

SME CHANNELS

India's leading IT magazine for channel business

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Introducing Dell Pro Essential.

Explore the newest entries to the Dell Pro lineup — business-ready laptops with essential security and manageability features.



Options to fit your business needs.

Dell Pro Essential laptops available in two sizes and with a range of Intel® Core™¹ or AMD Ryzen™² processors.



Dell Pro 15 Essential

Featuring smooth performance and a numeric keypad, this 15" laptop blends portability and productivity. Ideal for everyday workflows and seamless multitasking.

Plastic (PC+ABS): Starting at 3.59 lbs (1.63 kg)
Aluminum: Starting at 3.64 lbs (1.65 kg)

Dell Pro 14 Essential

Portable 14" laptop with smooth performance and a roomy 16:10 aspect ratio for mobile productivity. Designed for everyday workflows and seamless multitasking wherever you work.

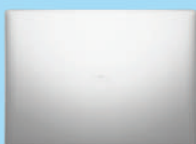
Plastic (PC+ABS): Starting at 3.40 lbs (1.54 kg) Aluminum: Starting at 3.44 lbs (1.56 kg)

Professional designs with commercial-grade durability.

Dell Pro Essential laptops are available with optional chassis materials and colors³; crafted to meet military-grade standards (MIL-STD) for proven reliability.



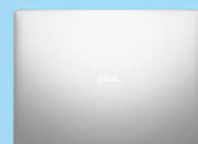
Carbon Black
(Plastic: PC+ABS)



Platinum Silver
(Plastic: PC+ABS)



Midnight Blue
(Aluminum)



Platinum Silver
(Aluminum)

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TRANSFORMING SECURITY FROM A REACTIVE POSTURE TO A PREVENTATIVE ONE

EDITORIAL

TACKLING AI-ENABLED CYBERATTACKS

MANASH RANJAN DEBATA
manash@accentinfomedia.com



The emergence of AI has not come as an unmixed blessing for India. The country's preparedness to tackle AI-enabled cyberattacks presents a mixed picture of proactive government initiatives and significant, persistent vulnerabilities at the organizational level. While the government has established robust legal and institutional frameworks, the private sector and general public are struggling to keep pace with the speed and sophistication of AI-driven threats.

The Indian government has established a multi-layered defence system and is actively working to incorporate AI into its own cyber defenses.

Agencies such as the Indian Computer Emergency Response Team (CERT-In), the National Critical Information Infrastructure Protection Centre (NCIIPC), and the Indian Cyber Crime Coordination Centre (I4C) work to manage incidents, protect critical infrastructure, and coordinate with law enforcement.

Coming to AI Integration, CERT-In uses AI-driven analytics for real-time threat detection, prevention, and response, acknowledging AI as a "double-edged sword". Existing laws like the Information Technology Act, 2000, and the new Digital Personal Data Protection Act, 2023, provide a legal basis for addressing AI-based harms and data privacy, with recent guidelines specifically for AI governance. Regular national awareness campaigns and cybersecurity drills are conducted to train officials and citizens and assess the national security posture. India also collaborates with global partners, such as France and the European Centre of Excellence, on AI risk analysis and joint drills.

Recent surveys indicate a significant readiness gap. Only around 8% of Indian organizations are fully prepared for AI-augmented cyber threats, and a staggering 93% fall short of a mature level of readiness. The country has seen a significant increase in AI-powered attacks, including deepfake social engineering, sophisticated phishing, and ransomware. India faces a critical skill deficit (an estimated 1.5 million), which hinders effective threat detection and response capabilities.

The rapid adoption of AI by businesses is often outpacing the implementation of proper security and governance protocols, with many unable to detect unauthorized "shadow AI" usage within their systems.

In essence, India is actively investing in AI as a defence mechanism and building a regulatory framework, but widespread vulnerabilities and a significant skill gap mean that many parts of its digital ecosystem remain highly susceptible to sophisticated, AI-enabled cyberattacks. **SME**

MY EXPERIENCE

HP Pavilion x360 2-in-1 Laptop

HP Pavilion x360 2-in-1 Laptop offers versatility and performance. It's feature-rich and has got a convertible design. The laptop can rotate 360°, allowing you to use it as a traditional laptop, tablet, or in tent mode. It offers the power of Windows 11 with features like Copilot, improved multitasking, and a fresh interface. Powered by an Intel Core i5-1335U Processor (up to 4.6 GHz with Intel Turbo Boost Technology, it does efficient multitasking. It's FHD Touch Display produces a vibrant Full HD touchscreen for crisp visuals and smooth interaction.

SPECIAL FEATURE : 17.3 INCHES SCREEN, INTEL CORE I5-1335U PROCESSOR, FHD TOUCH DISPLAY, HP TRUE VISION 5MP CAMERA, 16 GB RAM, WINDOWS 11 HOME OS, MICRO-EDGE, FINGERPRINT READER, ANTI-GLARE, BACKLIT KEYBOARD



FINAL WORD:

The device gets charged very fast. Because of its Fast Charging feature, you can get up to 50% battery life in just 30 minutes with HP Fast Charge. The laptop is built with sustainable materials. Whether you need productivity, entertainment, or creativity, the HP Pavilion x360 has you covered!

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BEYOND VIDEO CALLS: REIMAGINING THE NEXT FRONTIER OF CONNECTED PRODUCTIVITY /18

From just a 'nice-to-have', collaboration tech has transitioned to a 'must-have' and is expected to maintain its continued impressive growth streak through 2026



PARTNER CORNER

PROSTARM / 16

"Prostarm Info Systems Limited:
Powering India's Energy
Future with Innovation and Intelligence"

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VERTIV ANNOUNCES LEADERSHIP TRANSITION IN EMEA REGION



Vertiv, a leading player in critical digital infrastructure space, has announced the appointment of Paul Ryan as president, Europe, Middle East and Africa (EMEA), w.e.f January 1, 2026. Paul, who currently holds the position of chief procurement officer, will succeed Karsten Winther who retires from his position as president, EMEA, effective December 31, 2025.

"Karsten has made impactful contributions to Vertiv during his tenure, particularly in strengthening our EMEA region through complex market dynamics," said Giordano Albertazzi, CEO at Vertiv. "His strong leadership and passion for growing our business and our people, combined with his deep understanding of the market and ability to build lasting customer relationships, have been critical to our success."

Winther will continue in his current role through the end of 2025, supporting the regional leadership transition.

During his time at Vertiv, he progressed from leading regional sales to executive leadership, driving business strategy, operational excellence, and profitability across the EMEA region.

Paul Ryan has more than 20 years of industry experience, including more than eight years leading Vertiv global procurement and supply chain as chief procurement officer and vice president, global procurement / supply chain, leading a significant transformation of the procurement function, strengthening supply chain resilience and continuity, improving service levels, and fostering a culture of continuous improvement and innovation. For more than ten years, he provided leadership for Emerson Network Power (now Vertiv) as vice president, operations for EMEA, vice president and managing director for Asia Pacific, and vice president, global operations and supply chain for data center solutions.

Tattva Conducts Successful Campus Hiring Drive at DIT University

5Tattva, CERT-In empanelled and trusted cybersecurity provider offering end-to-end solutions to safeguard businesses in the digital era, successfully conducted a Campus Hiring Drive at DIT University, Dehradun, aimed at identifying and onboarding bright young minds passionate about cybersecurity and compliance.

As businesses across sectors accelerate their digital transforma-

tion journeys, they are also facing an unprecedented rise in cyber threats. With sensitive data, cloud infrastructure, and digital transactions becoming the backbone of operations, the demand for skilled cybersecurity professionals has never been more critical. This highlights the importance of education, training, and industry collaboration in building a strong cybersecurity talent ecosystem that

can protect organizations in an increasingly connected world.

Recognising this need, 5Tattva continues to invest in initiatives that strengthen the cybersecurity talent pipeline and empower the next generation of cyber defenders. The Campus Hiring Drive at DIT University reflects this commitment, creating a bridge between academia and industry to nurture capable professionals ready to take

on real-world challenges.

The drive witnessed enthusiastic participation from students eager to contribute to the evolving cybersecurity landscape, reflecting a strong commitment among young professionals to pursue careers that directly impact national and enterprise security.

Check Point Redefines AI Security for Enterprises with AI Cloud Protect Powered by NVIDIA BlueField

Check Point Software Technologies Ltd., a pioneer and global leader of cyber security solutions, today announced it is working with NVIDIA to deliver an integrated security solution built for AI factories. AI Cloud Protect is now available for on-premises enterprise deployments to secure AI model development, agentic AI applications, and inference workloads with zero impact on performance. The solution has been validated on NVIDIA RTX PRO Servers, enabling enterprises to deploy AI securely—from data center to cloud—built on NVIDIA BlueField technology.

“As enterprises race to build AI-driven innovation, they can’t afford blind spots,” said Nataly Kremer, Chief Product Officer at Check Point. “With NVIDIA, we’re making AI factories secure by design—protecting models, data, and infrastructure without slowing innovation.”

“Security is essential for the next generation of AI infrastructure,” said David Reber, chief security officer at NVIDIA. “NVIDIA is working with Check Point to integrate BlueField acceleration and the NVIDIA DOCA Argus runtime security framework into the AI Cloud Protect platform to help enterprises deploy AI confidently.”

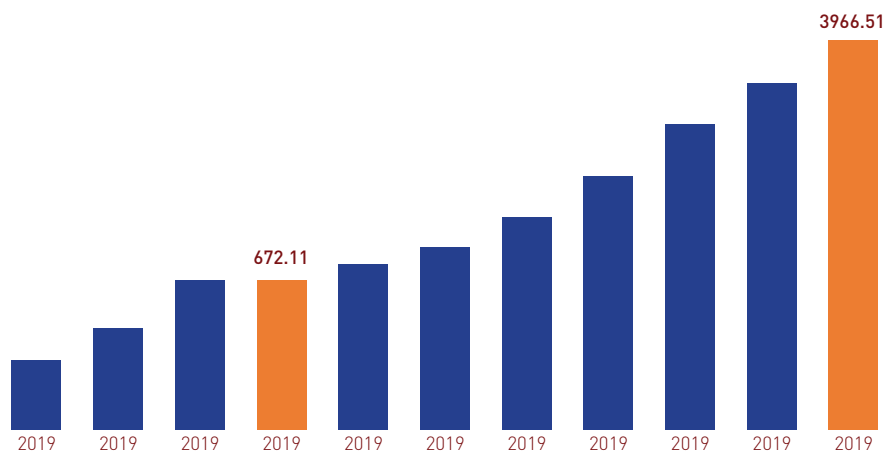
Honeywell Flags off Nationwide Innovation Roadshow at Honeywell Growth Symposium 2025 in Bengaluru

Honeywell launched their all-India Building Automation Xpress Roadshow, a mobile experience campaign designed to showcase Honeywell’s latest innovations in Fire Detection and Alarm System, STQC Certified Video Surveillance, Access Solutions, Building Management System and Electrical Products. The initiative, aligned with the automation megatrend, commenced at the Honeywell Growth Symposium, held on October 31 in Bangalore.

Honeywell Growth Symposium brings together business leaders and technology experts, and Honeywell’s senior leadership to explore the future of innovation and growth in India. The two-day event will feature strategic discussions on digital transformation, sustainability, and automation, alongside collaborative sessions on co-innovation and an evening celebrating achievements in technology and growth.

The Honeywell Building Automation Xpress Roadshow was officially flagged off today by Ashish Modi, President, Honeywell India, Bilal Hammoud, President and CEO, Honeywell Building Automation, and Shailen Chauhan, CCO, Honeywell Building Automation.

India Artificial Intelligence Market Size By Value (USD Million) 2019-2029



Source: Blueweave Consulting

EXECUTIVE MOVEMENT



FULCRUM DIGITAL APPOINTS GULVEEN KAUR AS SENIOR VICE PRESIDENT - INSURANCE



VAYAVYA LABS APPOINTS AKIO OKAMURA AS HEAD OF JAPAN BUSINESS



SATCOM INFOTECH APPOINTS MRINAL SRIVASTAVA AS CHIEF TECHNOLOGY OFFICER (CTO)



INTELLECT DESIGN ARENA APPOINTS RAKESH SRIVASTAVA AS PRESIDENT & CHIEF REVENUE OFFICER FOR AMERICAS

TRANSFORMING SMART HOME NETWORKS

Seamless connectivity, intelligent design & performance you can rely on - all from D-Link.

Whole Home Mesh Router



AQUILA PRO AI



EAGLE PRO AI



Whole Home Mesh Router

Home Wi-Fi



5G/4G Router



PDQC Chargers, Power Strip & Cable



ADDON

Wireless Adapters



*All D-Link wireless routers are MTCTE certified

Netscout Expands Capabilities to support Enterprise Compliance Requirements in Cloud Environments

NETSCOUT SYSTEMS, INC., a leading provider of observability, AIOps, cybersecurity, and DDoS attack protection solutions, has announced it has extended continuous end-through-end monitoring to enhance attribution for audit controls and incident reports, prove zero-trust network policies, and shorten time to detect, contain, and document incidents. Enhanced monitoring is designed into its Omnis KlearSight Sensor for Kubernetes to help address the complex compliance demands faced in Cloud environments related to both security and regulatory requirements.

With 93% of companies evaluating, piloting, or using Kubernetes in production, organizations encounter significant challenges when it comes to monitoring at scale for observability and security purposes. NETSCOUT's continuous and comprehensive monitoring solutions provide real-time visibility into critical aspects such as workloads, cluster configurations, network traffic, and API calls. This helps support the gathering of compliance evidence and keeping it more consistently up to date, enabling enterprises to meet regulatory standards and maintain robust security postures.

Milestone'S XProtect and Arcules Enhance Cloud Integration and Operational Intelligence

Milestone Systems has announced the latest updates in XProtect 2025 R3 and the Arcules platform, delivering new capabilities that accelerate investigations, strengthen security operations, and simplify system management. The latest releases for XProtect VMS and Arcules VSaaS address the real-world challenges facing security professionals by making surveillance systems more intelligent, accessible, and easier to manage while maintaining the open-platform flexibility.

XProtect Remote Manager introduces new comprehensive monitoring and management capabilities that enable security teams to maintain system health and respond to issues before they impact operations, eliminating time-consuming site visits.

Remote management, along with improved monitoring of recording servers, allows administrators to detect and resolve critical issues, such as full databases or server health problems, without local access. Event-based notifications keep teams informed through customized email alerts when cameras, servers, or other components experience status changes, supporting faster response times across cameras, recording servers, hosts, sites, services, devices, and camera components.

Mphasis Gross Revenue grew 5.3% QoQ and 11.4% YoY in Q2 FY26

Mphasis Limited, an Information Technology (IT) solutions provider specializing in cloud and cognitive services, today announced its financial results for the quarter ended 30th September 2025.

For the Quarter ended 30th September 2025, the company's Gross Revenue grew 5.3% QoQ and 11.4% YoY in Q2FY26 on a reported basis and grew 2.0% QoQ and 6.0% YoY in Constant Currency, whereas the direct revenue grew 5.5% QoQ and 13.4% YoY on a reported basis and grew 2.2% QoQ and 7.9% YoY in Constant Currency.

The Net profit grew 6.2% QoQ and grew 10.8% YoY to INR 4,691 million in Q2 FY26. The EPS grew 6.2% QoQ and 10.2% YoY to INR 24.7.

"Our focused investments in AI have positioned Mphasis as a strategic partner for our clients. Another strong quarter of TCV wins of \$528 million is a testimony to our AI first approach delivering business outcomes," said Nitin Rakesh, CEO & MD, Mphasis.

Orient Takes Acquisition Route for Next-Gen Digital Tech Dominance

Orient Technologies Limited, a leading provider of end-to-end digital transformation and IT infrastructure services, today 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.

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.

Brother International India Offers Festive Diwali Discounts Up to 39% on Select Printers

As India gears up for Diwali, Brother International India Pvt. Ltd. is introducing its grand festive "Diwali Price-Off" campaign, offering up to 39% discount on a curated selection of its best-selling ink tank and mono laser printers. This limited-period promotion is part of Brother India's broader strategy to capture the festive demand wave and strengthen its position in the printing solutions market.

With the Indian printing and imaging market witnessing accelerated adoption of smart home, work-from-home, and hybrid office solutions, Brother is aiming for a strong boost this season. The company is already projecting a roughly 30% surge in festive-season sales across its product portfolio.

Brother also recently launched six new wireless ink tank printer models in India, reinforcing its push into connected, easy-use, cost-efficient printing solutions. The company currently has around 8% market share in the Indian ink tank segment, and intends to scale that share to 25% by 2026 through aggressive product launches and expansions into Tier 2/3 cities.

Fulcrum Digital Appoints Gulveen Kaur as Senior Vice President - Insurance

Fulcrum Digital, a leader in enterprise AI and digital transformation, today announced the appointment of Gulveen Kaur as Senior Vice President- Insurance. Her appointment further strengthens the company's leadership team and reinforces its commitment to driving domain-led digital innovation.

Gulveen Kaur (MBA, FLMI) brings to the table over two decades of experience in the insurance and IT industries, having operated across Asia. She joins Fulcrum Digital from Capgemini, where she led delivery, client engagement, and operations for insurance and banking within the SEA region, based out of Hong Kong. Prior to Capgemini, she held key leadership roles at AXA HK, Manulife Asia, and MetLife, where she spearheaded platform development, digital transformation, and core insurance modernization initiatives.

