerates the transition from legacy platforms. VSP One delivers multi-site resilience and seamless failover features that can support continuous operations during outages. The solution allows organizations to run virtual machines (VMs) and containers side by side on the same platform, reducing the need for separate virtualization infrastructure and avoiding duplicate environments, which reduces hardware, software licensing, and operational costs. Additionally, VSP One provides a unified data storage platform for block, file and object storage across on-premises systems and the cloud, which improves data visibility and offers a consistent experience wherever data resides.

Simplifying Migration, Reducing Complexity

"Organizations across industries are looking to modernize IT infrastructure while avoiding

vendor lock-in and controlling costs," said Dan McConnell, senior vice president, product management and enterprise infrastructure, Hitachi Vantara. "By combining Red Hat OpenShift Virtualization with Hitachi Vantara's high-performance VSP One infrastructure, we're enabling customers to simplify migration, reduce complexity, and accelerate application delivery on a modern hybrid cloud foundation. Customers want choice without complexity or cost or vendor lock-in."

Supporting seamless workload mobility

The solution includes a new jointly developed reference architecture built for high availability on stretched Red Hat OpenShift clusters. Leveraging Hitachi VSP One Block, Global Active Device (GAD) technology, which enables active-active data access across multiple sites, and enhanced CSI drivers, the architecture supports disaster avoidance, continuous operations, and seamless workload mobility across geographically distributed sites. An optional third-site quorum with Red Hat OpenShift master node support in public cloud or isolated sites enables maximum availability zone resiliency.



DAN MCCONNELL
SENIOR VP, PRODUCT MANAGEMENT
AND ENTERPRISE INFRASTRUCTURE,
HITACHI VANTARA

"BY COMBINING RED HAT OPENSIFT VIRTUALIZATION WITH HITACHI VANTARA'S HIGH-PERFORMANCE VSP ONE INFRASTRUCTURE, WE'RE ENABLING CUSTOMERS TO SIMPLIFY MIGRATION, REDUCE COMPLEXITY, AND ACCELERATE APPLICATION DELIVERY ON A MODERN HYBRID CLOUD FOUNDATION. CUSTOMERS WANT CHOICE WITHOUT COMPLEXITY OR COST OR VENDOR LOCK-IN."

Building Future-Ready IT Platforms

Customers like Alior Bank, a leading European financial institution, are already realizing the benefits of the new solution. Faced with rising licensing fees and limited flexibility in its legacy environment, the bank transitioned to Red Hat OpenShift Virtualization on VSP One.

"Our goal was to build a future-ready IT platform that supports growth while ensuring resilience and performance, which was paramount," said Piotr Krzak, chief technology officer, Alior Bank. "By working closely with Red Hat and Hitachi Vantara, we've built a unified and highly-



STEFANIE CHIRAS
PH.D., SENIOR VP, PARTNER ECOSYSTEM SUCCESS, RED HAT

"TOGETHER WITH HITACHI VANTARA'S POWERFUL INFRASTRUCTURE, WE ARE ENABLING OUR CUSTOMERS TO REDUCE COSTS, CONSOLIDATE OPERATIONS, AND BUILD MORE RESILIENT, CLOUD-NATIVE INFRASTRUCTURE THAT IS READY FOR WHAT'S NEXT."

available environment that accelerates innovation, enhances scalability, and allows us to better serve our customers."

Benefits Galore

The Hitachi Vantara solution with Red Hat OpenShift Virtualization offers key benefits for organizations to modernize and migrate from traditional virtualization platforms, including:

- **Reduced Operational Costs and Vendor Lock-In:** By unifying VMs and containers on a single platform, customers may be able to achieve increased operational and cost efficiency. Furthermore, Red Hat OpenShift Virtualization is based on KVM and KubeVirt, offering greater choice and flexibility through open-source innovation.
- **Accelerated Application Delivery and Migration:** Integrated, pre-validated systems and

storage help accelerate deployment of VMs and containers. Hitachi Vantara's Storage Plug-in for Containers (HSPC) enables dynamic, persistent storage scaling without overprovisioning.

- **Enterprise-Grade Resilience:** VSP One is designed to support continuous uptime, 100% data availability, and support for mission-critical workloads.
- **End-to-End Automation and Visibility:** Integrated observability and automation tools of Red Hat OpenShift, combined with Hitachi Vantara's intelligent infrastructure management, deliver improved policy consistency, proactive issue resolution, and secure operations across hybrid environments.

Building More Resilient, Cloud-Native Infra

"As IT leaders reevaluate traditional virtualization platforms, the ability to migrate and modernize without disruption is critical," said Stefanie Chiras, Ph.D., senior vice president, Partner Ecosystem Success, Red Hat. "Red Hat OpenShift is the industry's leading hybrid cloud application platform powered by Kubernetes and built on open standards, supporting VM and container portability across on-prem, public cloud, and edge environments. Together with Hitachi Vantara's powerful infrastructure, we are enabling our customers to reduce costs, consolidate operations, and build more resilient, cloud-native infrastructure that is ready for what's next."

Building upon Past Success

This announcement represents the latest development in the Hitachi Vantara and Red Hat relationship. Earlier this year, the companies announced an update to the Red Hat OpenShift migration toolkit for virtualization, which includes a storage offloading feature for cold migrations, powered by VSP One. Allowing storage offloading during a cold migration can significantly accelerate the process by moving the data-copying workload from the server and network to the storage array itself, reducing downtime and maintaining operational continuity. As a primary driver for the development of this feature, Hitachi Vantara is one of the first to have their offload driver reach technology preview.

Transforming the way data fuels innovation, Hitachi Vantara provides the data foundation that many a leading global innovators rely on. Through data storage, infrastructure systems, cloud management and digital expertise, the company helps customers build the foundation for

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<https://www.smechannels.com>



PRASHANTH G J
CEO, TechnoBind Solutions

PROFILE

Prashant GJ is the Chief Executive Officer of TechnoBind, a leading specialist distributor enabling technology partners to deliver value-driven solutions across India and emerging markets. With more than two decades of experience in the IT distribution and solutions ecosystem, Prashant has been instrumental in shaping TechnoBind's hybrid distribution model that bridges the gap between cutting-edge technology vendors and channel partners. Under his leadership, TechnoBind has evolved from a niche player to a trusted partner in areas such as cloud adoption, data management, security, and digital transformation. Prashant's approach focuses on empowering partners with deep technical expertise, consultative engagement, and outcome-oriented solutions rather than transactional sales.

A keen observer of shifting market dynamics, he actively champions initiatives around multi-cloud management, AI-driven analytics, and zero-trust security frameworks, positioning TechnoBind at the forefront of next-generation IT distribution. Prashant's vision emphasizes building sustainable value for vendors, partners, and customers alike, fostering a resilient ecosystem that keeps pace with the rapidly changing technology market.