Gulveen will lead Fulcrum Digital's global insurance practice, providing strategic and execution leadership across technology solutions, products, and services. She will focus on strengthening the company's value proposition and expanding its insurance footprint.

Digisol Celebrates Diwali with 'Truthfully Indian' Contest!

Digisol Systems Ltd., a leading Made-in-India IT Networking brand, is spreading festive cheer this season by reaching out to its valued partners and distributors across India with thoughtful Diwali gifting and exciting rewards. Strengthening relationships with partners, this initiative reflects Digisol's commitment to celebrating togetherness and recognizing the continued support of its partner ecosystem.

Adding to the celebrations, Digisol launched its special 'Truthfully Indian Diwali Contest' on Instagram — an engaging initiative that celebrates India's growth story by supporting local artisans, homegrown businesses, and Made-in-India products.

The contest has already received an overwhelming response from across India. Participants are encouraged to join the celebration by showcasing their festive spirit before the last date — Sunday, 26th October 2025.

"This is more than just a contest; it's a movement to honor India's self-reliance and craftsmanship. We want to inspire everyone to celebrate Diwali by choosing local and taking pride in Indian-made products," said Mr. Dinesh Thakur, VP – Product Management, Digisol Systems Ltd.

Securonix Named a Leader in Gartner Magic Quadrant

Securonix, Inc., a market leader in autonomous security operations, today announced it has been positioned by Gartner as a Leader in the 2025 Magic Quadrant for Security Information and Event Management (SIEM). Named a Leader for the sixth consecutive time, the company was positioned in the Leaders Quadrant for its Completeness of Vision and Ability to Execute.

This recognition follows Securonix's placement in the Customers' Choice Quadrant of the 2024 Gartner Peer Insights "Voice of the Customer" for SIEM, where it was named a Customers' Choice. We feel both these recognitions underscore not only analyst confidence in its vision but also strong validation from customers who rely on Securonix to modernize their SOC's.

Securonix believes this placement reinforces its commitment to redefining modern security operations with AI-powered solutions that protect organizations against a shifting threat landscape.

"Security teams are navigating a perfect storm of increased attack surface from AI-driven threats, a shortage of cyber talent, and growing regulatory pressure," said Kash Shaikh, CEO and President of Securonix.

RiskProfiler Named Among Onstage's Top 100 Startups

RiskProfiler, a leading provider of external threat intelligence and cybersecurity solutions, has been recognized among Onstage's Top 100 Startups. The recognition comes from a pool of over 1,500 startups evaluated by more than 350 venture capitalists, underscoring RiskProfiler's consistent commitment to innovation and intelligence-driven defense on a global scale.

As a rising name in the cybersecurity landscape, RiskProfiler works closely with organizations around the world — including India, one of its key focus markets — to enhance visibility into digital risks and strengthen resilience against evolving threats. Its AI-powered intelligence solutions provide real-time monitoring, risk assessment, and automated response across the open, deep, and dark web — helping businesses anticipate and address potential risks before they escalate.

"This recognition reflects the strength of our vision, the innovation of our technology, and the trust of our global clients," said Setu Parimi, Co-founder & CTO, RiskProfiler. "As we continue to scale, our mission remains clear — to empower enterprises worldwide to anticipate, quantify, and mitigate.

New Relic Onboards Brian Emerson as Chief Product Officer

New Relic, an Intelligent Observability company, has appointed Brian Emerson as Chief Product Officer (CPO). Emerson will lead the innovation strategy and execution for the company's Intelligent Observability Platform, which 85,000 customers around the world use to optimize business and IT operations, and control costs.

Emerson brings more than 25 years of experience leading product development and management at high-growth software and cloud platform companies. Prior to joining New Relic, Emerson was Group Vice President & General Manager at ServiceNow, where he scaled its IT Operations Management (ITOM) revenue by 9x while overseeing strategy, go-to-market, and product execution. Under his leadership, the ITOM portfolio became one of ServiceNow's fastest-growing businesses. Before ServiceNow, Emerson held senior product leadership roles at VMware, BMC Software, and Remedy, where he worked on some of the industry's most widely adopted enterprise software solutions.

HONEYWELL'S NEW AI INNOVATIONS TO DRIVE WORKFORCE PERFORMANCE

Honeywell has announced two new AI innovations that will help drive efficiency and performance for the frontline workforce in retail and logistics. The solutions include (1) new capabilities for the AI assistant it is developing for mobile computing platforms and (2) a new CT70 handheld computer that allows workers to optimize tasks such as inventory tracking and returns management.

"Honeywell's latest solutions have been developed with workers at the center," said David Barker, president of Honeywell Productivity Solutions and Services. "The convergence of our next-generation mobile computers with machine vision and agentic AI delivers productivity and effectiveness for our customers and their employees across retail, transportation, warehousing and other complex industries."

With new, expanded capabilities that are built to support key industry segments, Honeywell's AI assistant is expected to be a digital resource for the modern labor force. The new features will help workers operate more efficiently and effectively on a daily basis.

Zendesk Named a Leader in the 2025 Gartner Magic Quadrant

Zendesk, a leading player in AI-powered services, has been named a Leader in the 2025 Gartner Magic Quadrant for CRM Customer Engagement Center. Zendesk believes the recognition underscores its innovation, scale, and ability to deliver measurable business outcomes for Customer Service, Employee Service, and Contact Center as a Service (CCaaS).

"Our AI-first approach is transforming how organizations deliver service and has clearly elevated our presence and influence in the customer and employee service industry," said Tom Eggemeier, CEO of Zendesk. "For us, success is defined by the 5 billion real resolutions we deliver every year. Every innovation, from copilots to AI agents to quality assurance and workforce engagement tools, helps teams resolve issues faster and more effectively, shifting service teams from cost centers to revenue-driving, loyalty-creating strategic levers in their organizations. This validates our momentum, reinforces the impact we are making, and inspires us to continue innovating for the customers we serve."

Vertiv Announces Leadership Transition in EMEA Region

Vertiv, a leading player in critical digital infrastructure space, has announced the appointment of Paul Ryan as president, Europe, Middle East and Africa (EMEA), w.e.f January 1, 2026. Paul, who currently holds the position of chief procurement officer, will succeed Karsten Winther who retires from his position as president, EMEA, effective December 31, 2025.

"Karsten has made impactful contributions to Vertiv during his tenure, particularly in strengthening our EMEA region through complex market dynamics," said Giordano Albertazzi, CEO at Vertiv. "His strong leadership and passion for growing our business and our people, combined with his deep understanding of the market and ability to build lasting customer relationships, have been critical to our success."

Winther will continue in his current role through the end of 2025, supporting the regional leadership transition. During his time at Vertiv, he progressed from leading regional sales to executive leadership, driving business strategy, operational excellence, and profitability across the EMEA region.

Fujitsu to provide digital ticketing service for NTT DOCOMO's new d ticket platform

Fujitsu has announced that it will provide its digital ticketing service to NTT DOCOMO [1] for its new ticket platform service, d ticket, which launched in Japan on October 31, 2025. The new service builds on the success of NTT DOCOMO's smart ticketing service, which leverages Fujitsu's service for digital ticket sales and management, launched in April 2025 at a Japanese arena in which NTT DOCOMO is involved in the operation in.

The service, which is part of Fujitsu's offerings under its Uvance portfolio, connects people and services to create engaging experiences, offering flexible support for diverse sales formats and needs. By leveraging the versatile functions and scalability of this service, Fujitsu aims to deliver a new ticket experience for both users purchasing tickets and event organizers through d ticket.

DIGEST

BLUE CLOUD SOFTECH SECURES \$9.63 MILLION CONTRACT WITH AXIOM VORTEX INC

BLUE CLOUD SOFTECH SOLUTIONS LIMITED, A LEADER IN AI-DRIVEN ENTERPRISE AND CYBERSECURITY SOLUTIONS, HAS ANNOUNCED THE SIGNING OF A USD 9.63 MILLION CONTRACT WITH AXIOM VORTEX INC, AN ESTABLISHED US-BASED DEFENSE TECHNOLOGY COMPANY, FOR THE DEPLOYMENT OF TURNKEY EDR (ENDPOINT DETECTION & RESPONSE) AND AI-AGENTIC PERIMETER SECURITY SOLUTIONS FOR DEFENSE CLIENTS ACROSS AFRICA AND THE MIDDLE EAST. THE PARTNERSHIP AIMS TO INTEGRATE BCSSL'S STATE-OF-THE-ART OPERATIONAL TECHNOLOGY (OT) SECURITY PLATFORM WITH AXIOM VORTEX'S MILITARY-GRADE CRYPTOGRAPHIC TECHNOLOGIES, DELIVERING AN END-TO-END DEFENSE-GRADE CYBERSECURITY FRAMEWORK.

NEC AND E& SIGN MOU TO DRIVE JOINT SUSTAINABILITY INITIATIVES

SONY'S PLAYSTATION 5 LED THE MARKET IN SEPTEMBER WITH 1.16 MILLION UNITS SOLD, LIFTING ITS LIFETIME SALES TO 80.25 MILLION. MICROSOFT'S XBOX SERIES X|S TRAILED WITH JUST 149,337 UNITS, A SHARP 49% YEAR-ON-YEAR DROP THAT HIGHLIGHTS ITS STRUGGLES TO MAINTAIN MOMENTUM. ON A DAILY BASIS, THE SWITCH 2 SOLD AN AVERAGE OF 35,967 UNITS IN SEPTEMBER, ALMOST MATCHING THE PS5'S 38,552. THE NEW CONSOLE IS ALSO OUTPERFORMING THE ORIGINAL SWITCH, SELLING 460,000 MORE UNITS IN ITS FOURTH MONTH THAN THE 2017 LAUNCH MANAGED AT THE SAME STAGE. AS THE CRUCIAL CHRISTMAS HOLIDAY SEASON APPROACHES, ANALYSTS EXPECT THE COMPETITION BETWEEN THE PS5 AND SWITCH 2 TO DEFINE THE NEXT PHASE OF THE CONSOLE MARKET. BOTH CONSOLES ARE NOW SELLING AT A NEAR-IDENTICAL DAILY PACE, POSITIONING NINTENDO AS THE KEY GROWTH

AGENTIC AND GENAI ADOPTION ACROSS CAPITAL MARKETS RISES

FINANCIAL INSTITUTIONS ACROSS CAPITAL MARKETS INDICATES RESPONDENTS ARE TAKING A REALITY CHECK WHEN IT COMES TO EXPECTATIONS AROUND GENAI AND AGENTIC AI. WHILE FINANCIAL INSTITUTIONS QUICKLY IMPLEMENTED THE MORE STRAIGHT-FORWARD USE CASES SUCH AS SUMMARIZATION, KNOWLEDGE SOURCING AND AUTOMATION OF PROCESSES, THE INDUSTRY'S FOCUS IS NOW ON THE DEVELOPMENT OF TRANSFORMATIONAL, REVENUE-GENERATING USE CASES, REVEALS THE LATEST SURVEY OF CELENT, A GLOBAL DATA COMPANY. ACCORDING TO THE SURVEY, DATA QUALITY IS ALSO ON THE MIND OF THOSE FRONTING AI INITIATIVES. DATA READINESS AND QUALITY IS THE #1 SUCCESS FACTOR WHEN IMPLEMENTING GENAI (WITH 42% OF RESPONDENTS RANKING THIS AS THEIR TOP FACTOR).



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Blue Cloud's USD 150 Mn ToT Agreement in Pursuit of its Semiconductor Dream

Leading AI-driven enterprise and cybersecurity solutions provider Blue Cloud Softech Solutions Ltd. has announced the signing of a Technology Ownership Transfer (ToT) Agreement, potentially valued at approximately USD 150 million, with an Israel-based technology company to co-develop edgeAI chips — advanced semiconductor systems designed to power the next generation of AIoT (Artificial Intelligence of Things) and industrial automation applications.

The agreement value of USD 150 million includes a five-year strategic investment plan by Blue Cloud Softech Solutions Limited (BCSSL) covering technology integration, product development, and manufacturing setup in India, along with revenue sharing to the Israel technology partner for hardware design transfer and intellectual property rights.

Under this ToT partnership, the Israel firm will provide the core hardware architecture and reference design, while BCSSL will own and develop the entire software stack, including system firmware, AI middleware, and application frameworks, thereby solidifying complete technology ownership and intellectual property control on Indian soil.

AWS Expands AWS Marketplace in India

Amazon Web Services (AWS) has announced the expansion of AWS Marketplace in India. With this expansion, AWS Marketplace customers based in India can now buy offerings from India-based software and services companies in INR. This launch will allow customers to benefit from local invoicing and local payment options for their AWS Marketplace purchases. India-based sellers including Independent Software Vendors (ISVs) and Consulting Partners can now list and sell their software, services in Indian Rupees (INR) with Simplified tax compliance.

AWS Marketplace features more than 30,000 transactable listings globally across 70+ software categories including Security, Agentic AI and Tools, DevOps, Data & Analytics, and more. Customers can now purchase software from sellers such as Cisco, CrowdStrike, Deloitte, eMudhra, Freshworks, Gupshup.ai, IBM, Kore.ai, Palo Alto Networks, Redington, Salesforce, Sarvam, Sonata Software and VideoCX.io in INR, allowing customers to benefit from existing relationships, expertise, and support.

Ruba Borno, VP, Global Specialists & Partners, AWS, said, "India's rapidly growing digital economy demands procurement solutions that match the pace of innovation, particularly as organizations accelerate their AI adoption.

KPIT Delivers 7.9% YoY Revenue Growth

KPIT Technologies, a global leader in building mobility solutions for a cleaner, smarter, and safer world, announced financial results for Q2 FY26.

Kishor Patil, Co-founder, CEO and MD, KPIT said, "Despite ongoing global uncertainties, we are seeing signs of renewed optimism in the mobility ecosystem. Our strategic investments, such as the Caresoft Engineering Solutions Business acquisition closure in Q2 and the stake increase in NDream coupled with the investment in helm.ai in Q3, are strengthening our foundation and expanding our capabilities. As the industry accelerates toward software-defined vehicles, KPIT's focus on next-generation technologies, AI-driven solutions, and deep client partnerships positions us to lead this transformation. We remain committed to delivering value to our clients globally and we have invested deeply in AI led new technologies, adjacencies in mobility and new markets to give us sustainable growth in the medium term. We are confident about a better H2 and a promising FY27."

Sachin Tikekar, Co-founder and Joint MD, KPIT, said, "KPIT's trusted partnerships with clients' continue to deepen, as we help them navigate an evolving business landscape. The consolidation of our recent acquisitions and AI upskilling are enabling us respond swiftly to client needs."

AI Adoption in Cybersecurity Surges Across India

Fortinet, the global cybersecurity leader driving the convergence of networking and security, today announced the findings of a 2025 IDC survey highlighting how organizations across India are adopting AI as the frontline of their cyber defence strategy. The IDC study, commissioned by Fortinet, reveals that AI has moved beyond hype to become a critical enabler of speed, accuracy, and scale in security operations, and is now shaping hiring priorities, investment strategies, and the architecture of modern cybersecurity teams.

AI is transforming both sides of the cybersecurity equation. For defenders, it offers the potential to automate detection, accelerate response, and scale threat intelligence with unprecedented speed. But the same capabilities are now being leveraged by attackers, who are using AI to launch stealthier, faster, and more adaptive attacks. According to the IDC Study, nearly 72% of organizations across India say they have encountered AI-powered cyber threats in the past year. Of those, 70% reported a 2X increase and 12% reported a 3X increase in threat volume. These attacks are harder to detect and often exploit blind spots in visibility, governance, and internal processes.

AI is no longer a future consideration; it's an operational reality. More than nine in ten organizations across India are already using AI in their security environment.

Basic' Barriers Persist Across Major Website Sectors: Digital Accessibility Report

A new national study by BarrierBreak, in partnership with the National Centre for Promotion of Employment for Disabled People (NCPEDP), has found that a significant number of India's most visited websites continue to remain inaccessible for people with disabilities. The BB100 State of Digital Accessibility in India 2025 analysed 100 of the country's most visited websites and identified an average of 116 accessibility errors per homepage. The highest error rates were observed in Entertainment (285.2), Travel & Tourism (144.3), and E-commerce (121.5) sectors.

Digital accessibility ensures that online platforms, such as government portals, e-commerce sites, and digital banking services, can be independently used by people with visual, hearing, motor, or cognitive disabilities. According to NFHS-5 data, India has over 63 million people with disabilities, yet much of its digital ecosystem remains out of reach for them.

The findings are a reminder that millions of Indians continue to be excluded from everyday digital experiences and essential online services. The Entertainment, Travel, and E-commerce sectors touch our daily lives, yet remain the least accessible for this demographic," said Arman Ali, Executive Director, NCPEDP.

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Vayavya Labs Appoints Akio Okamura as Head of Japan Business

Vayavya Labs, an India-based Silicon to System engineering solutions and services company, has announced the expansion of its operations in Japan with the appointment of Akio Okamura as Head of Japan Business. As vehicles increasingly transition to being software-defined, Vayavya's virtual ECU platforms and advanced simulation capabilities are poised to play a pivotal role in the Japanese automotive landscape.

With over 38 years of experience in the automotive industry, Okamura has held senior leadership roles at Nissan Motors, A.T. Kearney, Roland Berger, Ricardo Japan, Accenture, and Star. His extensive experience across R&D, consulting, and business leadership will be instrumental in strengthening Vayavya's relationships with global OEMs and Tier-1 suppliers in Japan.

Under Okamura's leadership, Vayavya aims to deepen local collaborations and accelerate the adoption of virtual ECU and advanced automotive simulation technologies, enabling early software development and validation before hardware readiness. The company also intends to expand its engagement with global semiconductor manufacturers, leveraging its expertise in automation and system-level design to support the development of next-generation intelligent vehicles.

Mobisoft Infotech optimizes Medical Transportation with an Advanced NEMT Solution

Mobisoft Infotech, a technology solutions provider, optimizes healthcare mobility for hospitals and clinics with its cloud-based, NEMT (Non-Emergency Medical Transportation) platform, designed to support patients requiring chronic and recurring care in India. This innovation addresses a long-standing challenge in healthcare logistics, ensuring patient transport that is safe, timely, and reliable, while helping healthcare providers manage operations efficiently and maintain continuity of care.

The NEMT dispatch software combines advanced technology with a healthcare-centric design to address the specific needs of patients requiring chronic and recurring care. It intelligently aligns patients' mobility requirements and caregiver support with the appropriate trip type, including vehicles equipped for wheelchairs or stretchers when necessary. Recurring trips are automated, while smart scheduling, dispatch automation, and optimized routing minimize travel time and ensure punctual arrivals. Integration with hospital appointment systems streamlines patient drop-offs and overall flow.

AI investments rise in India: Kyndryl Readiness Report 2025

Kyndryl, a leading provider of mission-critical enterprise services, today released the India insights of its second annual Readiness Report, that drew on responses from 3,700 senior leaders across 21 countries. The data reveals a tipping point in India's AI journey: organizations are increasing their AI investments while facing pressure to modernize infrastructure, scale innovation, reskill workforces, and navigate a fragmented regulatory landscape.

"A readiness gap exists as enterprises grapple with the promise of transformative value from AI," said Martin Schroeter, Chairman and CEO of Kyndryl. "While 90% of organizations globally think they have the tools and processes to scale innovation, more than half are stalled by their tech stack, and less than a third say their employees are truly ready for AI. Closing that gap is the challenge and opportunity ahead."

India stands out in the speed and scale of its AI transformation, with 91% of organizations expecting AI to fully transform roles within a year. AI investment has risen 37% year-on-year.

Tata Elxsi and GSMA Join Forces to Accelerate Operator Network Monetization

Tata Elxsi, a leading provider of design and technology services, and global mobile industry association, the GSMA have signed a Memorandum of Understanding (MoU) under the GSMA Fusion initiative to help accelerate enterprise API adoption. The collaboration also includes a global Statement of Requirements which aims to help mobile operators unlock new revenue streams by monetizing their networks through standardized APIs, enabling enterprise-ready services across key industries such as automotive, industrial, healthcare, and entertainment.

The two organizations will first focus on supporting enterprise demand in the automotive and drone sectors for new digital services and applications that can benefit from standardized Quality on Demand (QoD) APIs and other relevant network APIs that are available and likely to become available soon.

Through its connection with Tata Elxsi, GSMA will help mobile operators in their delivery of scalable, programmable network services—such as QoD, location verification, and enhanced security—driven by regional and industry-specific enterprise needs. Leveraging GSMA's Open Gateway framework and CAMARA-standardized APIs, Tata Elxsi will develop demand-driven use cases.

Vertiv Announces Intent to Acquire-PurgeRite to Expand Liquid Cooling Services Portfolio

Vertiv Holdings Co, a leading player in critical digital infrastructure, has entered into an agreement to acquire PurgeRite Intermediate, LLC, ("PurgeRite") a leading provider of mechanical flushing, purging and filtration services for data centers and other mission-critical facilities, from Milton Street Capital LLC for approximately \$1.0 billion in cash consideration at closing plus the potential additional consideration of up to \$250 million in cash based on achieving certain 2026 performance metrics. The acquisition, at approximately \$1.0 billion purchase price, represents approximately 10.0x expected 2026 earnings before interest, taxes, depreciation, and amortization (EBITDA) including expected cost synergies. The expected EBITDA multiple is anticipated to be lower than 10.0x if the earn-out is paid. The acquisition is anticipated to be margin accretive to Vertiv's Services business which operates above corporate average margins. PurgeRite is expected to enhance Vertiv's thermal management services capabilities.

NetSPI Onboards Sridhar Jayanthi as Interim Chief Product and Technology Officer

NetSPI, a leading player in the Penetration Testing as a Service (PTaaS) space, has appointed Sridhar Jayanthi as its interim Chief Product and Technology Officer. Jayanthi's extensive experience in cybersecurity product leadership will be instrumental in advancing NetSPI's PTaaS Platform and reinforcing its commitment to proactive security.

"This is a pivotal moment for NetSPI and our clients," said Aaron Shilts, President & CEO of NetSPI. "Sridhar's expertise and proven ability to scale technology organizations will play a key role in enhancing the proactive security solutions we offer our clients. Together, we'll help security teams build digital resilience and stay competitive against the constant challenges they're facing today."

Jayanthi brings a distinguished background in driving security innovation and has a deep background in building global cybersecurity engineering organizations. He spent more than 11 years at McAfee, now Trellix, where he established and built the India Development Center and served on McAfee's global executive leadership team (ELT). He then spent four years at FireEye, now Mandiant, where he built and led endpoint security products and international operations, and was a member of FireEye's ELT.

Milestone Systems to Launch Generative AI Plug-in for XProtect

Milestone Systems, a leading player in data-driven video technology, has announced a forthcoming generative AI-powered video analytics plug-in for its

XProtect video management software, developed in collaboration with NVIDIA. Designed to help operators contextualize alarms and focus on what truly matters, the new tool automates video review, filters out false alarms, and based on initial findings could reduce up to 30% of operator alarm fatigue. A beta version will debut at Smart City Expo World Congress in Barcelona, November 4-6, with general availability coming later this year.

Today's video systems capture vast amounts of data, yet reviewing footage remains time consuming and largely manual. Milestone Systems' new XProtect plug-in addresses this challenge by leveraging generative AI to automatically summarize, contextualize, and validate video content in real time, helping teams respond faster, manage video more efficiently, and effectively reduce operator alarm fatigues.

Intellect Design Arena Appoints Rakesh Srivastava as President & Chief Revenue Officer for Americas

Intellect Design Arena Ltd, a global enterprise-grade financial technology leader across 61 countries, today announced the appointment of Rakesh Srivastava as President and Chief Revenue Officer for the USA, Mexico, and South America. Based in New York, Rakesh will be responsible for accelerating Intellect's growth strategy, driving client success, and strengthening the company's leadership position across the Americas.

A globally accomplished business leader with over two decades of experience in Financial Services, FinTech, Banking, Payments, Capital Markets, and Insurance, Rakesh has successfully built and scaled high-performing international revenue organisations across the Americas, EMEA, and APJ regions.

Prior to joining Intellect, Rakesh held senior leadership roles at Amazon Web Services (AWS), where he oversaw a \$1.6B+ revenue portfolio across North and South America, driving strong revenue growth across cloud, and digital transformation initiatives.

Eventus Security Earns Global Recognition for Innovation in Cyber Defense

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.

This strategic move has resulted in significant business wins with high-impact projects.

Commvault Introduces Data Rooms to Safely Connect Enterprise Data with AI Platforms

Commvault, a leading provider of cyber resilience and data protection solutions for the hybrid cloud, introduced Data Rooms, a secure environment that enables enterprises to safely connect their trusted backup data to the AI platforms they rely on, or to their own AI initiatives, such as internal data lakes. By combining governed, self-service access with built-in classification and compliance controls, Data Rooms bridges the gap between data protection and data activation, helping organizations transform backup data into AI-ready assets without adding new risk or complexity.

As enterprises accelerate AI adoption, many still struggle to make their data both accessible and trustworthy. In fact, nearly three quarters of IT leaders say using AI makes their organizations more vulnerable to cyberattacks. Trust is at the core of responsible AI — trust that sensitive data remains confidential, governed, and compliant as it's ready for use. Yet, the process of identifying, preparing, and exporting data from multiple sources into a single source through the traditional extract, transform, and load workflow, remains time-consuming and can introduce compliance risks when not properly governed.

Most enterprises don't need yet another AI platform to manage - Commvault's Data Rooms offering is designed to address these challenges.



PROSTARM INFO SYSTEMS LIMITED: POWERING INDIA'S ENERGY FUTURE WITH INNOVATION AND INTELLIGENCE

From humble beginnings as a power products reseller to becoming a listed company with cutting-edge manufacturing capabilities, Prostarm Info Systems Limited is rewriting the story of India's energy infrastructure. With a strong focus on technology-driven growth, renewable energy, and energy storage systems, Prostarm is playing a pivotal role in shaping the nation's sustainable energy future. Its successful IPO listing on June 3, 2025, marks a significant milestone in its ongoing journey of innovation, expansion, and impact.

Founded in 2008 as Prostar Micronova Power Systems Private Limited, Prostarm Info Systems Limited has undergone a remarkable transformation over the past decade. What began as a reseller model has evolved into a full-fledged manufacturing and engineering powerhouse, offering a broad range of products and services across power conditioning, energy storage, and solar EPC. A turning point in the company's journey was its entry into rooftop solar EPC projects in 2018. Since then, Prostarm has executed multiple solar installations across India, reinforcing its commitment to clean energy solutions. This strategic move not only expanded its business footprint but also aligned the company with India's ambitious renewable energy goals. In 2022, Prostarm took a bold step by setting up its own lithium-ion battery pack manufacturing facility in

Mahape, Navi Mumbai. By December 2023, the company ramped up its production capacity from 1.2 MWh to 100 MWh, underscoring its aggressive push into next-generation energy storage solutions — a sector critical for India's transition to electric mobility and grid resilience. Prostarm's diverse product portfolio includes:

- UPS systems and inverter solutions
- Lift inverter systems and solar hybrid inverters
- Lithium-ion battery packs
- Voltage stabilizers and isolation transformers
- Third-party batteries with full-service support (installations, rentals, AMC, and warranty)

Its strategic technology acquisitions further strengthen its edge. In 2021, Prostarm's subsidiary acquired vital UPS and inverter IP from Aarochor Innovations, and also secured a Battery Management System (BMS) license from ARAI

— key enablers for safe, smart lithium battery operations. Behind these innovations is a rock-solid commitment to quality and compliance. Prostarm is certified with ISO 9001:2015, ISO 14001:2015, ISO 45001:2018, and ISO 50001:2018, along with BIS certifications for its key products — affirming its focus on environmental responsibility, occupational safety, and energy efficiency. With a pan-India presence, scalable manufacturing, and a vision deeply rooted in customer satisfaction and sustainability, Prostarm is poised to lead India into a new era of energy resilience and self-reliance. As India's demand for efficient, smart, and renewable power solutions continues to grow, Prostarm Info Systems Limited stands tall as a company not just keeping pace — but leading the charge. **SME**



The Honeywell Building Automation Xpress Roadshow was officially flagged off today by Ashish Modi, President, Honeywell India, Bilal Hammoud, President and CEO, Honeywell Building Automation, Shailen Chauhan, Chief Commercial Officer, Honeywell Building Automation, and Atul Pai, Vice President and General Manager for India, ASEAN & East Asia, Building Automation, Honeywell India.

HONEYWELL NATIONWIDE INNOVATION ROADSHOW AT HONEYWELL GROWTH SYMPOSIUM 2025 IN BENGALURU

The initiative, aligned with the automation megatrend, commenced at the Honeywell Growth Symposium, held on October 31 in Bangalore.

Honeywell today launched their all-India Building Automation Xpress Roadshow, a mobile experience campaign designed to showcase Honeywell's latest innovations in Fire Detection and Alarm System, STQC Certified Video Surveillance, Access Solutions, Building Management System and Electrical Products. The initiative, aligned with the automation megatrend, commenced at the Honeywell Growth Symposium, held on October 31 in Bangalore.

Honeywell Growth Symposium brings together business leaders and technology experts, and Honeywell's senior leadership to explore the future of innovation and growth in India. The two-day event will feature strategic discussions on digital transformation, sustainability, and

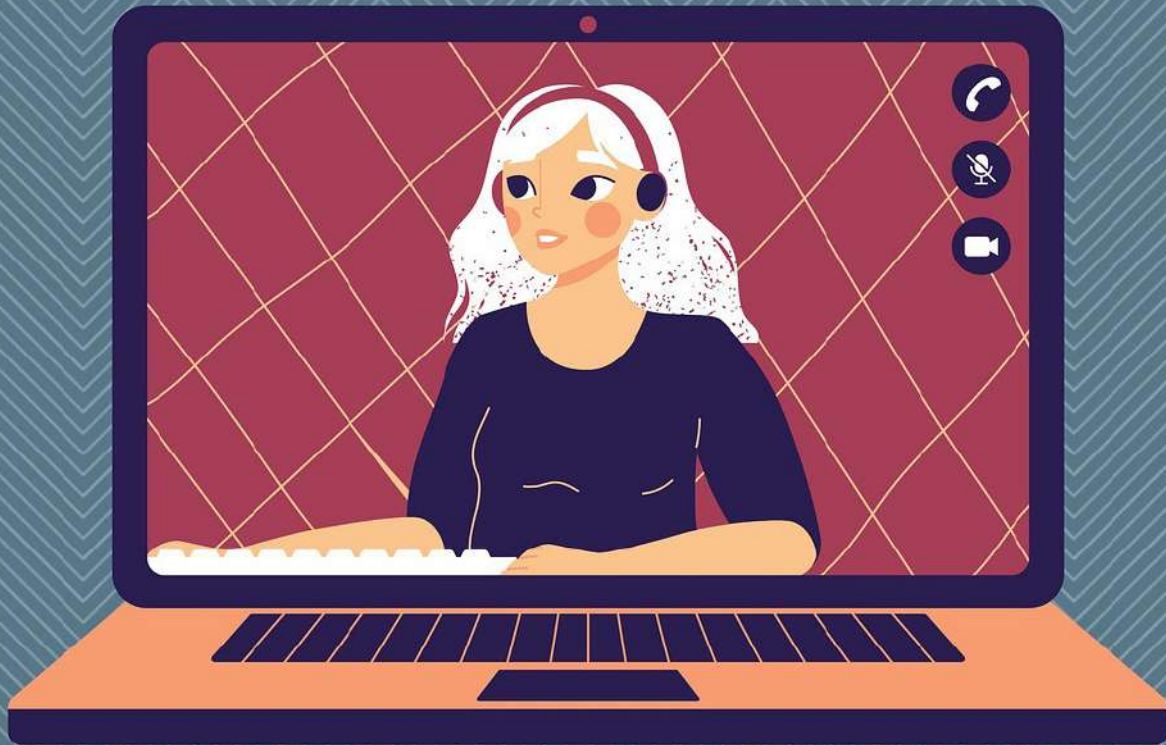
automation, alongside collaborative sessions on co-innovation and an evening celebrating achievements in technology and growth.

The Honeywell Building Automation Xpress Roadshow was officially flagged off today by Ashish Modi, President, Honeywell India, Bilal Hammoud, President and CEO, Honeywell Building Automation, Shailen Chauhan, Chief Commercial Officer, Honeywell Building Automation, and Atul Pai, Vice President and General Manager for India, ASEAN & East Asia, Building Automation, Honeywell India.

The roadshow will take Honeywell's building solutions directly to customers through a hands-on product showcase, driving deeper engagement, faster decision-making and stronger brand recall in key high-growth markets beyond metros.

Through live, interactive showcases, it will demonstrate how Honeywell's technologies improve safety, efficiency and sustainability across different infrastructure environments. Each city will host customized experiences aligned with local market priorities, ensuring every stop delivers value and insight tailored to regional needs.

Starting from Bengaluru, the roadshow will cover over 9,000+ Km, covering 16 major cities such as Chennai, Hyderabad, Bhubaneswar, Kolkata, Lucknow, Indore, Pune, Mumbai, Surat, Vadodara, Ahmedabad, Udaipur, Jaipur, and Chandigarh, before culminating in Delhi. Each city will host on-site tailored experiences aligned with local market priorities, ensuring every stop delivers value and insight. **SME**



BEYOND VIDEO CALLS: REIMAGINING THE NEXT FRONTIER OF CONNECTED PRODUCTIVITY

From just a 'nice-to-have', collaboration tech has transitioned to a 'must-have' and is expected to maintain its continued impressive growth streak through 2026

BY MANASH RANJAN DEBATA
manash@accentinfomedia.com

With the rise of remote and hybrid work and study, tools that allow people to meet, chat, share documents, white-board, brainstorm and present from anywhere have become strategic. From "just video calls," over time, these techs have gone on to assume the status of a full collaboration suite: messaging, calling, file sharing, virtual rooms, team spaces.

The adoption of these Collaboration technologies has been hastened by the rising wave of remote working and distributed workforces across the globe. Companies are increasingly deploying various types of collaborative tools to cater to the

demands of a hybrid workforce, while continuing to drive innovation to remain relevant, and to resolve issues more efficiently in order to meet evolving consumer expectations, maintain market share, and gain competitive advantage.