GENAI'S SILENT PARTNER: THE UNDERAPPRECIATED ROLE OF MODERN DATA INFRASTRUCTURE

Despite the commanding headlines and boardroom budgets routinely hugged by GenAI, a quiet ecosystem called modern data infrastructure most often does the heavy lifting without much ado. Without it, GenAI would remain at best an exciting prototype, not a dependable business capability

Generative AI is commanding headlines and boardroom budgets. Its promise to write, design, analyze, and even strategize has captivated executives and builders alike. Yet for every impressive demo, there is a quiet ecosystem doing the heavy lifting that is the modern data infrastructure. Without it, GenAI remains an exciting prototype, not a dependable business capability.

Managing the Scale Explosion

Models and applications are only as useful as the data they can access and the speed at which they can do so. Global data volumes have exploded, pushing organizations to store, move, and query petabytes with millisecond expectations. According to IDC forecasts, the worldwide datasphere will reach roughly 291 zettabytes by 2027, underlining how much raw material systems must manage to enable AI-driven experiences.

Bridging the Integration Gap

Most enterprises already use AI in pockets, but far fewer have GenAI capabilities embedded across core workflows. The 2025 AI Index reports that 78 percent of organizations used AI in 2024, yet meaningful operationalization remains limited. If models cannot access authoritative, well-curated, and timely enterprise data, their outputs are brittle, risky, and expensive to maintain.

Supporting Multiple Modalities and Tools

Generative AI use is expanding across text, code, and images. According to recent studies by McKinsey, about 63 percent of organizations using GenAI apply it to generate text outputs, while a sizable share use it for other modalities too. Each use case places different demands on storage formats, indexing, retrieval latency, and governance. A single data platform must support vector search, structured queries, feature stores, and streaming pipelines

simultaneously. Without those capabilities, trust and scale erode quickly.

Operationalizing AI at Scale

The market for MLOps and model operationalization is growing rapidly as companies realize models are not "set and forget." According to Grand View Research, the global MLOps market will grow into the multi-billion dollar range with steep year-on-year growth, reflecting demand for tools that automate model deployment, monitoring, drift detection, and lineage. Those tools sit squarely on top of robust data foundations. Missing or fragmented infrastructure multiplies toil and technical debt for data scientists and DevOps teams.

Infrastructure Economics and Capacity Planning

Cloud and data center investments are surging to meet AI compute and storage needs. Based on Gartner research, analysts note sharp increases in data center systems spending as organizations provision for high-throughput AI workloads. This rising spend confirms that delivering GenAI at scale is not just a software problem; it is an architectural and financial one as well.

A Leadership Agenda for Data-First AI

So what should leaders do?

Prioritize data contracts and observability by treating datasets like products with owners, SLAs, and metrics.

Adopt hybrid architectures that combine low-latency stores for real-time inference and cost-efficient cold storage for archival and retraining. Invest in unified governance that covers privacy, access controls, and model explainability.

Make MLOps parity with DevOps so the process of

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MELODY LOPEZ

Director & Chief of Staff, Crayon
Software Experts India

PROFILE

As Chief of Staff at Crayon India, Melody Lopez drives the execution of the Company's Strategy and Vision. She also drives engagement with Employees, Internal Stakeholders, Business Heads, Channel Partners and Customers. Melody truly understands the power of listening to and collaborating with Employees, Customers and Partners, and she knows that long-term relationships are built on transparency, communication, and accountability.

FROM POLICY TO PRACTICE - EMBEDDING DEI INTO THE FABRIC OF THE DIGITAL ORGANIZATION

In digital organizations where talent, product and customer experience are tightly linked, DEI can be a powerful driver of innovation and competitive advantage

Many organizations today see diversity, equity and inclusion (DEI) as a cornerstone of their growth and resilience. It is no longer limited to statements on careers pages, annual training modules or headline metrics in ESG reports. In digital organizations where talent, product and customer experience are tightly linked, DEI can be a powerful driver of innovation and competitive advantage.

By translating aspirational statements into measurable practices, accountable leadership and everyday workflows, organizations can create workplaces that are not only fairer but also stronger, more agile and more successful.

Why DEI Must Move Beyond Policy

There is a growing body of evidence that diverse leadership correlates with better business outcomes. Firms in the top quartile for both gender and ethnic diversity on executive teams show materially higher odds of financial outperformance. This relationship has been explored in recent McKinsey research and reinforced by follow-up studies that link diverse leadership to stronger profitability and innovation.

At the same time, DEI is a talent magnet. The majority of job-seekers and employees say workplace diversity is an important factor when choosing employers. This means that a gap between rhetoric and reality directly affects recruitment and retention in markets where digital skills are scarce.

The landscape is also volatile. In 2024 and 2025 a number of prominent organizations reassessed or scaled back publicly stated DEI commitments amid political and legal pressures. These reversals show how fragile surface-level DEI can be if it is not embedded into governance, metrics and culture. Leaders must treat these events as a warning. DEI that is seen as performative is the easiest to reverse.

Put Measurement And Accountability At The Centre

Policy without measurement is opinion. Companies that have shifted DEI from policy into practice

consistently define a small set of outcome metrics, instrument those metrics in existing systems and attach clear accountability to leaders' goals.

Start with a tight measurement set. This can include representation by level and function, pay-equity gaps, hiring and turnover rates for under-represented groups and qualitative measures such as employee inclusion scores from pulse surveys. These indicators should be integrated into regular management dashboards rather than siloed in HR so senior leaders see DEI alongside revenue, churn and product KPIs.

Metrics must also be tied to performance conversations and planning cycles. When promotion and compensation committees review talent, they should be explicitly asked to account for diversity and inclusion implications. This creates durable incentives. Without it, DEI remains a side project.

Build DEI Into The Talent Lifecycle And The Product Lifecycle

Operational DEI treats every HR and product process as an opportunity to reduce bias and expand access.

On the talent side, organizations should standardize job descriptions to remove exclusionary language, adopt structured interviews to reduce subjective bias, broaden recruiting channels beyond traditional pipelines and establish sponsorship programs to accelerate representation into leadership. These changes should be paired with anonymized resume screening and blind assessment where applicable to reduce downstream bias.

On the product side, decisions carry real-world social consequences. Diverse product teams and explicit inclusive design practices reduce the risk of biased models, narrow testing and exclusionary user experiences. Operationalizing DEI in product development means adding representation checks into product acceptance criteria, including diverse

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**MARTIN SCHROETER****CHAIRMAN AND CHIEF EXECUTIVE OFFICER, KYNDRYL**

**"OUR DIFFERENTIATED APPROACH
BLENDS AGENTS WITHIN COMPLEX
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THEY MOVE TO BECOME AI-NATIVE."**

BANKING ON ADVANCED AGENTIC AI CAPABILITIES TO SCALE AI ACROSS BUSINESSES

Kyndryl's new core of Kyndryl Agentic AI Framework orchestrates, securely builds and dynamically deploys AI agents

Kyndryl, a leading provider of mission-critical enterprise technology services, today unveiled capabilities that augment the Kyndryl Agentic AI Framework and accelerate AI adoption at scale across industries. The enhancements incorporate a unique design process and an innovative engagement methodology. This enables customers to break free from limited proof-of-concept AI projects to scale real-world AI-native solutions that boost efficiency and drive business outcomes.