The user-friendliness and technology improvements that conferencing tools have imbibed over the past few years have come in handy, just when the world needs them the most and it is improving collaboration between teams. They are expected to reduce friction and virtually bridge the gap between personnel. However, the multiplicity of these applications and their haphazard use by employees makes them less effective and actually

ends up hindering collaboration communication. It also poses a challenge for IT teams that find it difficult to keep track of the different apps that might be in use. Some of these apps may also carry bugs that can compromise on personal details of users and harm their devices.

As part of our effort to gain actionable insights into the Collaboration technology market, SME Channels embarks upon making an incisive analysis of the Collaboration Technology landscape.

Surging Demand

There has been a significant uptick in the demand for Collaboration Technology Solutions

triggered by massive digital adoption in recent years. According to Valuates Reports, the global Enterprise Collaboration market size was valued at USD 53.93 billion in 2024 and is projected to reach USD 132.64 billion by 2032, growing at a CAGR of 12.1%. Another source indicates a CAGR of 11.3% for the Enterprise Collaboration market, with growth from USD 57.46 billion in 2024 to USD 63.96 billion in 2025. Valuates Reports also notes a CAGR of 5.2% for the period 2022-2028.

The global Enterprise Collaboration market size is projected to reach USD 36140 million by 2026, from USD 25220 million in 2019, at a CAGR of 5.2% during 2021-2026.

Companies are increasingly deploying various types of collaborative tools to continue driving innovation, to remain relevant, and to resolve issues more efficiently in order to meet evolving consumer expectations, maintain market share, and gain competitive advantage.

Organizations are putting more emphasis on increasing collaboration and communication among several stakeholders across multiple geographies. Thus, the need to unite internal and external collaboration in a single platform is expected to drive the enterprise collaboration software market.

Impact of Global Winds

Growing demand for real-time and remote collaboration tools is expected to drive the collaboration software market. Organizations benefit from enterprise collaboration technologies because they enable seamless communication amongst employees. This increases staff operational efficiency and productivity, assisting firms in meeting their business objectives. Data synchronization and collaboration solutions are provided by enterprise collaboration platforms, which include capabilities such as monitoring official emails, calendars, and contacts. Moreover, video conferencing allows employees to communicate and exchange ideas in a more engaging manner.

Furthermore, to improve collaboration capabilities, advanced technologies such as AI and ML are being integrated into workplace collaboration systems. Employee activity and shared content can be tracked using AI-based workplace collaboration technologies.

Making Sense of the Market Break-up

Based on type, the cloud segment is expected to be the most lucrative market. Cloud-deployed platforms reduce the costs associated with upgrading and updating solutions, as extra costs are borne by service providers. As a result,



SAMEER RAJEE
GENERAL MANAGER & HEAD, INDIA & SAARC, ZOOM VIDEO COMMUNICATIONS

"AS AI CONTINUES TO RESHAPE HOW TEAMS WORK TOGETHER, INDIAN BUSINESSES HAVE THE OPPORTUNITY TO CONTINUE LEADING THE WAY BY FULLY INTEGRATING AI INTO THEIR WORKFLOWS, ADDRESSING COLLABORATION CHALLENGES, AND BUILDING A MULTIGENERATIONAL, FUTURE-READY WORKFORCE."

enterprises may adapt to the changing business environment by using cloud-based enterprise collaboration solutions.

Based on region, North America is expected to be the most lucrative, due to the increased usage of corporate collaboration software among businesses for better employee engagement and workforce cooperation. Because of the increased implementation of collaboration tools within large organizations as well as SMEs in the IT and telecommunications sector, the United States has the greatest market share among North American countries.

Based on organization size, the small & medium enterprises segment is expected to be the most lucrative. Small businesses can save money on travel and eliminate the need for face-to-face meetings with enterprise collaboration software.

In view of the surge in demand, how are major collaboration players been leveraging the opportunity thrown on their way?



MINHAJ ZIA
COLLABORATION LEADER, ASEAN & INDIA, CISCO

"WE FORESEE A MASSIVE OPPORTUNITY FOR WEBEX IN THIS DIGITAL-FIRST WORLD, AS COLLABORATION WITHOUT COMPROMISE IS KEY, ESPECIALLY AS THESE PLATFORMS CONTINUE TO FACILITATE CRITICAL FUNCTIONS LIKE GOVERNANCE, CITIZEN SERVICES, BANKING, AND MORE."

"Videoconferencing always felt that in-room systems were never easy enough to use. But Collaboration Technology Solution's as-a-service delivery model with a simple and safe interface has changed that narrative. Considering the situation, Ingram Micro leveraged these demands with the help of their professional team who dedicatedly provided reliable and dynamic solutions to maintain productivity and stay connected as well as competitive during the pandemic and afterwards. It was becoming the norm for technology companies to use these collaboration technologies, and we are typically the early provider of great products to our customers and partners across the country," says Navneet Singh Bindra, Senior Vice President and Country Chief Executive, Ingram Micro India.

"At Cisco, we are committed to using technology to empower a workforce and transform workspaces. During the pandemic, Cisco Webex has been instrumental in keeping people safe and connected while ensuring business continuity across sectors. Globally, Webex since the onset of



CRAIG ROTH
RESEARCH VICE PRESIDENT AT
GARTNER

"THE COLLABORATION MARKET IS THE MOST FRAGMENTED AND CONTEXTUALLY FOCUSED IT HAS EVER BEEN, MAKING THE BARRIER TO ENTRY EXTREMELY LOW."

the crisis and was one of the few platforms with the global scale to empower the digital workforce," says Minhaj Zia, Collaboration Leader, ASEAN & India, Cisco. We foresee a massive opportunity for Webex in this digital-first world, as collaboration without compromise is key, especially as these platforms continue to facilitate critical functions like governance, citizen services, banking, and more.

The India Collaboration Solutions market has been consistently performing well these years. "India consistently continues to record the second-highest usage outside of the US. Therefore, we foresee a massive opportunity for Webex in this digital-first world, as collaboration without compromise is key, especially as these platforms continue to facilitate critical functions like governance, citizen services, banking, and more. It can enable a shift away from the reliance on in-person interactions and geography-based hiring, opening the global economy and giving everyone a seat at the table—no matter where the table is," adds Zia.

Powering Hybrid Workforce

Collaboration players have been empowering users to maximize their most precious resource – time. "We, at Cisco, are continually re-investing in our platform to align with changing customer needs to power hybrid work, enable a safe return



NICK TIDD
HEAD OF GLOBAL CHANNEL GTM AT
ZOOM

"THIS NEW PROGRAM MARKS A PIVOTAL STEP IN ZOOM'S EVOLUTION OF BECOMING A MORE PARTNER-CENTRIC COMPANY, EMPOWERING THE PARTNERS TO SCALE THEIR ZOOM SERVICES PRACTICE BY UNLOCKING NEW REVENUE STREAMS."

to the office, and make their Webex experience 10x better than in-person interactions," says Zia. "Cisco Webex features span advancements for the hybrid workforce, workplace, events, and IT teams. Our Webex innovations mark a significant step forward in helping our customers unlock the potential of their hybrid workforces – enabling them to collaborate in new ways and drive an inclusive experience."

Collaboration Turns Mission-Critical

Two years into the global pandemic, video conferencing has not only become part of our daily routines, but it has also become the way we do business, how we learn, and the way we stay connected. "It has gone from being a useful tool to becoming mission-critical, as it ensures everyone has equal access to the global economy regardless of geography or language," says Zia.

What Drives the Growth

So what major factors are driving the growth the collaboration market? Well, after the pandemic struck, businesses are laying more emphasis on increasing collaboration and communication among several stakeholders across multiple

geographies. Thus, the necessity to unite internal and external collaboration in a single platform is expected to drive the enterprise collaboration software market.

Likewise, the adoption of enterprise collaboration software has also got a shot in the arm during and in the post-COVID world. Enterprise collaboration software (ECS) enables teams to work together, communicate, and share information across the organization.

The use of enterprise collaboration tools is helping companies to reduce overheads for IT equipment. This also helps cut costs on travel and nullify the requirements for face-to-face meetings with enterprise collaboration software.

Surge in Enterprise Collaboration Market

Growing demand for real-time and remote collaboration tools is expected to drive the collaboration software market. Organizations benefit from enterprise collaboration technologies because they enable seamless communication amongst employees. This results in increased staff operational efficiency and productivity, helping businesses to meet their business objectives. Data synchronization and collaboration solutions are provided by enterprise collaboration platforms, which include capabilities such as monitoring official emails, calendars, and contacts. Moreover, video conferencing allows employees to communicate and exchange ideas in a more engaging manner.

In addition, in order to improve collaboration capabilities, advanced technologies such as AI and ML are also being integrated into workplace collaboration systems.

Clocking a Double-Digit Growth

Remote Work and Enterprise Application Partnerships are expected to drive double-digit growth through 2025, predicts Gartner. The worldwide social software and collaboration market is forecast to maintain strong growth momentum. The need to support remote work, as well as social software integrations within other enterprise applications, is driving significant growth.

Another key trend driving market growth is the integration of social software as an embedded capability in other applications and platforms. Gartner predicts that by 2025, nearly 65% of enterprise application software providers will have included some form of social software and collaboration functionality in their software product portfolios.

Providers of packaged business applications, such as ERP and CRM software, have previously

**GREGG WILLISKY**

PRINCIPAL ANALYST, ENTERPRISE TECHNOLOGY & SERVICES AT GLOBALDATA

"ZOOM DISPLAYED SHARP DEXTERITY AND DIVERSITY WITH FEATURES THAT TOUCH UPON A RANGE OF ADDITIONAL AREAS INCLUDING CONTACT CENTER, SALES, AND INDUSTRY VERTICALS."

offered basic social and collaboration functionality. However, they are now facing heightened expectations about the seamless inclusion of non-routine tasks, such as conversations and marking up content, within their process-oriented products.

Similarly, partnerships between software providers will acquire more importance, as a close relationship is required for tight integration of disparate application functions.

Competition in Collaboration Space Intensifies

Collaboration landscape is replete with very high competition among the market players. Market leader Zoom recently announced very riveting and novel features for the Workplace platform powered by both generative AI (GenAI) and agentic AI. The volume, breadth, and quality of features unveiled are impressive. Collectively, the changes further propel a dramatic transformation that has been taking place at Zoom over roughly the past year and a half. Despite the dramatic transformation Zoom has made in relatively short order, the company still faces a challenging environment, according to GlobalData, a leading data and analytics company.

**JOSEPH GEORGE**

GENERAL MANAGER OF IT AT GOTO

"WITH OUR LATEST AI, SECURITY, AND TRANSLATION INNOVATIONS IN LOGMEIN RESCUE, WE ARE REDEFINING HOW ENTERPRISES AND GLOBAL SYSTEM INTEGRATORS PROVIDE IT AND CUSTOMER SUPPORT."

GenAI: the Prime Mover

Gregg Willsky, Principal Analyst, Enterprise Technology & Services at GlobalData, comments: "After its video meetings capability became renowned virtually overnight in the dark, nascent days of the COVID-19 pandemic, Zoom ignited a steady evolution of its platform. With the October 2023 introduction of Zoom AI Companion, that evolution followed a sharp trajectory upward and morphed into a full-blown renaissance marked by the introduction of GenAI features. Zoom has now entered a new chapter with the announcement of agentic AI capabilities."

Two noteworthy examples of agentic AI features are the Custom AI Companion add-on and Zoom Tasks with AI Companion. The Custom AI Companion add-on is intriguing because it enables organizations to tailor Zoom AI Companion to fit the specific needs of their business or industry. The greatest value of Zoom Tasks with AI Companion lies in its ability to make users more productive by automatically detecting tasks from meeting summaries, chats, and emails and completing them on their behalf.

Product Enhancements Pick up Pace

Willsky continues: "In addition to team collaboration capabilities evident in the Custom AI Companion add-on and Zoom Tasks with AI Companion, Zoom displayed sharp dexterity and diversity with features that touch upon a range of additional areas including contact center, sales, and industry verticals.

Zoom confronts entrenched, imposing players such as Microsoft, Cisco, and Google while also tangling with wholly capable rivals such as RingCentral and 8x8.

Willsky concludes: "Like Zoom, each is aggressively fortifying their platforms and spreading enhancements across collaboration, contact center, and other areas. What makes Zoom unique, however, is that it has managed to widely distance itself from its original, narrow identity – that of a video platform – and done so in only a handful of years. That bodes well for its future."

A Glance at the Broad Trends

A closer look at the collaboration market reveals some key mega trends that will go on to define the industry in the days ahead.

First, as businesses come to grips with the realities of a hybrid workforce, the demand for secure collaboration platforms that provide end-to-end data security from device to device, in transit, at rest, and when stored will continue to grow. Second, employee well-being and inclusivity will be a priority. It presents vendors with a unique opportunity to embed inclusion into their collaboration platforms, marked by well-being and ensuring every voice is heard and valued.

Third, emerging technologies such as artificial intelligence, virtual reality, and augmented reality will make their way into collaboration tools. It will make digital interactions more engaging and the experience more immersive.

Virtual meetings over video conferencing platforms will slowly shift to the usage of AR headsets and immersive 3D photorealistic holograms. For example, Cisco's Webex has been updated with over 1000 new announced features and a selection of new devices to provide the users an assuredly uninterrupted, immersive, and intelligent experience whether they're at home, at work, or on the go.

"Our AI-powered gestures capture body language and let participants interact more naturally. In the meanwhile, we have also introduced the AI-powered Noise removal and speech enhancement technology," informs Zia Minhaj Zia Collaboration Leader, ASEAN & India, Cisco

Unlocking Revenue Opportunities for Partners



SRIVIDHAR VEMBU
CEO AND CO-FOUNDER OF ZOHO CORP

"ZOHO CLIQ IS THE WORLD'S MOST SOPHISTICATED COLLABORATIVE PLATFORM. ZOHO PROVIDES THE OPERATING SYSTEM FOR BUSINESS. CLIQ IS THE OPERATING SYSTEM FOR ZOHO."

Market leader Zoom recently unveiled the next evolution of the Zoom Up Partner Program with the introduction of the Zoom Up Services Program. This comprehensive program is specifically designed to empower partners to deliver differentiated world-class post-sales services spanning solution deployment, support, customer success, and managed services to serve customer needs across the Zoom platform. The first phase of the services program is now live globally with early adopters, and its scope will be expanded following a phased roll-out throughout FY26. The services program provides specialized enablement and hands-on training to unlock revenue growth opportunities and drive partner success at scale. It includes three partner service models based on business needs and the level of engagement.

"This new program marks a pivotal step in Zoom's evolution of becoming a more partner-centric company," said Nick Tidd, Head of Global Channel GTM at Zoom. "This program will empower our partners to scale their Zoom Services practice by unlocking new revenue streams, creating differentiation in the market, and allowing partners to deliver exceptional solutions and support to their customers. This underscores

Zoom's commitment to partners, and I look forward to our continued joint success."

Strategic Association with Partners

Striking strategic association with the partners, collaboration players are changing the collaboration landscape. "In the modern channel ecosystem with the strategic association of partners, we serve our customers as a solution provider where we offer a large pool of comprehensive portfolios that help us to advance on our digital transformation journey," says Bindra.

Overcoming Hurdles

While the collaboration tech industry is witnessing an encouraging growth phase, there are also certain factors that are impacting the growth of the sector. Apart from other factors, cannibalization of revenue has also emerged as a major challenge for the industry.

"Yes, Cannibalization can be a challenge in the modern world, for impacting the growth of the Collaboration tech sector. Market cannibalization can occur when a new product is similar to an existing product, and both share the same customer base. But as long as one provides differentiation to the solutions, there is room for growth. Collaboration Tech sectors focusing on disruptive technologies or nascent markets do better in the form of joint ventures or smart investments, as such forms insulate experimental activities from complex processes or resource cannibalization that can occur when larger firms evaluate risky ventures based on their existing core business," says Bindra.

India: Leading the race in AI Adoption

A new report commissioned by Zoom and conducted by Morning Consult reveals that India stands as a leader in leveraging AI for better workplace collaboration with Indian leaders among the heaviest users of AI globally with 80% reporting daily or frequent AI usage. This high AI adoption rate is second only to leaders from the Netherlands (85%). The majority of Indian leaders as well as employees surveyed also see the potential of AI as a vital tool for collaboration, outperforming other regions in recognizing the benefits of AI more favorably.

While AI adoption among leaders and employees is growing, many employees, especially across a multigenerational workforce, may not have the same access to AI tools or may hesitate to use them without proper support. Leaders must ensure that these tools are accessible to their entire workforce—across all age groups—and offer tailored training to help employees, from Gen Z to Baby Boomers, to unlock the full potential of

AI in their roles. This approach will help foster a more inclusive workforce capable of leveraging AI for enhanced collaboration and productivity.

"India's rapid embrace of AI reflects the country's forward-thinking approach to workplace innovation. Indian leaders are already embracing and witnessing how AI can improve collaboration, save time, and enable teams to be more productive. As AI continues to reshape how teams work together, Indian businesses have the opportunity to continue leading the way by fully integrating AI into their workflows, addressing collaboration challenges, and building a multigenerational, future-ready workforce," says Sameer Raje, Head of India at Zoom.

Similarly, Collaboration major GoTo recently announced new AI, security, and translation features for LogMeIn Rescue. The new offerings give enterprises next-generation tools to transform how they deliver support, improve average handle time, safeguard sensitive data, and seamlessly bridge language barriers for global employees and customers.