The Company is deploying forward engineers, capabilities and intellectual property to drive rapid adoption of the expanded Agentic AI Framework with customers, leveraging differentiated methodologies through Kyndryl Vital. By co-creating customized projects that minimize time between design and deployment, Kyndryl is speeding time to value for organizations in government, banking, insurance, manufacturing and other industries.

"With decades of mission-critical infrastructure expertise, unique intellectual property and our AI consult methodology, Kyndryl is poised to lead our customers through this paradigm shift toward agentic AI," said Kyndryl Chairman and Chief Executive Officer Martin Schroeter. "Our differentiated approach blends agents within complex environments and empowers organizations to scale AI throughout their operations as they move to become AI-native."

Backed by an infrastructure-first mindset and decades of experience running mission-critical systems, Kyndryl has a proven track record of implementing AI-native workflows at scale. This foundation uniquely positions the Company to deliver the step change that customers need to deploy an enterprise-grade framework with intelligent AI agents that dynamically learn, evolve, and turn insights into measurable outcomes.

In fact, Kyndryl is already seeing that a quarter of its signings contain AI-related content, including data architecture, cloud and digital workplace services.

The Company is also collaborating with its global alliance partners to create joint solutions across the ecosystem that enable customers to embrace Kyndryl's Agentic AI Framework and efficiently blend AI into their core business operations. In addition, Kyndryl is partnering with several universities globally to engage their researchers and students with a focus on educating and fostering the next generation of skilled AI professionals.

At the core of the Kyndryl Agentic AI Framework is the advanced capability that orchestrates, secures and scales a customer's technology footprint into agentic AI workflows. This is strengthened by input from Kyndryl's agentic ingestion capability, which extracts and analyzes the customer's code, policies, data interdependencies, business goals and insights – including from

Kyndryl Bridge. The Kyndryl Agentic AI Framework is secure-by-design, with guardian concepts – enabling autonomous, transparent and compliant operations.

The core capability helps customers deliver an agentic system with a future workforce model, including defined roles agents will play in an organization and how they will work with employees. Kyndryl's experts use the model to identify the professional roles people will play and the skills required to deliver business outcomes in partnership with their agent counterparts.

Harnessing the model, Kyndryl's agent builder uses the Company's industry and domain reference architectures and catalog of AI agents and agentic workflows help make it easier for enterprises to design, test and deploy AI agents that perform tasks such as writing code, running tests, or automating complex processes. The agent builder also creates and deploys agents in harmony with compliance standards and security protocols, while ensuring they are ready for mission-critical use.

Kyndryl is furthering adoption of its Agentic AI Framework across industries by:

- Working with insurance industry customers on an agentic AI-enabled actuarial solution that creates and embeds AI agents to deliver an

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JOINING FORCES TO STRENGTHEN OPEN SOURCE DATA PLATFORM CAPABILITIES

Under the collaboration, TechnoBind will act as a preferential channel and systems integrator for AxonOps's solutions including Cassandra and Kafka monitoring and operations tools, and Workbench developer tools, enabling Indian enterprises and system integrators to adopt a streamlined, full-stack observability and operations platform tailored for modern distributed data architectures



PRASHANT G J
CEO AT TECHNOBIND

“BY ALIGNING WITH AXONOPS, WE ARE NOT JUST DISTRIBUTING SOFTWARE; WE ARE ARCHITECTING A FUTURE WHERE INDIAN BUSINESSES GAIN DIRECT ACCESS TO NEXT-GEN OPEN SOURCE DATA PLATFORM TOOLS WITH LOCAL SUPPORT, DOMAIN EXPERTISE, AND PARTNER ENABLEMENT.”

TechnoBind, a specialist distributor focused on data and associated domains, recently entered into a strategic collaboration with AxonOps, a unified operations and monitoring platform for Apache Cassandra and Kafka. Aiming to bring world-class open source data platform tooling into the Indian market, the partnership is well poised to strengthen enterprise data reliability across APAC.

AxonOps delivers a comprehensive suite of tools designed to simplify and automate the monitoring and operations of Apache Cassandra and Kafka. Its flagship offering provides intelligent, high frequency insights into the health and performance of Cassandra and Kafka clusters, while simplifying and automating key operational tasks such as Cassandra backup and repair, and Kafka topic and ACLs management. In addition, AxonOps provides AxonOps Workbench, an open source IDE purpose built for Cassandra to enable developers and DBAs to securely and efficiently integrate Cassandra into their development workflows. These solutions are built to reduce operational complexity, improve uptime, and empower enterprises to operate their open

source data platforms with confidence.

“At TechnoBind, our mission has always been to bring cutting-edge, high-impact technologies to our partner ecosystem,” said Prashant G J, CEO at TechnoBind. “By aligning with AxonOps, we are not just distributing software; we are architecting a future where Indian businesses gain direct access to next-gen open source data platform tools with local support, domain expertise, and partner enablement. Our joint focus will be on reducing operational toil, accelerating adoption of scalable data platforms, and empowering customers to build resilient, self-healing systems.”

Under this collaboration, TechnoBind will act as a preferential channel and systems integrator for AxonOps's solutions including Cassandra and Kafka monitoring and operations tools, and Workbench developer tools, enabling Indian enterprises and system integrators to adopt a streamlined, full-stack observability and operations platform tailored for modern distributed data architectures. Together, the two companies plan to engage in joint go-to-market initiatives, training and certification programs, proof-of-concept deployments, and support escalation frameworks to serve banks, telecoms, e-com-

merce, and tech firms with high availability, scalable data systems.

“AxonOps was created with a vision to simplify and unify the way organizations monitor and operate open source data platforms,” said John Glendenning, Co-Founder & CEO at AxonOps. “Our collaboration with TechnoBind marks an exciting step forward in bringing this vision to one of the most innovative and fast-evolving markets in Asia. Together, we aim to empower enterprises to seamlessly monitor, operate, and optimize their Cassandra and Kafka environments through a unified, intelligent platform. TechnoBind's strong regional presence, technical expertise, and partner-first approach make them a perfect ally in driving this transformation and delivering real value to customers.”

This strategic alliance marks a significant milestone in both organizations' growth trajectories. For TechnoBind, it expands the breadth of its advanced data infrastructure portfolio by adding a differentiated, high-value software stack.

For AxonOps, it secures a trusted regional partner to deliver localized deployment, support, and training that complement its platform's global appeal. **SME**



SANJIB SAHOO

President – Global Platform Group,
Ingram Micro

PROFILE

As President of Ingram Micro's Global Platform Group, Sanjib leads all aspects of the publicly traded company's platform strategy, including platform development, the innovation flywheel, global growth, services and support, and the business expansion plans for Ingram Micro's platform operating model. Sahoo joined Ingram Micro in 2021 as EVP and Chief Digital Officer, where he spearheaded transformative initiatives, including the creation and implementation of the company's groundbreaking digital twin Ingram Micro Xvantage. Recognized for his unique ability to blend strategic vision, technical expertise, and a results-driven approach, Sahoo is a driving force behind Ingram Micro's digital transformation to a platform company and strategic focus on continuous business value creation. Widely regarded as one of the most influential minds in business and technology, Sahoo has successfully architected and executed large-scale transformations across multiple high-profile industries, setting benchmarks for excellence in the digital era.

FROM ORDER-TAKERS TO ORDER-MAKERS AS DATA AND AI TRANSFORM TECH DISTRIBUTION IN INDIA

Distribution has shifted from a “supply-centric” model, where vendors produce goods, distributors store them, and resellers sell them, to a “demand-centric” model that uses data and artificial intelligence (AI) to proactively anticipate and generate demand

For most consumers, the journey of a new device from a global launch stage to their doorstep feels almost instantaneous, thanks to a highly complex, yet largely invisible global supply chain. The pandemic momentarily exposed this supply chain's fragility, with even basic tech accessories becoming hard to source. Since then, the distribution industry has undergone a quiet but profound transformation especially in markets like India, which now often receive products in the first wave of global launches.

Behind the transformation is a significant shift in the way the technology distribution ecosystem operates. Traditionally, distribution has been a “supply-centric” model, where vendors produce goods, distributors store them, and resellers sell them. Now, the need has shifted to a “demand-centric” model that uses data and artificial intelligence (AI) to proactively anticipate and generate demand.

The Complexity of Modern Tech Distribution

A single technology solution often spans multiple products, vendors, and services. This bundling requires precise coordination between OEMs, distributors, and resellers. Even generating a quote can involve multiple companies and several layers of approval. The challenge is not just physical logistics moving devices from one location to another but also digital orchestration, ensuring the right mix of products reaches the right partner at the right time.

That complexity is why Ingram Micro created Xvantage, an AI-driven platform that leverages more than 40 years and 4 petabytes of historical sales and inventory data, layered with predictive analytics. Agentic AI uses this data to connect the dots, allowing partners to forecast demand, identify market opportunities, and receive recommendations on promotions for slow-moving inventory. As a result, procurement and sales cycles are more closely aligned, reducing working capital strain

while ensuring availability for end customers. By linking supply and demand with data in this way, we become a proactive order-maker, rather than a passive order-taker.

The ‘Glocal’ Operating Model

Operating at scale requires balancing a global framework with local execution. Global data models and best practices guide decision-making, but each region, specifically in diverse markets like India, requires its own playbook. Factors such as regional buying patterns, seasonality, and local supply chain dynamics must be built into the platform.

Given the unpredictability of geopolitical events, demand volatility, and macroeconomic shifts, flexibility and responsiveness have become as important as forecasting accuracy. The platforms can suggest optimal decisions, but strong operational discipline—from inventory hygiene to working capital management ensures those recommendations translate into business results.

The Multi-Channel Future

Post-pandemic, the shift toward digital buying channels has accelerated. For distributors, this is more than just setting up a platform; it's about creating an “ecosystem commerce” model where resellers can transact seamlessly, integrate their own systems, and access value-added services without friction.

This is where Xvantage plays a transformative role, uniting hardware, cloud subscriptions, personalised recommendations, instant pricing, order tracking, and billing automation in one AI-powered experience. Reducing friction across buying, managing, and scaling technology allows partners to focus less on processes and more on delivering value to customers. The platform also provides access to flexible financial solutions, asset disposition and lifecycle management services, and certified technical experts, making it not just a transactional hub but a growth enabler for the channel ecosystem.



INGRAM MICRO XVANTAGE™

Through interactions, the platform generates a treasure trove of behavioural data, searches, saved carts, and purchase histories, which, when analysed responsibly, offers valuable insights into market intent. Shared in a structured way, this data also allows OEMs to fine-tune product strategies, pricing models, and channel programs.

In short, Xvantage is an AI-driven digital experiential ecosystem that facilitates effective transactions and optimizes decision-making for both vendors and partners. It empowers our ecosystem to work smarter with purpose and precision, fueled by our belief that digital experience must be both visionary and viable.

AI as an Industry Enabler

AI is no longer a “back-office” experiment. It is embedded across the value chain from quoting and pricing to inventory management and bundled solution recommendations. The future of distribution is not AI replacing humans, but AI augmenting human decision-making. As industry leaders note, the challenge is not replacement, but reimagination: using technology to push the ecosystem toward greater efficiency, agility, and customer-centricity.

In an era where technology lifecycles are shrinking and customer expectations are rising, the winners in India's tech distribution industry will be those who can blend the scale of global networks with the agility of local operations, powered by data-driven intelligent platforms. The invisible gears of the supply chain are no longer just infrastructure; they are intelligent systems that redefine how quickly and effectively India gets its next wave

of technology.

HOW XVANTAGE PLATFORM BENEFITS X GENERATION PARTNERS

The complexity of Ingram's business and the fragmentation of its business throughout the years have made it develop and effectively use lots of tools to facilitate different types of interactions with its partners. What it's doing now is to bring in everything under one experience, with an aim to bring a B2C Netflix-like experience in a B2B segment. So, all that is behind it is a platform where its partners will be able to quote the special pricing live. Ingram uses Machine Learning and Artificial Intelligence to help its partners sell more and provide insights and recommendations to partners on how to take friction out of the businesses, and how partners can buy and fulfill hardware, software services and cloud solutions in one invoice. Other than these, the platform has many more functionalities around digital marketing. It can guide you on how Ingram's vendors can generate ROI-associated marketing campaigns to be more effective. The company is also bringing all the control of subscriptions, which brings the concept of annual recurring revenues. Ingram has specific functionalities within the platform that help partners control that, and many other functionalities, which are helping its resellers to have one experience in a single pane of glass to better cater to their end customers.