"With our latest AI, security, and translation innovations in LogMeIn Rescue, we are redefining how enterprises and Global System Integrators provide IT and customer support," said Joseph George, General Manager of IT at GoTo. "By integrating advanced AI-driven automation and diagnostics, enhanced security protections, and real-time translation capabilities into LogMeIn Rescue, we are empowering support teams to not only work smarter and faster but also to deliver exceptional service with confidence and precision – no matter where their teams and customers are located. Ultimately, we are evolving Rescue from a tool for experts to one that learns from experts and delivers expertise right out of the box."

In a Nutshell...

As orchestrated during the pandemic, the lingering demands of a Hybrid workforce have resounded, building a collaborative environment fit for the next-gen workforce. And this is the only way going forward for organizations worldwide. Improving collaboration efforts can be as simple as providing employees with a private room for brainstorming. Or, it could also be as complex as using augmented reality for project visualization. However, using new communication platforms and technologies to unify distributed teams would be the norm, going ahead.

Doubtlessly, organizations that can make the most out of their collaborative efforts would stay ahead in the game in fulfilling the evolving needs of their hybrid workforce. **SME**

CHECK POINT REDEFINES AI SECURITY FOR ENTERPRISES WITH AI CLOUD PROTECT POWERED BY NVIDIA BLUEFIELD

AI Cloud Protect safeguards AI models, workloads, and agentic AI applications from the latest cyber threats

Check Point Software Technologies Ltd., a pioneer and global leader of cyber security solutions, today announced it is working with NVIDIA to deliver an integrated security solution built for AI factories. AI Cloud Protect is now available for on-premises enterprise deployments to secure AI model development, agentic AI applications, and inference workloads with zero impact on performance. The solution has been validated on NVIDIA RTX PRO Servers, enabling enterprises to deploy AI securely—from data center to cloud—built on NVIDIA BlueField technology.

Securing AI factories

"As enterprises race to build AI-driven innovation, they can't afford blind spots," said Nataly Kremer, Chief Product Officer at Check Point. "With NVIDIA, we're making AI factories secure by design—protecting models, data, and infrastructure without slowing innovation."

Today's AI systems face unprecedented security challenges. More than half of enterprise networks now use AI tools, making them prime targets for cyber attacks. Check Point data shows that 1 in every 80 GenAI prompts exposes sensitive data. Meanwhile, a recent Gartner report found that 32% of organizations experienced an AI attack involving prompt manipulation, and 29% faced attacks on their GenAI infrastructure in the past year. As businesses race to deploy AI, protecting the entire AI pipeline—from development to production—has become an urgent imperative.

Protecting the cloud infrastructure

AI Cloud Protect secures AI factories – protecting the cloud infrastructure that powers AI model development, training and commercial deployment. Running on NVIDIA BlueField-3 DPUs, AI Cloud Protect delivers full-stack security without consuming CPU or GPU resources — eliminating the performance trade-offs of traditional security solutions. Using network-level protection, AI Cloud Protect secures AI infrastructure from unauthorized access to reduce risk for data

poisoning and model exfiltration. At the host level, AI Cloud Protect leverages the unique direct memory access of NVIDIA DOCA Argus to provide visibility into all running processes on the AI node. This enables Check Point to detect and prevent host-level malicious processes and workloads including those in publicly downloaded Large Language Models (LLMs).

Building next-gen AI infra

"Security is essential for the next generation of AI infrastructure," said David Reber, chief security officer at NVIDIA. "NVIDIA is working with Check Point to integrate BlueField acceleration and the NVIDIA DOCA Argus runtime security framework into the AI Cloud Protect platform to help enterprises deploy AI confidently."

AI Cloud Protect will also run on the forthcoming NVIDIA BlueField-4 DPU, which will offer up to 6x compute power and 2x network throughput for AI inference and storage processing, enabling scalable and secure AI operations at unprecedented speed.

Protecting Whole AI Supply Chain

In addition to AI Cloud Protect, Check Point delivers a comprehensive security portfolio that enables enterprises to protect the entire AI supply chain including cloud infrastructure, enterprise applications and end users. Check Point CloudGuard Web Application Firewall (WAF) with integrated Lakera capabilities protects AI enterprise applications by preventing threats like prompt injection and jail breaking. Infinity GenAI Protect enables the safe adoption of generative AI applications in the enterprise. It detects the GenAI applications being used and applies a security policy to prevent sensitive data leakage and ensure compliance. Together, these solutions deliver end-to-end security across infrastructure, application, and user layers – ensuring enterprises can deploy AI confidently at every stage.

Collaboration with WWT

Check Point is currently piloting AI Cloud



NATALY KREMER
CHIEF PRODUCT OFFICER
CHECK POINT

"AS ENTERPRISES RACE TO BUILD AI-DRIVEN INNOVATION, THEY CAN'T AFFORD BLIND SPOTS. WITH NVIDIA, WE'RE MAKING AI FACTORIES SECURE BY DESIGN—PROTECTING MODELS, DATA, AND INFRASTRUCTURE WITHOUT SLOWING INNOVATION."

Protect with financial services customers and strategic partners such as World Wide Technology (WWT). Early deployments focus on AI data centers supporting large language model (LLM) development and prompt-based applications, ensuring enterprise-grade protection for sensitive data and intellectual property. With NVIDIA



DAVID REBER
CHIEF SECURITY OFFICER
NVIDIA

"NVIDIA IS WORKING WITH CHECK POINT TO INTEGRATE BLUEFIELD

ACCELERATION AND THE NVIDIA DOCA ARGUS RUNTIME SECURITY FRAMEWORK INTO THE AI CLOUD PROTECT PLATFORM TO HELP ENTERPRISES DEPLOY AI CONFIDENTLY."

RTX PRO Server validation, enterprises can confidently deploy AI Cloud Protect on their AI infrastructure today.

"As enterprises build AI server factories at scale, the combination of Check Point's AI Cloud Protect and NVIDIA BlueField acceleration delivers enterprise-grade protection for sensitive AI workloads from model training to inference without compromising the performance modern AI applications demand," said Chris Konrad, Vice President, Global Cyber, World Wide Technology.

Facing unique security challenges

AI factories introduce unique security challenges:

- Expansive attack surfaces from massive compute and data pipelines
- Emerging threats like prompt injection, jail-breaking, and model poisoning
- Data leakage risks from ungoverned employee AI use

AI Cloud Protect solves these with:

- Comprehensive protection across network, host, and application layers
- Zero performance impact through NVIDIA BlueField-accelerated security
- Unified management and automation for security orchestration across thousands of AI nodes

A leading protector of digital trust, Check Point Software Technologies Ltd. utilizes AI-powered cyber security solutions to safeguard over 100,000 organizations globally. Through its Infinity Platform and an open garden ecosystem, Check Point's prevention-first approach delivers industry-leading security efficacy while reducing risk. Employing a hybrid mesh network architecture with SASE at its core, the Infinity Platform unifies the management of on-premises, cloud, and workspace environments to offer flexibility, simplicity and scale for enterprises and service providers.

AI CLOUD PROTECT: SECURING AI INFRASTRUCTURE

Cyber Security in the Age of AI

As organizations worldwide build AI factories, they face unprecedented challenges in protecting this infrastructure. AI factories are purpose-built for the intensive computational needs of AI workloads, supporting AI reasoning, agentic AI, and model training that powers the next wave of AI innovation. The rapid evolution of AI applications from conceptualization to experimentation to production has created a complex landscape where traditional security measures fall short. AI factories excel at empowering AI model creation and deployment, from data ingestion to training, fine-tuning, and high-volume inference. Protecting AI applications and the sensitive data they use demands a proactive approach to security. AI infrastructure security solutions need to address the unique vulnerabilities and threats faced by generative AI models, neural networks, and the substantial computational resources required for AI workloads.

AI Cloud Security Needs and Challenges

Data Exfiltration

Protecting intellectual property such as training data and AI/ML models from being exposed or stolen is a significant requirement. Ensuring that sensitive data remains secure is crucial for maintaining the integrity and confidentiality of AI projects.

Data Poisoning

Preventing attackers from manipulating training data to control model outputs is essential. Data poisoning can lead to vulnerabilities that



CHRIS KONRAD
VICE PRESIDENT, GLOBAL CYBER,
WORLD WIDE TECHNOLOGY

"THE COMBINATION OF CHECK POINT'S AI CLOUD PROTECT AND NVIDIA BLUEFIELD ACCELERATION DELIVERS ENTERPRISE-GRADE PROTECTION FOR SENSITIVE AI WORKLOADS FROM MODEL TRAINING TO INFERENCE WITHOUT COMPROMISING THE PERFORMANCE MODERN AI APPLICATIONS DEMAND."

could compromise the model's validity and effectiveness.

Denial of Service (DoS)

Mitigating attacks that degrade the performance of AI infrastructure is vital. DDoS attacks can significantly reduce the efficiency of AI systems, causing operational disruptions and making servers unavailable for genuine users. The performance reduction can lead to increased costs and revenue loss for AI-driven applications and model development.

Model Inversion

Model inversion occurs when attackers use the

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GEORGE KURTZ
CEO AND FOUNDER, CROWDSTRIKE

"ADDRESSING AI-DRIVEN CYBER THREATS REQUIRES AI TO PROTECT SYSTEMS FROM THE SPEED AND VOLUME OF ATTACKS, AND WE'RE WORKING WITH NVIDIA TO DELIVER AUTONOMOUS, AI AGENTS THAT LEARN CONTINUOUSLY TO DEFEND THE CRITICAL INFRASTRUCTURE POWERING THE GLOBAL ECONOMY."

REDEFINING CYBERSECURITY WITH ALWAYS-ON AI AGENTS TO DEFEND CRITICAL DIGITAL INFRASTRUCTURE

Always-on agents built with CrowdStrike Charlotte AI AgentWorks and integrated with NVIDIA Nemotron and NVIDIA NIM microservices will enable real-time threat detection and response across cloud, data center, and edge environments

CrowdStrike and NVIDIA entered into a strategic collaboration to bring always-on, continuously learning AI agents for cybersecurity to the edge through Charlotte AI AgentWorks, NVIDIA Nemotron open models, NVIDIA NeMo Data Designer synthetic data, NVIDIA Nemo Agent Toolkit, and NVIDIA NIM microservices. Expanding CrowdStrike and NVIDIA's work to build, power, and secure the agentic ecosystem, the latest collaboration will deliver autonomous, real-time AI agents that learn continuously and defend critical infrastructure across cloud, data-center, and edge environments.

"AI is transforming cybersecurity, and defenders need speed and edge intelligence to outpace the adversary," said George Kurtz, CEO and founder of CrowdStrike. "Addressing AI-driven cyber threats requires AI to protect systems from the speed and volume of attacks, and we're working with NVIDIA to deliver autonomous, AI agents that learn continuously to defend the critical infrastructure powering the global economy."

"Cybersecurity in the era of AI demands intelligence that thinks at the speed of machines," said Jensen Huang, founder and CEO of NVIDIA. "Together with CrowdStrike, we're building real-time, AI-driven security agents that defend cloud, data center, and edge infrastructure – protecting

the systems that power our economy and national security."

Advancing Continuous Learning and Edge Intelligence with Charlotte AI AgentWorks and NVIDIA

Bringing agents built with Charlotte AI AgentWorks and NVIDIA to the edge will enable organizations to deploy autonomous, continuously learning AI agents closer to where data is created – extending protection to data centers and controlled environments. By training NVIDIA Nemotron open models with data from CrowdStrike experts using NVIDIA NeMo Data Designer, customers will be able to fine-tune and optimize models for their own AI agents, built on CrowdStrike's Agentic Security Platform. This joint innovation will enable enterprises to scale and accelerate security operations with local inference, continuously improving detection accuracy and real-time response to threats – helping to maintain control of sensitive data and align with regional sovereignty requirements.

Unifying Data, Compute, and Governance Across CrowdStrike's Agentic Security Platform and NVIDIA Infrastructure

By integrating the Agentic Security Platform –

including Falcon LogScale, Onum, and Pangea – with NVIDIA accelerated computing and CUDA-X libraries, CrowdStrike is creating a unified telemetry pipeline for high-fidelity, real-time security data. This architecture enables defenders to feed enriched telemetry directly into locally hosted AI models and agents built and optimized with the NVIDIA NeMo Agent Toolkit, now operating at the edge, allowing systems to learn safely, reason accurately, and act within enterprise guardrails. CrowdStrike also supports the latest NVIDIA AI Factory for Government reference design, which provides guidance for security teams to build and deploy AI agents in federal and high-assurance organizations. This effectively enables enterprises to timely manage multiple AI workloads on-premises as well as in the hybrid cloud while endeavouring to meet the highest standards of security requirements of regulated industries.

Together, CrowdStrike and NVIDIA are collaborating to redefine cybersecurity for the highly talked about AI era – uniting continuous learning, real-time intelligence, and, of course, machine-speed defense to effectively protect the digital infrastructure that is critically required to powering the different facets of global economy and take care of national security on an assured basis. **SME**

REVAMPING CYBERSECURITY THROUGH STRATEGIC PARTNERSHIPS

Recognizing the diverse cybersecurity requirements in India, especially in the tier 2 and tier 3 cities, Securonix aims to penetrate deeper through innovative partner initiatives like Securonix Elevate, other than strategic partnerships with MSSPs, system integrators, two-tier distributors, and technology partners like AWS and Snowflake.

MANASH RANJAN DEBATA

manash@accentinfomedia.com

L eading cybersecurity player, Securonix has been at the forefront of the transformation of cybersecurity with an industry-first Unified Defense SIEM powered by agentic AI, purpose-built to decide and act across the threat lifecycle with a human-in-the-loop philosophy. Built for scale, precision, and speed, the company's cloud-native platform empowers global enterprises to shift from reactive security to proactive, autonomous operations. Recognized as a Leader in the Gartner Magic Quadrant for SIEM and a Customers' Choice by Gartner Peer Insights, Securonix is driving the next era of intelligent, autonomous security operations.

To gain fresh insights on how Securonix is transforming India's cybersecurity channel ecosystem, we spoke to Dipesh Kaura, Country Director- India & SAARC at Securonix.

As the Country Director for India & SAARC at Securonix, Dipesh spearheads the company's growth and strengthens its role as a trusted provider of world-class cybersecurity solutions, advancing its mission to protect organizations in the region.

Prior to Securonix, Dipesh was working at Cyble Inc., where he devised impactful growth

strategies for the South Asia market. Dipesh has held key leadership roles at renowned organisations like Kaspersky and PwC, showcasing his expertise in cybersecurity and market expansion. Known for his ability to manage complex cybersecurity challenges, Dipesh focuses on collaboration and adaptability, translating them into actionable solutions that drive business growth. Dipesh's leadership and strategic expertise align with profitability and innovation, driving financial success and advancing the cybersecurity landscape.

In this SME Channels exclusive, Dipesh shares his expert perspectives on the new trends shaping the security market. Against the backdrop of a fast evolving threat landscape, Dipesh offers here clear insights on where the channel and MSSP market is headed, and how cybersecurity providers and partners can stay ahead of the game; and much more. Edited excerpts...

2 Please shed some light on the new partnerships Securonix is leveraging to make a good mark in the market.

Securonix continues to strengthen its global ecosystem through strategic partnerships that

enhance our reach and value across regions. In India, collaborations with Valuepoint and LA Technologies are enabling the delivery of AI-driven security operations and advanced threat detection. Across the Middle East and Africa, alliances with AmiViz and DigiGlass by Redington are expanding access to the Securonix Unified Defense SIEM, empowering organizations with faster, smarter detection and response capabilities. On the global front, partnerships with Skyone, Banyax, Prophecy International (Snare), and Cynerio are broadening our capabilities across SecOps, managed XDR, log management, and healthcare IoT security. Together, these partnerships underscore our commitment to delivering unified, intelligence-led security solutions worldwide.

2 There has been a lot of buzz surrounding the Securonix Elevate program. How does this program benefit the Partners?

Securonix Elevate is a Channel Program that helps to streamline the way our partners do business with us while empowering them to better serve their customers. The Program offers tiered pricing based on program levels, as well as enable-

ment and marketing benefits. It allows partners to build and offer customized services, be it UEBA (User and Entity Behavior Analytics) as a service, or full SIEM (Security Information and Event Management) as a service to end customers using the flexible Securonix platform. The tiered program offers attractive margin protection and lucrative incentive plans, ensuring protection of partners' financial interests and profitability. The free sales training we provide enables partners to enhance their security expertise. The Elevate program offers partners the advantage of no-fee participation and highly competitive pricing models, making it easier for them to have a productive and cooperative business relationship with Securonix. The Elevate program also empowers partners with joint business planning and sales forecasting tools to foster strategic alignment. It encourages partners to unlock more revenue opportunities and continuous growth while achieving significant shared success.

As a security pioneer, what major customer and partner trends do you foresee in the market?

The cybersecurity market is growing rapidly across the globe, driven by the rise in the number and sophistication of cyber threats and targeted attacks. Customers are increasing their cybersecurity spending and embracing Zero-trust security, replacing the earlier perimeter-based security. With cyberthreats becoming more sophisticated and getting delivered at unprecedented speed and scale, organizations are demanding a comprehensive, future-proof integrated SIEM, SOAR, UEBA, and Data Pipeline Solution. Traditional AI solutions that are task-specific, reactive, and follow pre-defined rules and machine learning algorithms will get replaced by Agentic AI systems that represent a network of intelligent agents having the capability for autonomous decision making and adoption of proactive security measures.