So, ultimately Ingram is bringing that experience to its partners and helping them grow their business, which means it's not only frictionless transactions but what more they can do with

Ingram Micro. Xvantage also allows its partners to choose from a wide range of services and solutions, including Professional Services, Cloud Services, cybersecurity solutions, financing solutions, verticalized solutions, or asset disposal services. So, it's about how the company empowers its partners to go and do more business with the customers, how it helps its partners grow their businesses, and how they can track their business growth through this platform. The platform also helps them identify or spot areas where business is happening in the market that probably they are missing out on. If they want to get into that area, then they can work with Ingram Micro to make a joint business plan and go after those areas. Thus, Xvantage gives all those helpful insights and additional engagement points 24X7. Xvantage also helps partners book an appointment with Subject Matter Experts, at the time of their convenience, though a simple click of a button. So, this functionality helps the customers grow their business and serve the end customers much better. The company provides a consumer experience in the B2B market. There is a new generation running its customers and resellers. In India, younger generation of customers mostly use their mobile for everything, complementing the windows, making India a mobile-first market. The company also has Xvantage on mobile and it's a native platform in the phone, providing the same experience to users as that of a desktop version. Xvantage mobile app also is of great help to people who work sporadically and have EVERYTHING on-demand, as and when they need it. **SME**



JEETU PATEL
PRESIDENT AND CHIEF PRODUCT
OFFICER AT CISCO

"OUR STUDY SHOWS THAT OVER 80% OF COMPANIES ARE PRIORITIZING AGENTIC SOLUTIONS, WITH TWO OUT OF THREE REPORTING THAT THESE SYSTEMS ARE ALREADY MEETING OR EXCEEDING THEIR PERFORMANCE GOALS, AND COMPANIES THAT ARE FURTHER ALONG ARE SEEING DRAMATICALLY STRONGER RETURNS THAN THEIR PEERS."

AI-READY MEANS OUTPACING PEERS IN THE RACE TO VALUE

The 'Pacesetters' are 3x more likely to move AI pilots into production, and 72% more likely to report measurable value from AI

Leading networking and security provider Cisco has released the results from the third annual CiscoAI Readiness Index. A small but consistent group of companies — the 'Pacesetters', about 17% of organizations surveyed in India, and 13% globally, for the last three years — outperform their peers across every measure of AI value, captured for the first time in Cisco's global study of over 8,000 AI leaders across 30 markets and 26 industries.

The Pacesetters' sustained advantage indicates a new form of resilience: a disciplined, system-level approach that balances strategic drivers with the data and infrastructure needed to keep pace with AI's accelerating evolution. They're already architecting for the future with 98% designing their networks for the growth, scale and complexity of AI compared to 59% in India.

The combination of foresight and foundation is delivering real, tangible results at a time when two major forces are starting to reshape the landscape: AI agents, which raise the bar for scale, security, and governance; and AI Infrastructure Debt, the early warning signs of hidden bottlenecks that threaten to erode long-term value.

"We're moving past the era of question-

answering chatbots and stepping into the next major phase of AI: agents that independently execute tasks," said Jeetu Patel, Cisco's President and Chief Product Officer. "Today's study shows that over 80% of companies are prioritizing agentic solutions, with two out of three reporting that these systems are already meeting or exceeding their performance goals. The evidence points to a massive competitive advantage: companies that are further along are seeing dramatically stronger returns than their peers."

The Pacesetter profile: readiness as competitive advantage

Cisco's research outlines a consistent pattern among these leaders delivering real returns.

- **They make AI part of the business, not a side project.** Nearly all Pacesetters (99%) have a defined AI roadmap (vs 67% in India) and 91% (vs 45% in India) have a change-management plan. Budgets match intent, with 79% making AI the top investment priority (vs 32% in India) and 96% with short- and long-term funding strategies (vs 51% in India)

- **They build infrastructure that's ready to**

grow.

They architect for the always-on AI era. 71% of Pacesetters say their networks are fully flexible and can scale instantly for any AI project (vs 20% in India), and 77% are investing in new data-center capacity within the next 12 months (vs 51% in India).

- **They move pilots into production.**

62% have a mature, repeatable innovation process for generating and scaling AI use cases (vs 16% overall in India), and three-quarters (77%) have already finalized those use cases (vs 24% in India).

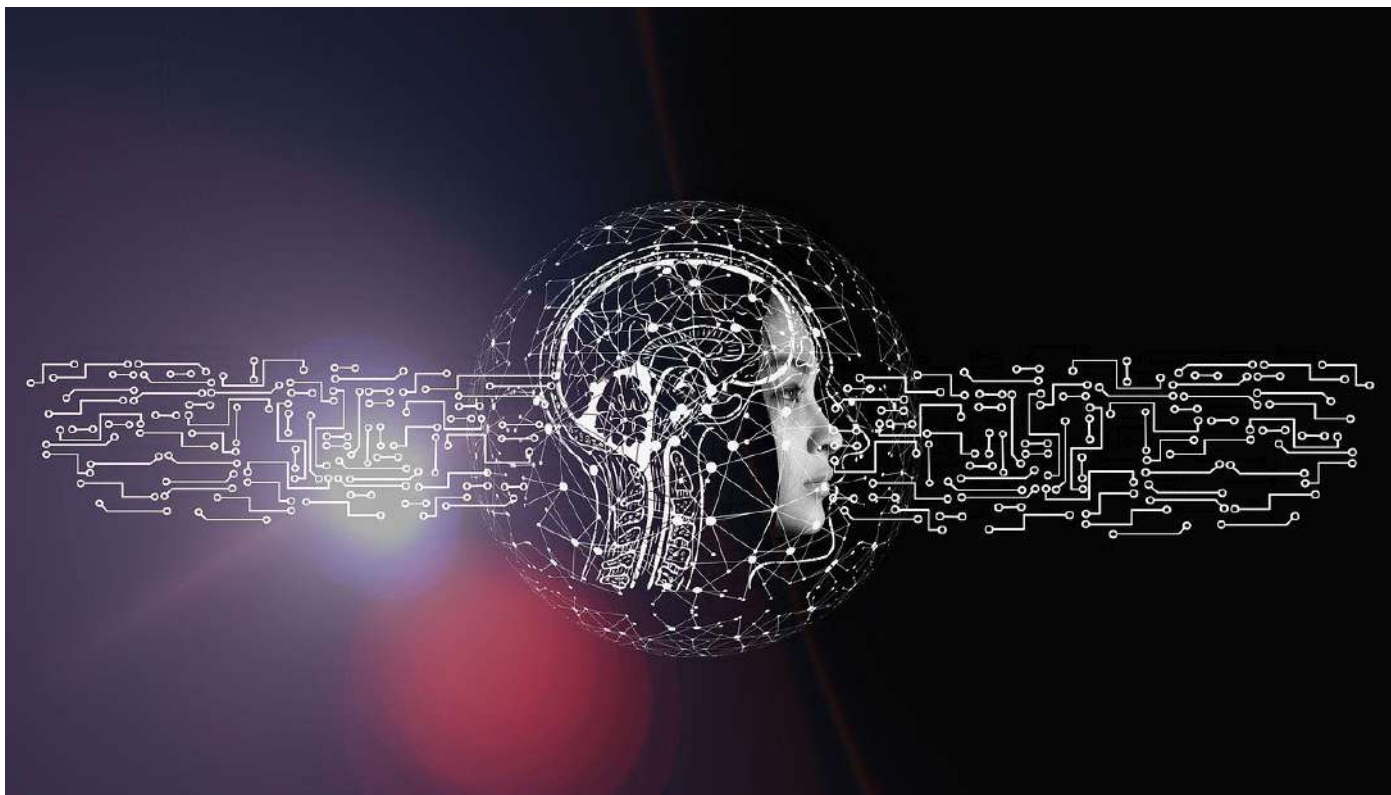
- **They measure what matters.**

95% track the impact of their AI investments — two times higher than respondents surveyed in India — and 71% are confident their use cases will generate new revenue streams, about 1.5 times the overall average in India.

- **They turn security into strength.**

87% are highly aware of AI-specific threats (vs 51% overall in India), 62% integrate AI into their security and identity systems (vs 38% in India), and 75% are fully equipped to control and secure AI agents (vs 45% in India). Trust is part of the Pacesetter's value equation.

Pacesetters achieve more widespread results



than their peers because of this approach: 90% report gains in profitability, productivity, and innovation, compared with 71% overall in India.

AI agents: ambition outpacing readiness

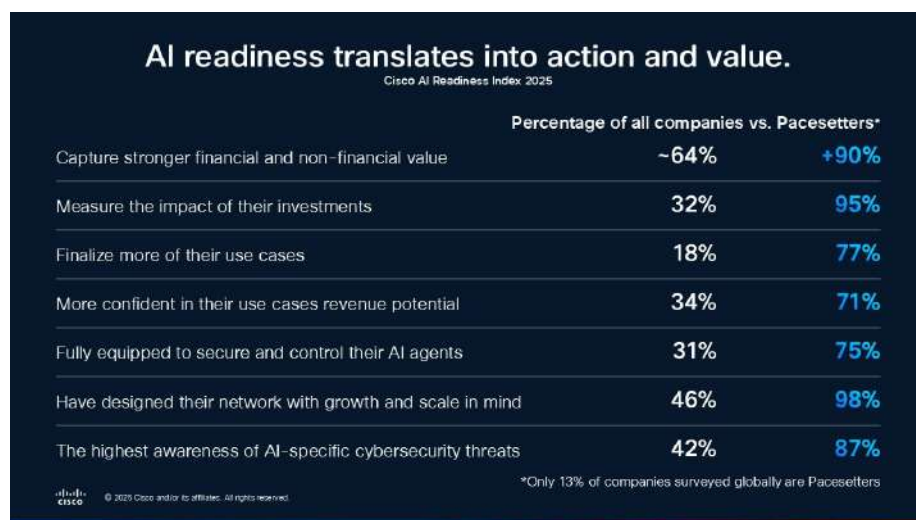
The Index shows 91% of organizations in India plan to deploy AI agents, and nearly 41% expect them to work alongside employees within a year. But for majority of these companies, AI agents are exposing weak foundations — systems that can barely handle reactive, task-based AI, let alone AI systems that act autonomously, and learn continuously. 25% of respondents say their networks can't scale for complexity or data volume and just 20% describe their networks as flexible or adaptable.

Pacesetters are again the exception. Their disciplined, system-level approach has already helped lay the foundations they will need to scale.

AI Infrastructure Debt: The emerging drag on value

The report introduces a new concept — AI Infrastructure Debt — the modern evolution of technical and digital debt that once held back digital transformation.

It's the silent accumulation of compromises, deferred upgrades, and underfunded architecture that erodes the value of AI over time. Some early warning signs are already visible: 41% expect workloads to rise by over 30% within three years,



64% struggle to centralize data, only 26% have robust GPU capacity and just over one in three can detect or prevent AI-specific threats.

These early warning signs points to a gap between AI ambition and operational readiness. But when the systems that power AI aren't secure, the debt can increase risk. Pacesetters aren't immune, but their foresight, governance, and investment discipline help position them to avoid problems compounding into more costly risks.

Value follows readiness

As agentic systems and autonomous AI push organizations into an era of constant compute demand, the report proves value follows readi-

ness, with the most AI-ready organizations setting the pace for others to follow.

Based on double-blind survey

The Cisco AI Readiness Index 2025 is a global study, now in its third year, based on a double-blind survey of 8,000 senior IT and business leaders responsible for AI strategy at organizations with over 500 employees across 26 industries.

For over 40 years now, Cisco has been securely connecting the world. With its leading AI-powered solutions and services, Cisco enables customers, partners and communities to unlock innovation, enhance productivity and strengthen digital resilience. **SME**



REDINGTON-THE PRINTER HOUSE PARTNERSHIP FOR ORIENT L&P SERIES, EXPANDING INTO LABEL AND PACKAGING APPLICATION

As per the agreement, Redington will represent and support the sales, service, and consumable support for the Orient L&P series, designed for label and packaging applications

Redington Limited, a leading Indian integrated technology solutions provider and a Fortune India 500 company, has entered into a strategic partnership with The Printer House (TPH), a pioneering leader in the Indian printing industry. Under this exclusive agreement, Redington will represent and support the sales, service, and consumable support for the Orient L&P series, designed for label and packaging applications.

Unlocking the Next Transformation

Aligned with Redington's vision to unlock the next transformation, this partnership aims to accelerate the growth of India's label and packaging sector through innovative solutions. Redington will exclusively represent and support end-to-end

sales, services, and consumable supply for the Orient L&P series. It will equip industry players with high-quality, efficient, and sustainable printing solutions to meet the increasing demand for customization and productivity.

Strategic expansion beyond commercial printing

"As we continue to strengthen our presence in the digital printing ecosystem, we are delighted to announce our partnership with The Printer House, under which Redington will exclusively manage the sales, service, and support for the Orient L&P Series. This collaboration marks an important step in our strategic expansion beyond commercial printing to the fast-evolving labels and packaging segment. With this, Redington is

proud to promote a high-quality "Made in India" digital printing press designed for the Indian market and unlock access to the product across international markets. – Ramesh KS, Vice-President, Digital Printing, Redington

A leap for label and packaging industry

Speaking on the partnership, Rishab Kohli, MD, The Printer House, said, "It is with great pride that we at The Printer House, together with Redington, can bring to the Indian market a homegrown digital inkjet solution for the labels and packaging sector. The partnership between TPH and Redington will usher in a new age of printing in India for the label and packaging segment and provide world-class equipment in India for Indian printers. As pioneers of the Indian printing industry, our joint goal is to provide Indian converters equipment and service that can ensure long-term global competitiveness and exponential growth in the years to come. This partnership is a truly momentous moment for the industry, and we hope that it will help provide a quantum leap for the Indian label and packaging industry, which will in turn accelerate its growth in the crucial decades to come.

"Make in India"

L&P Orient Series is a homegrown product by



RAMESH KS

VP, DIGITAL PRINTING, REDINGTON

"REDINGTON IS PROUD TO PROMOTE A HIGH-QUALITY "MADE IN INDIA" DIGITAL PRINTING PRESS DESIGNED FOR THE INDIAN MARKET AND UNLOCK ACCESS TO THE PRODUCT ACROSS INTERNATIONAL MARKETS."