Due to rapid digitalization and expansion of the threat attack surface, India is facing a growing need for scalable AI-reinforced cybersecurity solutions particularly in tier 2 and tier 3 markets. SMEs that often lack the budget and expertise for strong cybersecurity frameworks are exploring affordable yet robust cybersecurity solutions.

India's regulatory compliance landscape has evolved to address digital transformation, cybersecurity challenges, and the need for customer data protection. Mandates such as CERT-In Directives and the Digital Personal Data Protection Act (DPDPA) requires stringent security measures. Regulatory bodies like TRAI, RBI, and IRDA are driving organizations to implement



DIPESH KAURA
COUNTRY DIRECTOR- INDIA &
SAARC, SECURONIX

"DUE TO RAPID DIGITALIZATION AND EXPANSION OF THE THREAT ATTACK SURFACE, INDIA IS FACING A GROWING NEED FOR SCALABLE AI-REINFORCED CYBERSECURITY SOLUTIONS PARTICULARLY IN TIER 2 AND TIER 3 MARKETS."

solutions that meet compliance requirements. We at Securonix are aligning our offering to help customers and comply with these regulations.

What are your future plans vis-a-vis the India Market?

India is on the cusp of a major cybersecurity transformation, and Securonix is fully committed to being part of this journey. Moreover, India is not only a market for us, but it is also our strategic innovation hub. 70% of our global workforce is based here, where our R&D centers in Pune and Bangalore are delivering our core product innovation. We also see high levels of customer maturing in India, which makes it an ideal place to pilot innovations before scaling them globally. Securonix recognizes the diverse requirements of India, especially in the tier 2 and tier 3 cities. We aim to penetrate deeper here through strategic partnerships with MSSPs, system integrators, two-tier distributors, and technology partners like AWS and Snowflake. We are also strengthening our channel ecosystem by onboarding and training more local partners. Securonix will continue to innovate in India and invest in people and partnerships while delivering outcomes for not only organizations but for the larger security ecosystem in the country and beyond.

New Securonix EON has acquired newer capabilities through advanced features like Insider Threat Psycholinguistics, Investi-

gateRx and Adaptive Threat Modeling. Would you please elaborate on how these features help you to fork out more ebullient solutions to the market?

Securonix EON is a revolutionary suite of AI-reinforced capabilities designed to transform SecOps in response to the dynamic cybersecurity threat landscape with AI-powered threats. It helps customers stay ahead of the escalating threat curve.

Key features of Securonix EON include,

- **Insider Threat Psycholinguistics**

By leveraging the science of deciphering psychology from language powered by Amazon Bedrock, Securonix delivers entity and activity-based risk scoring. This industry-first feature enables users to accurately discern the user intent and behavior and identify potential malicious activities such as financial crimes and obfuscation, among others.

- **InvestigateRX**

In this feature, retrieved targeted and objective content is transformed into coherent, context-aware summaries, enabling analysts to make swift decisions and save approximately 15 minutes per incident. Securonix customers need not search for data from diverse sources because streamlined information is delivered directly to the analysts.

- **Adaptive Threat Modeling**

This feature leverages machine learning to develop

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GOVIND RAMMURTHY
CEO & Managing Director, eScan

PROFILE

As the CEO of eScan, Rammurthy oversees the constant improvement of its products and builds strategies for growth in India as well as overseas. An entrepreneur and visionary with three decades of experience in the cyber security space, he is recognized as a software expert among peers in the industry. Under Rammurthy's leadership, eScan has become known as an innovative Information Security Solution Provider and continues to scale greater heights.

THE DARK SIDE OF AI: HOW WORMGPT BECAME CHATGPT'S EVIL TWIN

Unlike ChatGPT, which politely refuses to help you build a bomb or write malicious code, WormGPT is designed specifically to be helpful to hackers

Every groundbreaking innovation comes with its shadow. The printing press gave us literature and propaganda. The internet brought us connectivity and cybercrime. Now, artificial intelligence has given us ChatGPT - and its malicious cousin, WormGPT.

While millions admired ChatGPT's ability to write poetry and solve homework problems, cybercriminals were busy developing their own AI assistant. WormGPT has become a prime example of what happens when artificial intelligence meets criminal enterprise, now promoted on Telegram channels and dark web forums as the "jailbreak-free, unfiltered" alternative to mainstream AI.

The Criminal's AI Assistant

Unlike ChatGPT, which politely refuses to help you build a bomb or write malicious code, WormGPT is designed specifically to be helpful to hackers. For subscription fees ranging from \$60 to \$120 per month - roughly the cost of a decent gym membership - cybercriminals can access an AI that will:

- Write advanced malware, including key loggers, ransomware, and Trojans
- Generate convincing phishing emails that could fool even security-conscious users
- Create exploits and reverse shells for system infiltration
- Analyze code in real-time to identify vulnerabilities
- Analyze websites to pinpoint security weaknesses and automate information extraction or defacing homepage.
- Help bypass antivirus detection through advanced obfuscation techniques

Think of it as having a criminal mastermind available 24/7, except this one never sleeps, never asks for a cut of the profits, and accepts payment in Bitcoin.

Built for Mayhem

Technically, WormGPT is a fine-tuned version of GPT-J, a 6-billion-parameter language model that lacks the ethical guardrails built into commercial AI systems. The developers have trained it using

custom datasets filled with malware code, social engineering templates, jailbreak prompts, and red teaming examples. It's essentially ChatGPT's evil education - all the technical capability with none of the moral constraints.

The service is hosted anonymously on cheap VPS servers and GPU rental platforms, with payments processed through crypto currencies like Bitcoin or Monero. Like ChatGPT's evolution from version 3 to 4o, WormGPT continues to evolve rapidly, with new versions offering enhanced capabilities and improved performance. It operates like a SaaS business model; except instead of helping companies manage customer relationships, it helps criminals manage their victims.

India in the Crosshairs

The impact isn't theoretical. India, with its rapidly digitizing economy and growing online population, has become a prime testing ground for AI-powered cybercrime. The numbers tell a dark story: India faced 135,173 phishing attacks related to financial matters in the first half of 2024 alone, representing a staggering 175% increase compared to the same period the previous year.

The sophistication of these attacks is equally concerning. As per reports in early 2024, a leading Indian bank was hit by a highly complex AI-supported phishing operation that used advanced natural language processing to create emails that perfectly mimicked internal communications between executives. The attackers analyzed social media content, LinkedIn profiles, and email patterns to craft messages so convincing that multiple bank executives surrendered their credentials, compromising customer databases and transaction records.

Even more alarming, recent data shows that 80% of phishing attacks in India now use AI-generated content, with criminals stealing the equivalent of \$112 million in a single state between January and May 2025.

The attacks demonstrate knowledge of local languages, cultural references, and current events



that suggest AI-powered research capabilities far beyond traditional cybercriminal operations. QR code phishing has experienced a sharp rise, with attackers using fake posters and WhatsApp messages to redirect victims to malicious UPI portals - particularly effective in India's mobile-first payment landscape.

The Persuasion Engine

Security researchers who analyzed WormGPT found it to be "remarkably persuasive" in crafting business email compromise (BEC) attacks. This AI could generate emails that closely mimicked corporate communication styles, complete with the appropriate jargon, formatting, and cues of urgency. Even individuals with little cybersecurity knowledge could suddenly execute sophisticated scams that would have previously required years of experience in social engineering.

It's akin to giving someone who can barely write a text message the ability to create emails capable of deceiving a Fortune 500 company. The democratization of cybercrime has found its perfect tool.

The Pandora's Box Problem

The FBI has raised alarms about the situation, warning that AI tools are enabling more targeted and automated attacks. However, the story of WormGPT highlights a deeper issue—the Pandora's Box effect associated with malicious AI. Once the technology was proven effective, variations began to emerge rapidly.

When mainstream media attention ultimately

compelled WormGPT's original developer to shut down operations and disavow the project, the criminal ecosystem adapted swiftly. New operators took over, and the service continues to evolve. Variants like FraudGPT and others have emerged alongside WormGPT, forming an entire ecosystem of criminal AI tools with names reminiscent of rejected superhero movie titles. The genie was out of the bottle, and it had learned to replicate and improve itself.

The Cat-and-Mouse Game Evolves

The evolution of threats in cybersecurity necessitates a fundamental reassessment. Traditional defenses, which were designed to counteract human-created threats, are struggling against AI-generated attacks that can adapt, learn, and iterate at unprecedented speeds. Static code analyzers and signature-based detection systems, once considered reliable, now find themselves facing adversaries capable of generating thousands of unique variants of the same attack.

Organizations, such as eScan, are responding by deploying AI-powered defense systems—essentially fighting fire with fire. The cybersecurity landscape is transforming into an arms race between algorithms, with human defenders and attackers increasingly taking on the role of coaches rather than players.

The Uncomfortable Truth

The ongoing evolution of WormGPT reveals an uncomfortable truth about artificial intelligence:

the same capabilities that make AI revolutionary also render it potentially dangerous. The technology does not differentiate between assisting a student in writing an essay and aiding a criminal in crafting malware. It lacks judgment and does not moralize; it simply optimizes for the task it is assigned.

This incident also demonstrates how swiftly criminal markets adapt to new technologies. Within months of ChatGPT's public release, underground communities had developed, marketed, and monetized their own versions optimized for illegal activities. As legitimate AI models advance, these criminal variants continue to evolve in tandem, often incorporating new techniques and capabilities shortly after they emerge in mainstream AI research.

Looking Forward

As AI capabilities keep advancing, the WormGPT phenomenon is a critical reminder that innovation and regulation must progress together. The upcoming months will likely witness even more sophisticated criminal AI tools, but there will also be more advanced defensive technologies developed.

The pressing question is not whether criminals will continue to weaponize AI—that is already occurring. The real question is whether the defenders can stay ahead in a race where the stakes are continually rising and the pace is accelerating. In this game of digital chess, WormGPT was merely the opening move. **SME**

EFFICIENCY AND RISK MANAGEMENT TOP PRIORITIES FOR ORGANISATIONS IN APAC REGION: IDC-FORTINET STUDY

The new IDC Survey commissioned by Fortinet offers a better understanding of the fast-changing cybersecurity landscape in APAC and the AI-driven strategies being deployed by organizations to combat emerging risks

The state of cybersecurity in Asia/Pacific is shifting from constant risk to a “platform-driven resilience,” marked by organizations embedding AI into their security strategies to combat increasingly sophisticated threats. AI-powered cyberattacks are reshaping the threat landscape across ANZ and the Asia-Pacific. An IDC Survey commissioned by cybersecurity bellwether Fortinet, encompassing 550 IT and security leaders across 11 Asia/Pacific markets: Australia, India, Indonesia, Malaysia, Singapore, South Korea, Thailand, the Philippines, Vietnam, Hong Kong, and New Zealand, sheds new light on the state of cybersecurity in the region.

In today's era of digital business, CEOs need their CIOs to take a strategic approach to AI, which means aligning their strategy with the changing, agile demands of the business and security operations. Where cybersecurity is concerned, the reality is that security teams remain largely underfunded, under-resourced, and operate in isolation of the rest of the business. This needs to change. Threats continue to evolve, and the surge in AI-infused cyberthreats is requiring cybersecurity teams to move out of

the status quo to remain effective. Complexity is the enemy of security. Organizations are using a plethora of security tools, which leads to many levels of inefficiency. Reducing and rightsizing to appropriate tools, implementing a zero trust approach, and taking the proactive approach of “assumed breach” are starting points for ongoing cybersecurity success. With cybersecurity teams rushing at full tilt to simply stay secure, reducing the number of tools to a more manageable platform and embedding it with the necessary AI and automation tools is now critical.

Efficiency and Risk Management Top Priorities, Raising the Stakes for AI

With operational efficiencies and risk management at the forefront of the CEO's agenda, AI stands out as a leading technology aligned with these strategic goals. Underpinning the success and value of AI is security, as organizations integrate various forms of AI, including machine learning and GenAI, to drive efficiency into cybersecurity operations and address other priorities such as environmental, sustainability, and governance (ESG) reporting compliance. CIOs and security teams have their work cut out for them, as they seek ways to address concerns around the security and sanctity of the raw data that powers AI.

IDC predicts that in 2026, 50% of CIOs will diversify and broaden security strategies across their organization's IT and security teams to address new or fast-evolving threats to their technology and supply chain ecosystem.¹ CIOs who effectively leverage AI to protect their IT infrastructure can improve organizational resilience, positioning their organizations as leaders in cybersecurity effectiveness.

AI Conundrum Not a Deterrent for Forward-Looking Businesses

Cybersecurity remains a significant challenge for many organizations today, compounding concerns around whether their data, edge environments, and infrastructure are ready and secure



SIMON PIFF

RESEARCH VICE PRESIDENT
IDC ASIA/PACIFIC

“TRUSTED AI IS CRITICAL TO ENSURE AI-DRIVEN SYSTEMS ARE BOTH EFFECTIVE AND TRUSTWORTHY, AND THE CYBERSECURITY CONTROL POINTS ARE AT THE HEART OF TRUSTED AI.”

for AI deployment. But even as AI adds further complexity and demands enhanced security, inaction poses the bigger risk of losing business competitiveness. About 30% of CEOs surveyed said their organizations are already delivering operational AI — putting themselves ahead of the pack — while 22% are still too cautious to move ahead.

AI Intensifies Need for Cybersecurity, But Funding Remains a Fraction

AI is transforming both sides of the cybersecurity



Top CEO Priorities²



Source: IDC Asia/Pacific Cybersecurity Survey, sponsored by Fortinet

equation, equipping security teams with new capabilities to strengthen defenses while also enabling threat actors to enhance their success rates. Almost 61% of organizations across Asia/Pacific say they have encountered AI-powered cyberthreats in the past year. Of those, 64.2% reported a 2x increase and 28.9% reported a 3x increase in threat volume. These attacks are harder to detect and often exploit blind spots in visibility, governance, and internal processes. Despite Threats, Budgets Continue to Be Modest While 30% surveyed are already operationalizing AI initiatives at large scale across their organizations, slightly less than 10% of revenue is spent on IT, and less than 1.5% on cybersecurity.

Clearly this data would change based on industry, attitude to technology, and ability to leverage technology investments, but this data should serve as a benchmark for what is considered “average”. IDC notes that some markets spend significantly less on both technology and cybersecurity, which needs to be examined, since the threats are growing.

Businesses Under Siege as AI-Driven Cyberattacks Surge

AI-powered threats are scaling fast with devastating effect. Harder to detect, they appear as legitimate users, either through password attacks

or deepfakes. This type of attack is set to rise, creating a whole new set of threats that will require incredibly agile security teams. Add these identity hijackings to the impact of human-based threats, and cybersecurity teams have to step up their overall capabilities with significantly higher levels of efficiency.

The top 5 AI-driven threats encountered across the Asia/Pacific region include credential-based attacks, impersonation and business email compromise (BEC) scams, data poisoning and adversarial AI, self-evolving malware, and intelligent scanning of attack surfaces. These AI-driven attacks can only be achieved with the help of more effective tools, enhanced with AI and automation to boost the effectiveness of cybersecurity teams.

The Growing Onslaught: Persistent Cyberattacks Across All Fronts

The nature and growth of threats have evolved in recent years, with today’s cybersecurity landscape in a state of constant exposure. Software supply chain attacks, which exploded into view in 2021, are not only the most significant threat but also the fastest growing. Ransomware is also one of the most well-recognized cyberthreats among C-suite executives due to its frequency and potential as a damaging threat to the business, though just a notch lower than software supply chain threats

which are prioritized among security professionals too. Regardless of the type of threat, they are all increasing in frequency, and this is not expected to change. Unless internal skills and toolsets are updated to address this onslaught, organizations increase their vulnerability to fast-evolving threats, in which different threats carry different payloads of damage.

Not All Threats Are Equal: Going Beyond Patching to Breach Discovery

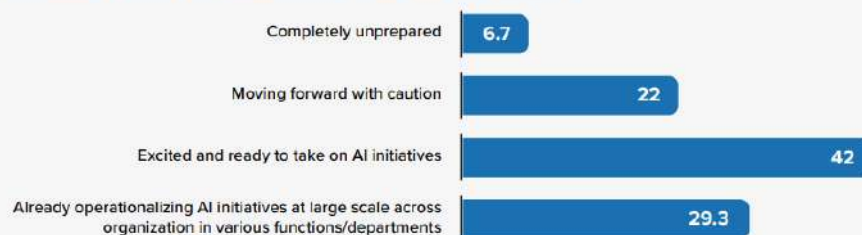
Staying patch-current has long been a challenge for many organizations across the region. The acceleration and impact of unpatched and zero-day exploits is seen to be the most challenging for organizations across the Asia/Pacific region. Given the challenges in patching, tools that identify and contain such threats need to be strengthened until patches can be applied. Human-based threats deliver significant impact, with insider threats causing substantial damage due to their hyperpersonal nature. Threat actors intimately know what will have the most impact. Cloud misconfiguration is rife, exposing data and often personally identifiable information (PII), resulting in fines and brand or reputational damage. Human error, an almost unavoidable threat, also appears high in the impact scorecard. Since these threats are almost unavoidable, the onus needs to shift to higher levels of monitoring to minimize time to identify and neutralize any such threat. This is where the approach of “assumed breach” plays particularly well. In the event of a breach, the focus shifts to discovery.