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STRENGTHENING SECURITY IN THE AI AND POST-QUANTUM ERA

The collaboration aims to deliver unified encryption, compliance and data protection across AI, hybrid and multicloud environments

NTT DATA, a leading provider of digital business and technology services, and Fortanix Inc., a leading data security provider for an AI world, today announced a global partnership to help enterprises safeguard sensitive data, counter emerging AI threats and prepare for looming post-quantum cryptography challenges.

Cryptography-as-a-Service

Through this agreement, NTT DATA will launch a new Cryptography-as-a-Service offering as part of its Data Security services portfolio. The service combines Fortanix's industry-leading Data Security Manager Platform with NTT DATA's cybersecurity expertise, deep knowledge of evolving data protection standards, global delivery model and strong capabilities across AI technologies.

Securing data across AI, cloud and hybrid environments

The joint solution helps companies secure data across AI, cloud and hybrid environments, while preparing for the post-quantum era with crypto-agility -the ability to quickly identify and replace vulnerable encryption with quantum-safe alternatives.

Powered by Confidential Computing technology

The Fortanix platform, powered by Confidential Computing technology, isolates and encrypts data while it is being processed, protecting it at rest, in motion and in use across hybrid, multicloud and AI environments. Its unified security architecture provides centralized visibility and policy control, which simplifies audits, compliance and regulatory reporting. This strong foundation allows enterprises to future-proof their data security strategies and migrate smoothly to quantum-resistant cryptography.

Delivering full lifecycle services

NTT DATA will deliver full lifecycle services, starting with a tailored assessment of each client's data security maturity level and a technology roadmap for crypto agility, implementation of the Fortanix platform and ongoing managed services.

"The stakes could not be higher. Enterprises that fail to prepare for the post-quantum era risk data breaches, operational disruptions, regulatory penalties, competitive disadvantage and a fundamental erosion of customer trust," said Cathy Huang, senior research director, Worldwide Security Services, IDC. "Organizations must begin now with cryptographic discovery, risk assessments, and migration roadmaps, alongside technology solutions that secure enterprises from future quantum-aided attacks. These steps are essential to becoming truly quantum ready."

Mitigating risks across multifaceted environments

"Enterprises, especially in highly regulated industries, face mounting pressure to safeguard sensitive data while navigating the opportunities and risks of the rapidly evolving AI landscape. At the same time, they must prepare their cybersecurity infrastructure for the quantum era," said Sheetal Mehta, Head of Cybersecurity, NTT DATA, Inc. "Our partnership with Fortanix brings together complementary strengths to mitigate risks across multifaceted environments, while unlocking innovation in AI and preparing for the post-quantum era with crypto-agility."

"AI, cloud, regulations and the inevitable challenges of post-quantum cryptography are reshaping how data must be secured," said Anand Kashyap, CEO and co-founder of Fortanix.

"Through our partnership with NTT DATA, we're empowering enterprises to proactively manage their cryptographic risks, powered by industry leading Confidential Computing technology."

Key use cases for NTT DATA's Cryptography-as-a-Service include:

- Multicloud Key Management: Fortanix's unified encryption key management across AWS, Azure, Google Cloud and on-premises, integrated with NTT DATA's cloud services.
- Post-Quantum Readiness: Identifies where cryptography is vulnerable, maps out migration plans and ensures business continuity as organizations transition to quantum-safe standards.
- Data Sovereignty for Government & Public



SHEETAL MEHTA
HEAD OF CYBERSECURITY
NTT DATA, INC.

"OUR PARTNERSHIP WITH FORTANIX BRINGS TOGETHER COMPLEMENTARY STRENGTHS TO MITIGATE RISKS ACROSS MULTIFACETED ENVIRONMENTS, WHILE UNLOCKING INNOVATION IN AI AND PREPARING FOR THE POST-QUANTUM ERA WITH CRYPTO-AGILITY."

Sector: Ensures compliance with data residency regulations through geofencing and secure key storage, supported by NTT DATA's compliance expertise.

- Secure AI & Machine Learning: Processes sensitive data in secure environments in Confidential Computing enclaves to maintain privacy

To access more info login to:

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SOHO SPECIAL

Small Office Home Office Solution for India Market



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

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

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

BRAND NAME

Epson

MODEL NAME

Epson DS-1730 ADF Scanner

WHAT'S UNIQUE ABOUT IT

The Epson DS-1730 is a compact, high-performance flatbed scanner offering duplex scanning speeds of up to 30 pages per minute and a 60-page Auto Document Feeder (ADF). Its daily duty cycle of up to 3,000 pages ensures reliable performance in high-demand environments. The flatbed functionality allows easy scanning of documents such as office documents, passports, PAN cards, certificates, old records, and medical reports – a frequent requirement in offices. Designed to support the fast-paced digitization needs of users, these scanners offer robust features, high-speed performance, and flexible connectivity.

KEY HIGHLIGHTS:

- A4 flatbed scanning surface and a 60-sheet ADF.
- High speed + single-pass duplex, scans up to 30 ppm or 60 ipm in duplex
- Large document handling/long documents; supports documents up to 8.5" × 120"
- High optical resolution & good image quality; Flatbed: 1,200 × 1,200 dpi; ADF: 600 dpi optical
- Durable duty cycle; Peak daily duty cycle of up to 3,000 sheets
- Advanced media handling; handles plastic cards (ID/credit cards), passports, books, etc.
- Comes with drivers (TWAIN & ISIS) and software that support searchable PDFs

SOHO FRIENDLY QUOTIENT

This scanner supports both a flatbed surface and an automatic document feeder (ADF). It has ADF capacity of 60 sheets. The Flatbed allows you to scan "non-typical" media (books, passports, cards, fragile items). For home users and students, this means you can scan single pages easily (flatbed) or a stack of hand-outs/logs etc efficiently (ADF). It comes with drivers (TWAIN & ISIS) and software that support searchable PDFs, editable Word/Excel files via OCR.





Lexar

BRAND NAME

Epson

MODEL NAME

Epson DS-1760WN Scanner

WHAT'S UNIQUE ABOUT IT

The newly launched Epson DS-1760WN enhances workplace productivity with built-in Wi-Fi and Ethernet connectivity, enabling users to scan and share documents wirelessly across multiple devices and locations. It delivers fast duplex scanning at up to 30 ppm and features a 60-page ADF, making it ideal for busy offices seeking a seamless, wireless scanning experience without compromising on speed or accuracy.