Beyond Data Loss: Damage to Reputation and Customer Trust

While data is the key asset generally being stolen, the impact is often widespread and leads to multiple issues. Reputational damage and loss of customer trust can have significant, long-lasting effects on a business, making it difficult for the company to rebuild its image. The impact of punitive fines and non-compliance can magnify brand issues and lead to loss of revenue. In today’s context of digital business, operational downtime equates to loss of revenue, forcing security to be viewed as a business risk and not just an IT issue. The assumed breach mindset of cybersecurity teams shifts the focus from solely preventing breaches to proactively detecting, identifying, responding, and remediating vulnerabilities. This is critical for digital resilience. The next question is: How quickly can businesses recover from the inevitable?

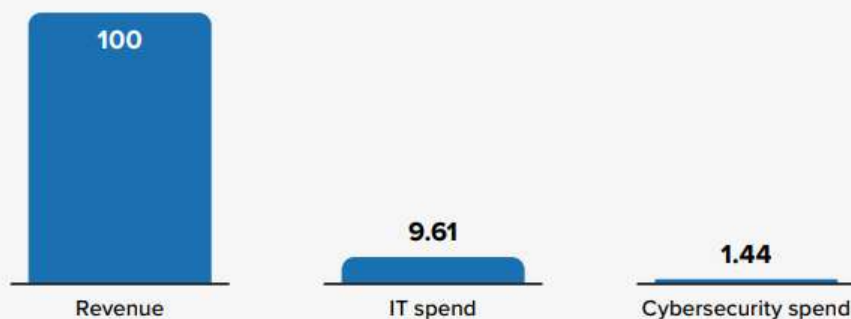
Security Teams Under Pressure Amid Shortage

How Ready Is Your Organization to Take on AI Initiatives?



Source: IDC Asia/Pacific Cybersecurity Survey, sponsored by Fortinet

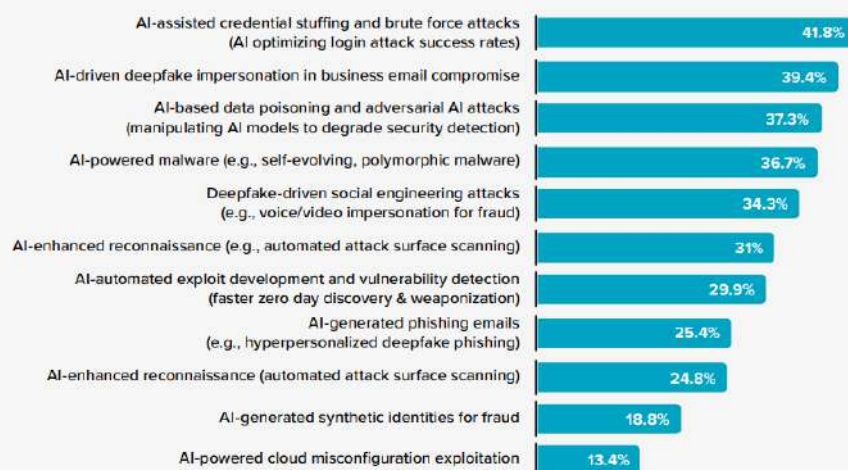
Comparison of IT and Cybersecurity Spend Versus Revenue



Source: IDC Asia/Pacific Cybersecurity Survey, sponsored by Fortinet

AI-Driven Cyberthreats No Longer Just Theory

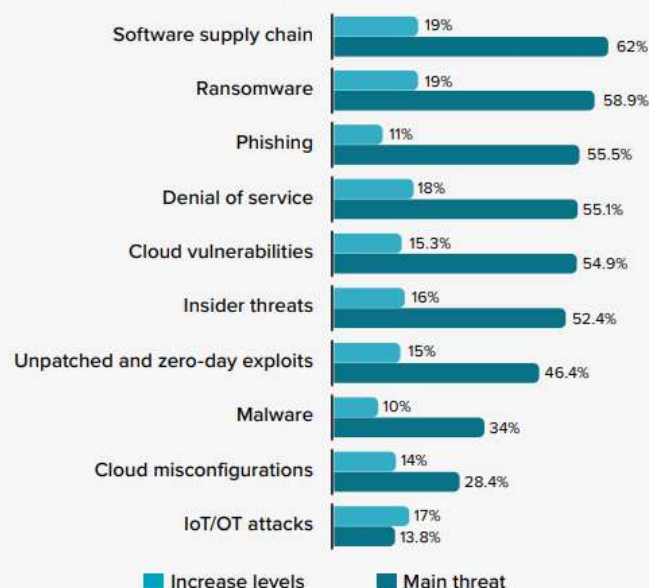
Q. What kind of AI-driven cyberthreats has your organization encountered in the past 12 months?



Source: IDC Asia/Pacific Cybersecurity Survey, sponsored by Fortinet

Top Cyberthreats

Q. What are the main cyberthreats your organization faces, and how have they increased over the past 12 months?



Source: IDC Asia/Pacific Cybersecurity Survey, sponsored by Fortinet

The average security team is lean and often lacks significant leadership alignment. Only 15.6% of organizations have a standalone chief information security officer (CISO), and 63% continue to combine cybersecurity responsibilities with broader IT roles. Just 6.4% of organizations have specialized teams for functions like threat hunting and security operations. This lack of specialization is impacting performance. More than half of the respondents cited an overwhelming surge in threats, with additional pressures from tool sprawl and talent retention challenges. Execution suffers as teams struggle with burnout and complexity, reinforcing the need for more intelligent resourcing models. Embedding AI and automation within the toolsets is one way to address resource constraints. Shifting to security platforms, rather than individual feature-rich applications, will also help drive efficiencies into the operations of cybersecurity when internal skills are lacking.

Strategic Investments: From Infrastructure to Intelligence

Cybersecurity budgets are on the rise, with nearly 80% of organizations reporting increases. Yet spending remains cautious, with most increases under 10%. Organizations are shifting from infrastructure-heavy spending to more strategic priorities.

The top 5 investment areas for the next 12–18 months are identity security (50.5%), network security (45.3%), cyber-resilience (45.1%), SASE/zero trust (45.1%), and cloud-native application protection (43.1%). These priorities suggest a more structured, risk-centric investment strategy aimed at addressing modern, distributed threats. However, operational and human-layer areas such as OT/IoT security, DevSecOps, and training continue to be underfunded, reflecting ongoing blind spots.

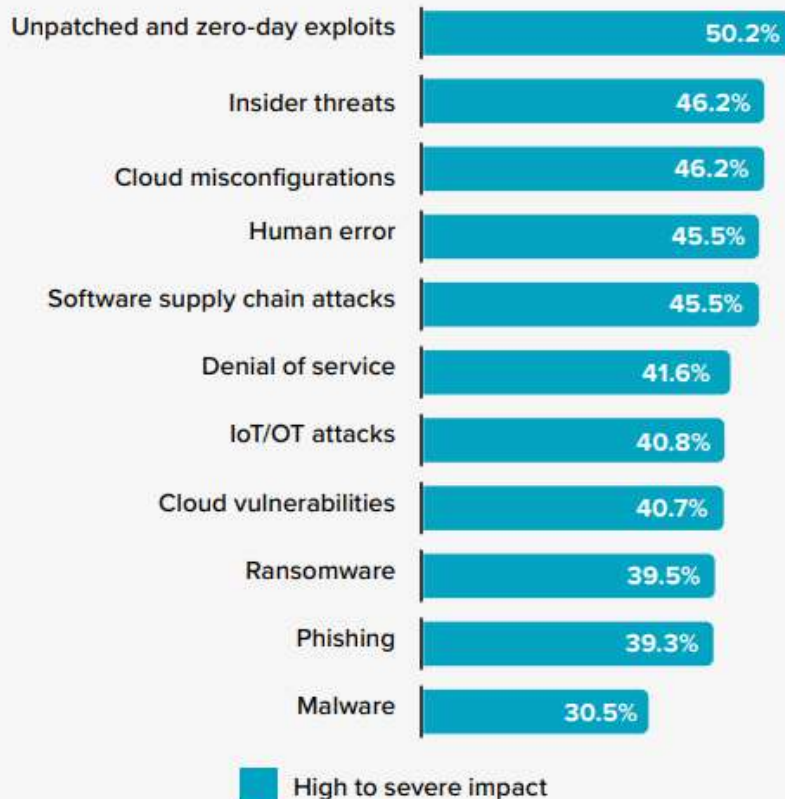
AI Skills Redefining Cybersecurity Roles

The top 5 cybersecurity roles in demand include security data scientists, threat intelligence analysts, AI security engineers, AI security researchers, and AI-specific incident response professionals. Organizations are no longer just deploying AI tools — they are building their cybersecurity teams around AI capabilities. This reflects a broader trend where the workforce is rapidly evolving to match the pace of technological adoption.

AI Adoption in Security Moving from Pilot to Production

AI is becoming an integral part of security operations. More than nine in 10 organizations across Asia/Pacific are already using AI in their secu-

Top High to Severe Impact Cyberthreats

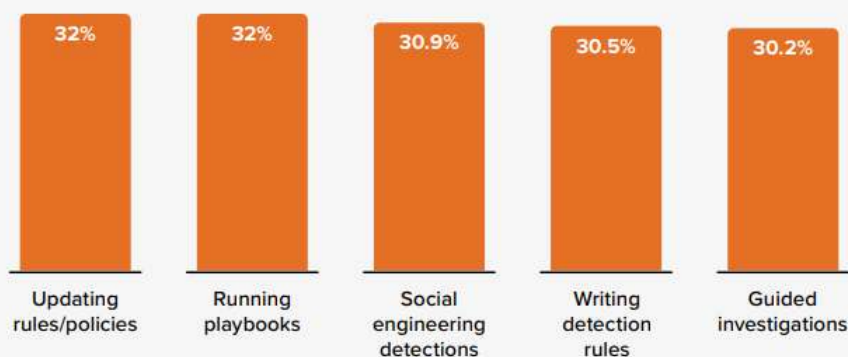


Source: IDC Asia/Pacific Cybersecurity Survey, sponsored by Fortinet

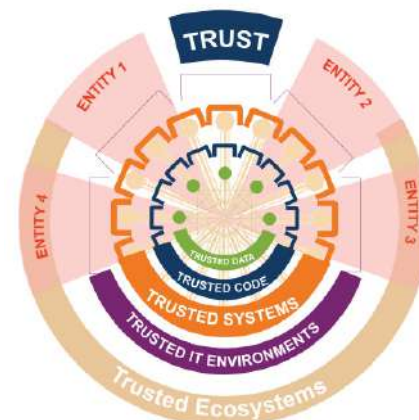
rity environments. About 53.8% are developing in-house AI applications and 38.4% are relying on vendor-embedded capabilities. Organizations are rapidly progressing from AI-powered detection to more advanced use cases such as automated response, predictive threat modeling, AI-driven incident response, AI-powered threat intelligence, and behavioral analytics. These top 5 use cases reflect how detection has become table stakes — while response, prediction, and orchestration represent the next frontier of the

cybersecurity landscape. GenAI is also gaining traction, with adoption focused on light-touch tasks. The top GenAI-driven cybersecurity capabilities are updating rules and policies (32%), running playbooks (32%), social engineering detection (30.9%), writing detection rules (30.5%), and guided investigations (30.2%). Trust in autonomous action remains limited. Use cases like auto-remediation (10.4%) and guided remediation (2.4%) are a rarity. Trust in AI outputs is still being monitored closely, and whilst we move

GenAI-Driven Cybersecurity Capabilities Currently in Use



Source: IDC Asia/Pacific Cybersecurity Survey, sponsored by Fortinet



to the era of agentic (AI telling AI what to do) it will be a while before homegrown AI can be fully operational. Whilst vendor AI is likely to be more robust, internal AI projects are only as secure as the quality of data inputs, which in Asia tends to be challenging.

A Holistic Strategy Starts with Zero Trust

Zero trust has become the only way to address the assumed breach approach. Principles of zero trust are becoming more well understood, although implementations due to tool sprawl are driving a degree of complexity that is slowing down its rollout.

Securing AI Requires Cross-Functional Teams Built on Trust

Trusted AI is critical to ensure AI-driven systems are both effective and trustworthy, and the cybersecurity control points are at the heart of trusted AI. With AI spanning the organization, it breaks down data silos and forces lines of business as well as IT to work as a single unit. It is imperative that the security team is part of the organization's AI center of excellence if secure and trusted AI is to be successfully delivered. To achieve this, cybersecurity teams need to be able to deliver more effective outcomes.

Consolidation and Convergence Become Core Strategies

As complexity grows, organizations are prioritizing platformization to unify operations, improve visibility, and reduce costs. Nearly all respondents (97.1%) are either converging security and networking or evaluating how to do so. While many organizations now use just one to five security tools, tool fatigue remains widespread due to poor integration.

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TRANSFORMING SECURITY FROM A REACTIVE POSTURE TO A PREVENTATIVE ONE

As the velocity of AI creates too many new exposures, too quickly, organizations must transform their security from a reactive posture to a preventative one focused on exposure management

Exposure management company, Tenable has been at the frontline when it comes to exposing and closing the cybersecurity gaps that erode business value, reputation and trust. The company's AI-powered exposure management platform radically unifies security visibility, insight and action across the attack surface, equipping modern organizations to protect against attacks from IT infrastructure to cloud environments to critical infrastructure and everywhere in between. By protecting enterprises from security exposure, Tenable has helped reduce business risk for nearly 44,000 customers around the globe.

To gain fresh insights on how Tenable has been leveraging AI to nip cyberattacks in the bud and how AI is evolving much faster while security is playing catch-up and much more, we spoke to Tenable's Tomer Avni, who's currently serving as the VP of Product and G2M at Tenable, specializing in AI security. Tomer, who joined Tenable in 2025, advises Fortune 500 companies, tech startups, and venture capitalists globally while contributing to TechCrunch since 2020. An MBA from Harvard Business School, and a Master of Science in Engineering from Harvard University, Tomer has been a co-founder and CPO at APEX from 2023 to 2025, where he played a pivotal role in securing major corporations on their AI journeys, backed by Sequoia, Index, and Sam Altman.

In this SME Channels exclusive, Tomer reveals how organizations can proactively secure AI before it is compromised, allowing security to keep pace with innovation; why organizations struggle to secure the growing AI attack surface; how to use GenAI-powered tools to get ahead of hidden risks stemming from increasing AI usage; and much more. Edited excerpts...

Why is AI evolving so quickly while security is playing catch-up?

AI's evolution is outpacing security due to a fundamental mismatch in function and speed. AI is a core driver of business innovation, leading to its explosive deployment across the enterprise. This constantly expands and redefines the modern attack surface with new models, agentic actions and complex data flows.



TOMER AVNI

VP, Product Management at Tenable

"BY GAINING A UNIFIED VIEW OF THE ENTIRE ATTACK SURFACE AND PREDICTING LIKELY ATTACK PATHS—MANY NOW TARGETING AI PLATFORMS—ORGANIZATIONS CAN PROACTIVELY SECURE AI BEFORE IT IS COMPROMISED, FINALLY ALLOWING SECURITY TO KEEP PACE WITH INNOVATION."

Security, historically a reactive function, is playing catch-up because its traditional cycle of finding and patching individual vulnerabilities is too slow to handle this exponential growth. The velocity of AI creates too many new exposures, too quickly, because AI agents are taking actions with no human supervision, making this an even faster evolution.

To close this gap, security must transform from a reactive posture to a preventative one focused on exposure management. By gaining a unified view of the entire attack surface and predicting likely attack paths—many now targeting AI platforms—organizations can proactively secure AI before it is compromised, finally allowing security to keep pace with innovation.

Why do organizations have no idea how to secure the growing AI attack surface as employees increasingly use AI tools for work?

Organizations struggle to secure the expanding AI attack surface as they lack visibility into what AI tools are being used. The challenge is compounded when employees share sensitive business information with AI tools or use it against the company's policies. This creates significant gaps in visibility, as security teams often have no inventory of AI models, agents,

data inputs and outputs, or integrations, making it nearly impossible to monitor or enforce controls effectively.

The complexity of modern AI ecosystems further increases risk for organizations that build AI. AI stacks rely on layered cloud services, APIs, and vector databases, introducing misconfigurations, over-permissioned roles, and inherited vulnerabilities. Plus, AI workloads are particularly exposed, with 70% containing at least one unpatched critical flaw, compared to 50% for non-AI workloads.

This is why conventional security approaches fall short. To defend against AI-driven threats, Tenable announced a significant expansion of its market-leading Tenable One platform with the launch of Tenable AI Exposure, a comprehensive solution to see, manage and control the risks introduced by generative AI.

If security tools have not evolved to secure the new AI attack surface, what options are organizations left with?

Organizations need an exposure management platform to find and mitigate AI risks across endpoints, networks, cloud, data, and AI plat-

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AI, INTEROPERABILITY, AND DATA SOVEREIGNTY: ICEWARP'S CEO ON REINVENTING COLLABORATION FOR THE DIGITAL ERA

At Gitex Global 2025, Adam Pacit, Global CEO of IceWarp, explains how AI-driven virtual assistants, seamless interoperability, and a boutique approach are shaping the future of enterprise collaboration.