KEY HIGHLIGHTS:

- Searchable PDFs and editable Word/Excel files via OCR
- Offers fast speeds of up to 30 ppm/60 ipm with single-pass duplex scanning
- Scan to cloud, email, FTP, and local folders
- Easy integration with document management systems (DMS)
- Support for TWAIN and ISIS drivers for seamless compatibility
- Intuitive 6cm (2.4") LCD touchscreen allows for ease of use

SOHO FRIENDLY QUOTIENT

The Epson DS-1760WN is special for its combination of a flatbed scanner and an automatic document feeder (ADF), offering versatile scanning of both bulky items and multi-page documents, along with built-in wireless/wired network connectivity for PC-free scanning directly to USB, email, or cloud services. It has a dedicated USB port for scanning directly to a flash drive without a computer. The built-in 2.4" LCD touchscreen allows users to select pre-configured jobs and scan directly to email or network folders.

BRAND NAME

Dell

MODEL NAME

Dell XPS 13 (Lunar Lake) laptop

WHAT'S UNIQUE ABOUT IT

This is one of the first laptops from Dell to use Intel's new Lunar Lake-based CPUs (e.g., Core Ultra 7 256V/258V, Core Ultra 9 288V) instead of older Meteor Lake or other chips. These chips include stronger performance cores + efficiency cores, better graphics (Intel Arc Xe) and a dedicated NPU (Neural Processing Unit) for AI tasks. It provides smoother multitasking (browser + simulations + writing) and potentially better support for AI-enhanced apps (e.g., writing assistants, tools for coding, etc.). One of the most talked-about features is the "tandem OLED" 2880×1800 panel option. It uses two OLED layers "in tandem" to boost brightness and efficiency.

KEY HIGHLIGHTS:

- 13.4" display (various options: FHD+ 120Hz, QHD+ 120Hz, Tandem OLED 2880×1800 60Hz)
- Up to Intel Core Ultra 9 288V (Lunar Lake) processors.
- Up to 32 GB LPDDR5X RAM, up to 2 TB NVMe SSD.
- Two Thunderbolt 4/USB-C ports.
- Up to 26 hrs battery for video playback.

SOHO FRIENDLY QUOTIENT

Because it's light and compact, you can carry it everywhere. That means you'll always have your workstation ready to put in productive time. With its NPU and strong CPU, you can take advantage of AI-driven tools (for writing, research, coding, etc.). Use the high-performance machine to: keep distractions low (no lag = no frustration), multitask effectively, take fast notes, switch to research quickly.



Dell

BRAND NAME

HP

MODEL NAME

HP Omnibook 3

WHAT'S UNIQUE ABOUT IT

HP Omnibook 3 features AI-Enabled Hardware. It uses AMD Ryzen AI 300 processors. These chips include an NPU capable of handling ~50 TOPS (Trillion Operations Per Second). This allows for smoother AI-assisted tasks: better video calls, noise suppression, instant audio/video enhancements, etc. The device sports good display & design. It comes in 14-inch and 15.6-inch variants. The display is Full HD, anti-glare, about 250 nits brightness, with a high screen-to-body ratio.

KEY HIGHLIGHTS:

- AMD Ryzen AI 300 processors
- NPU (Neural Processing Unit) capable of handling ~50 TOPS
- Full HD display, anti-glare, about 250 nits brightness, with a high screen-to-body ratio
- Micro-edge/ slim bezels for multitasking
- Windows Studio Effects: auto framing for video calls
- Dual microphones + AI noise reduction
- 41 Wh unit battery

SOHO FRIENDLY QUOTIENT

The device has got solid built-in AI features for everyday use. When it comes to Windows Studio Effects, it has auto framing for video calls, better video presence. There's Dual microphones plus AI noise reduction, making it useful in noisy places. The HP True Vision camera makes good clarity for video /online classes. More important, there's integration with Microsoft Copilot+ and an HP AI Companion for more intuitive assistive tools.



HP

BRAND NAME

ASUS

MODEL NAME

The ROG Strix SCAR 18

WHAT'S UNIQUE ABOUT IT

The ROG Strix SCAR 18 features a Nebula HDR display with Mini LED technology, 2000+ dimming zones, 1200 nits peak brightness, and 100% DCI-P3 coverage. The dual ACR layer enhances contrast by 4.5X. With a 240Hz refresh rate and NVIDIA G-SYNC, enjoy vivid colors and smooth motion. The device delivers top-tier Windows 11 gaming with Intel Core Ultra, NVIDIA GeForce RTX 50-Series, up to 5600MHz DDR5 RAM, and PCIe 4.0 storage.

KEY HIGHLIGHTS:

- Operating System: Windows 11 Pro
- Processor: Intel Core Ultra 9 Processor 275HX 2.7 GHz
- Intel AI Boost NPU up to 13TOPS
- Graphics: NVIDIA GeForce RTX 5080 Laptop GPU
- Display: ROG Nebula HDR Display, 18-inch 2.5K (2560 x 1600, WQXGA) 16:10 aspect ratio
- Memory: 32GB DDR5-5600 SO-DIMM

SOHO FRIENDLY QUOTIENT

The Strix SCAR 18 features a 90Wh battery for extended video playback and web browsing. It supports USB Type-C power delivery up to 100W, making it easy to charge on the go without the included power supply. The Strix SCAR 18's esports-grade keyboard has n-key rollover for flawless commands. It features dedicated media controls, customizable hotkeys, per-key RGB, and Aura Sync for ultimate customization.



Asus

FROM THE GROUP EDITOR'S DESK



A DIMMER DIWALI FOR INDIA'S IT? OR JUST THE CALM BEFORE A NEW SPARK?

■ **SANJAY MOHAPATRA**
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As Diwali lights up homes and streets across India, the glow seems a little dimmer in the corridors of the country's IT parks. The mood, though festive, is cautious. After years of unbroken expansion, India's information technology industry — long the torchbearer of economic growth and global competitiveness — is experiencing one of its most noticeable slowdowns in a decade.

Global headwinds, delayed enterprise spending, and geopolitical uncertainties have all converged to cool the market's tempo. Once-frenzied hiring has been replaced by cautious headcount optimization; ambitious digital transformation projects are being scrutinized for ROI; and even Tier-1 players are treading carefully with forecasts and client engagements.

This slowdown isn't just cyclical — it's structural. The traditional IT services model, heavily dependent on cost arbitrage and outsourced maintenance work, is nearing saturation. The global enterprise now demands agility, automation, and AI-first delivery. Those who fail to evolve risk irrelevance.

And yet, amid this slowness, there are sparks worth watching. Indian IT firms are recalibrating — investing in generative AI practices, cybersecurity services, and sustainability-led digital offerings. The domestic market, too, is opening new opportunities as India's public and private sectors accelerate digital infrastructure initiatives.

The Diwali spirit, after all, is about renewal. Much like the festival celebrates the victory of light over darkness, Indian IT stands at an inflection point — one that demands clarity, courage, and innovation. The industry's leaders must now think beyond quarterly results and focus on long-term reinvention, reskilling their workforce and embracing high-value transformation.

As we move into 2026, perhaps this momentary dimming of the light isn't a sign of decline — but the quiet before a brighter dawn. For a nation whose IT story has defined the digital era, a

little pause could well be the prelude to its next big leap. **SME**



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