What's new from IceWarp at Gitex Global 2025?

The biggest topic these days is artificial intelligence and how you can integrate AI into your product—especially in the collaboration segment. For us, that's a major focus. Over the past year, we've been implementing AI across our platform, which includes email, chat, contacts, tasks, notes, and files. The goal is to create an ultimate virtual assistant that predicts your needs and guides you through your day based on your behavior.

Another key area is interoperability. We want users to start something on their desktop and continue seamlessly on their mobile device, and vice versa. That kind of integration is critical, and we showcased it here at Gitex.

CIOs often struggle with email and messaging security. How does IceWarp address these challenges?

IceWarp is not just about messaging—it's a full collaboration platform. We realized long ago that email alone isn't enough; enterprises need smart collaboration tools.

From a security perspective, we offer both on-premises and cloud deployments, and we keep both environments equally feature-rich. In the cloud, we take full responsibility for security. Our DevOps and cybersecurity teams manage clusters worldwide to ensure compliance and resilience.

On-premises deployments come with their own challenges, but we provide robust tools and support to help enterprises maintain security.

Data privacy and compliance are critical, especially in regulated industries. How does IceWarp handle this?

Over the last year, we've seen major changes driven by geopolitical shifts and regulatory requirements. Banks, financial advisors, and government agencies are asking for solutions that guarantee privacy and allow them to keep control of their data.

IceWarp offers flexibility: you can run our platform on-premises or in the cloud. Governments, in particular, are focused on data sovereignty—



ADAM PACIT
Global CEO, IceWarp

"DON'T BE AFRAID TO TRY ALTERNATIVES. INNOVATION THRIVES WHEN ENTERPRISES EXPLORE BEYOND THE OBVIOUS."

ers, offering custom development and dedicated support. Innovation thrives when enterprises explore beyond the obvious choices.

keeping national data in national data centers. We see this as a big advantage for IceWarp because we can deliver affordable technology that meets these requirements.

Collaboration today goes beyond messaging. How does IceWarp support document editing, conferencing, and integration with third-party apps?

Absolutely. Collaboration is much more than email. We support document editing, team chat, video conferencing, and more.

Integration is key. We provide a transparent API, so anything you can do in our user interface or mobile apps, you can also do via API. This allows partners—and even government agencies—to build custom applications on IceWarp.

That's why I always say IceWarp is not just a product—it's a platform. You can use our interfaces or build your own using our API.

What's your core message to customers and partners at Gitex this year?

My message is simple: don't be afraid to try alternatives. The market is fragmented and will become even more so. Players like us dedicate our lives to developing smarter, simpler, and better-integrated solutions.

We take a boutique approach for large custom-

AI and automation are transforming user experience. How is IceWarp leveraging these technologies?

AI and automation are the game changers of this year and next. Today, most platforms use AI for prompts and interface suggestions. Our vision goes further: we want to create a predictive assistant that works with real-time data to simplify daily routines.

It's challenging because we deal with massive, sometimes unstructured datasets. AI still hallucinates with large data sets, so trust and governance are critical. But the ultimate goal remains clear: AI should make life easier, not harder.

How is IceWarp growing in this region, and what's next on your roadmap?

We're seeing stable growth of 30–35%, especially in this region. Our roadmap centers on Fusion, the next generation of IceWarp.

Fusion is about seamless integration across devices and platforms. Start an email on your desktop and continue on your mobile instantly. We're also enabling interoperability with Microsoft, Google, CRM systems, and task management tools—all within IceWarp's interface.

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MANOJ DHANDA
Founder and CTO, Utho

PROFILE

As Founder and CTO of Utho, Manoj is the driving force behind India's first public cloud platform. A skilled technology leader and industry speaker, Manoj's inspiring leadership has enabled Utho to come up with innovative and reliable cloud solutions, overcoming traditional provider limitations. With over a decade of experience, Manoj excels in cloud computing, IT strategy, and leadership, while mentoring startups and consulting in marketing.

DIGITAL SOVEREIGNTY: THE REAL RISK NO ONE IS TALKING ABOUT

The real battle of the future won't be fought on physical borders but across digital infrastructures that determine who controls data, access, and continuity. As Indian businesses face unpredictable pricing, sudden service disruptions, and zero accountability from foreign cloud providers, the urgency for digital sovereignty has never been greater. True security now lies in owning and governing the digital foundations that power India's enterprises.

If we look closely at what's happening today, it's clear that the next major conflict won't be about borders or missiles - it will be about control of digital infrastructure. And the signals are already visible around us.

In recent months, several Indian businesses have openly shared how their cloud bills on foreign platforms suddenly shot up into tens of thousands of dollars per month. Others have faced abrupt disruptions where services were restricted or paused without warning. And every time a major outage impacts a foreign cloud provider, Indian companies often find themselves unable to even reach support or speak to someone who can take responsibility. These situations didn't happen because demand grew overnight - they happened because the pricing, access, and support structures of global platforms are unpredictable and completely outside the control of Indian businesses.

These incidents reveal a deeper truth:

The real war ahead is not physical - it is digital.

And the battleground is defined by one question: Who controls the infrastructure your business runs on?

If your entire digital backbone - your data, your applications, your compute - is dependent on decisions made outside India, governed by policies you can't influence, and priced in models you don't control, how secure is your future? Dependence on foreign clouds is no longer just a technical choice - it is a strategic vulnerability.

Digital sovereignty is not a concept reserved for governments; it's a survival strategy for businesses. When infrastructure is hosted within India, companies gain:

- Predictable and stable cost structures
 - Protection under Indian laws and compliance frameworks
 - Reduced risk of sudden service disruptions
 - Lower latency and better performance for Indian users
 - True ownership of their digital foundation
- Digital infrastructure is the new territory. Data is the new power. And sovereignty is the new security.

For Indian businesses - especially SMEs, startups, and digital-first organisations - the path forward is clear: Choose infrastructure that is built, governed, and controlled within India.

It's time to switch to Desh Ka Cloud. SME

"DIGITAL SOVEREIGNTY IS NO LONGER A POLICY DEBATE - IT IS THE LIFELINE THAT WILL DECIDE WHICH BUSINESSES SURVIVE IN THE NEXT ERA OF GLOBAL POWER SHIFTS."

100 CHANNEL ACCELERATORS INDIA - PARTNERS

Powering a partnership that has driven one of the most transformative decades in India technology landscape, the highly critical channel partner community represents an enduring collaboration with technology enablers to bring innovation to the last mile. The true heartbeat of the Indian IT industry, the Partner Ecosystem is well-positioned to up the growth graph by their stellar efforts. Well-timed with our annual flagship channel fiesta SME Channels Accelerator Awards 2025, we have shortlisted a select league of Top 100 Channel Accelerators in the country that have the cast the deepest impact on channel business this year.

AADHAR INFONET PVT. LTD.

HEAD OF THE ORGANIZATION
LALIT CHOUDHARY

DESIGNATION

Director

CITY

Jaipur

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Acer , quickheal, Ncomputing

BRANDS DEALING WITH

Adobe , Ncomputing , acer

SUPPORT SERVICE OFFERED

Level 1

ACMA COMPUTERS LTD.

HEAD OF THE ORGANIZATION
BIREN SELARKA

DESIGNATION

Director

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Systems Integration, Managed Services, Networking, Green Field Projects, Cloud, AI Solutions

BRANDS DEALING WITH

Dell, HPE, Aruba, CheckPoint, Kaseya, HikVision, Crestron, Bosch,

SUPPORT SERVICE OFFERED

Level 3

ADIT MICROSYS PVT. LTD.

HEAD OF THE ORGANIZATION
BIREN SHAH

DESIGNATION

Managing Director

CITY

DELHI

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

IT infrastructure monitoring, cybersecurity, privileged access management, endpoint security, datacentre security, cloud solutions, network management, application and database monitoring, identity and access management, data protection.

BRANDS DEALING WITH

Manage Engine, Microsoft, eG Innovations, CyberArk, crowdstrike, Sophos, Proofpoint, forcepoint, Fortinet, Zscaler, Dell, Commvault, Veeam, AWS , Gsuite, many more.

SUPPORT SERVICE OFFERED

Level 3

ADVIACENT CONSULTING SERVICES PVT. LTD.

HEAD OF THE ORGANIZATION
JITTIN JAIN

DESIGNATION

CO FOUNDER

CITY

DELHI

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

IT hardware and software and cybersecurity

BRANDS DEALING WITH

Hp dell lenovo sophos sonicwall segrite etc

SUPPORT SERVICE OFFERED

Level 2

AIM TECHNOFT INDIA PVT. LTD.

HEAD OF THE ORGANIZATION
MANISH AGARWAL

DESIGNATION

MD & CEO

CITY

Kolkata

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Cybersecurity, VAPT, End point, DLP, Cloud Solution, Backup , EDR, Network & Storage and others

BRANDS DEALING WITH

Fortinet, Microsoft, Google, Bitdefender, Cisco

SUPPORT SERVICE OFFERED

Level 3

AMAN TECHNOLOGIES

HEAD OF THE ORGANIZATION
INDERPAL SINGH

DESIGNATION

CEO

CITY

Jammu

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Data Center, Networking, Cyber Security, Storage, Display, AV, Unified Communications, Backup

BRANDS DEALING WITH

Cisco, Arista, Dell, Microsoft, Sophos, Fortinet, Schneider, R&M, Molex, Samsung, LG

SUPPORT SERVICE OFFERED

Level 3

AMBISURE TECH-NOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
AJAY BHAYANI

DESIGNATION

Director

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Application Security, Network Security, Data Security, Website Security, Brand Security, Cloud Security

BRANDS DEALING WITH

Sophos, KeySight, OPSWAT, Cybermindr

SUPPORT SERVICE OFFERED

Level 2

ARROW PC NETWORK PVT LTD

HEAD OF THE ORGANIZATION
GURPREET SINGH BHATIA

DESIGNATION

Managing Director

CITY

Delhi

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

SYSTEM INTEGRATION

BRANDS DEALING WITH

MICROSOFT, ADOBE, COREL, HP, DELL

SUPPORT SERVICE OFFERED

Level 1

ASSET INFTECH LTD.

HEAD OF THE ORGANIZATION
DR PIYUSH MITTAL

DESIGNATION

CEO

CITY

DEHRADUN

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

SYSTEM INTEGRATION

BRANDS DEALING WITH

MICROSOFT, ADOBE, COREL, HP, DELL

SUPPORT SERVICE OFFERED

Level 1

AUXILIARY DIGITECH

HEAD OF THE ORGANIZATION
NIKHIL GUPTA

DESIGNATION

Founder

CITY

New Delhi

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

EDR/XDR, Email & Web Security, WAF,CLOUD SECURITY POSTURE MANAGEMENT , DLP, SASE, Firewall, IT Infrastructure, IDENTITY SECURITY, SEIM

BRANDS DEALING WITH

Zscaler, HPE, Indusface, SentinelOne,Crowdstrike, miniOrange, Fortinet, Paloalto, Barracuda, TestRail, Threatcop, Check point, Sonicwall

SUPPORT SERVICE OFFERED

Level 1

BEEHIVE SOFTWARE SERVICES PRIVATE LIMITED

HEAD OF THE ORGANIZATION
HARESH AWATRAMANI

DESIGNATION

Chief Executive Officer

CITY

Mumbai, India

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

"Beehive's all-in-one HR platform covers every stage of the employee lifecycle—from recruitment to retirement. The system includes powerful modules for attendance management, payroll, performance tracking, recruitment, and employee self-service, among others. Designed to boost efficiency and employee engagement, Beehive helps businesses reduce manual HR efforts through intelligent automation and analytics

SUPPORT SERVICE OFFERED

Level 4

BLUEEARTH SOFTWARES PVT. LTD.

HEAD OF THE ORGANIZATION
OM KUMAR SINGH

DESIGNATION

CTO and Director Operations

CITY

DELHI

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Security Audits, Red Teaming, Blue Teaming, Manage Security Services and CyberSecurity Consulting

BRANDS DEALING WITH

Ivanti, NetSkope, GTB, Scakefusion, Motadata, EverestIMS, Cymulate, Upguard, SentinelOne,etc

SUPPORT SERVICE OFFERED

Level 4

BRUCKE NETWORKS

HEAD OF THE ORGANIZATION VISHAL GARG

DESIGNATION

CEO

CITY

New Delhi

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Servers, Security, Computing

BRANDS DEALING WITH

HPe, HP, Lenovo, Dell, Cisco, Ruckus, Arcserve, Gitlab, Dynabook

SUPPORT SERVICE OFFERED

Level 1

CACHE INFOTECH PVT. LTD.

HEAD OF THE ORGANIZATION ALOK GUPTA

DESIGNATION

CEO

CITY

New Delhi

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Network , it infra, cyber security, and data analytics

BRANDS DEALING WITH

Dell, lenovo, hp. Cisco. Dlink

SUPPORT SERVICE OFFERED

Level 3

CLOUDSTRATS TECHNOLOGIES PRIVATE LIMITED

HEAD OF THE ORGANIZATION PIYUS KANTI

DESIGNATION

CEO

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Beehive HRMS stands out as a trusted partner for SMEs and MSMEs by offering flexible, scalable, and user-focused HR technology that drives organizational success.

SUPPORT SERVICE OFFERED

Level 4

COMPUTER WAVES

HEAD OF THE ORGANIZATION ALAGAPPAN S.

DESIGNATION

Managing Director

CITY

Chennai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

We are Regional Distributors for major IT brands like Dell, Hp, Acer and also Distributor for Panasonic AV products across Tamilnadu & Pondicherry.

BRANDS DEALING WITH

Dell, HP, Acer, Panasonic, Relicell

SUPPORT SERVICE OFFERED

Level 1

DATASOFT NETWORK SOLUTIONS PVT.LTD.

HEAD OF THE ORGANIZATION IRVIN PINTO

DESIGNATION

CMD

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

End to End System Integration and IT Infra Projects

BRANDS DEALING WITH

Dell, Lenovo, IBM, HP, Vmware, Veeam, Arcserve, ARUBA, Dlink, Nutanix, Microsft, Fortigate, Sophos etc..

SUPPORT SERVICE OFFERED

Level 3

DELTAKRFAT SOLUTION PVT. LTD.

HEAD OF THE ORGANIZATION DNYANESH KULKARNI

DESIGNATION

Founder Director

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

CRM, Document Managemant, Cloud solution, Asset management, microsoft, Adobe , Autodesk, Security products

BRANDS DEALING WITH

Adobe, Microsoft, HP, IBM , Assus,

SUPPORT SERVICE OFFERED

Level 2

DIEVAS TECHNOLOGIES PRIVATE LIMITED

HEAD OF THE ORGANIZATION
ABHISHEK KUMAR

DESIGNATION

Chairman & Managing Director

CITY

Greater Noida

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Seceon SEIM

BRANDS DEALING WITH

Seceon

SUPPORT SERVICE OFFERED

Level 3

DIGITALTRACK SOLUTIONS PVT LTD

HEAD OF THE ORGANIZATION
MUNEER AHAMED

DESIGNATION

Managing Director

CITY

Chennai

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Compute & Storage Solutions, Networking Solutions, AI & HPC Solutions, Data Management & Backup, Virtualization & Cloud, End-User Computing, Software Licensing, Network Security, Endpoint Security

BRANDS DEALING WITH

Acer, Accops, AlgoSec, Aruba, AWS, Azure, Barracuda, Check Point, Cisco, Commvault, CrowdStrike, Cymulate, CyberArk, Cato Networks, ExaGrid, Fortinet, F5, Forcepoint, Google Cloud, HPE, Hitachi, IBM, Juniper, Kaspersky, Microsoft, Netskope

SUPPORT SERVICE OFFERED

Level 4

DREAMZCRAFT INFOMATICS PVT. LTD.

HEAD OF THE ORGANIZATION
NITIN JAIN

DESIGNATION

Director

CITY

DEHRADUN

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

SYSTEM INTEGRATOR, NETWORKING, HARDWARE AND SOFTWARE, SECURITY AND SURVEILLANCE, AUDIO VIDEO SOLUTIONS, VIDEO CONFERENCING, SERVER AND STORAGE, POWER SOLUTIONS,

BRANDS DEALING WITH

HP/DELL/CISCO/RUIJIE/AUTODESK/CROWDSTRIKE/SEQRITE/TRENDMICRO/HPE/LENOVO/

SUPPORT SERVICE OFFERED

Level 1

EMARSON INFO-TECH PVT. LTD.

HEAD OF THE ORGANIZATION
SUMEET PRAKASH

DESIGNATION

DIRECTOR

CITY

NEW DELHI

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Enterprise networking, cyber security, managed services

BRANDS DEALING WITH

Cisco, Fortinet, Palo alto, TP link, Sophos, Checkpoint, aruba/hp

SUPPORT SERVICE OFFERED

Level 3

ENSONIC COMPUTECH PVT. LTD.

HEAD OF THE ORGANIZATION
MINAL BHAGAT

DESIGNATION

Director

CITY

Jaipur

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Smart class, Video Conferencing, Virtual class, Recording Studio

BRANDS DEALING WITH

EKIN

SUPPORT SERVICE OFFERED

Level 4

ESOFT ONLINE

HEAD OF THE ORGANIZATION
RAJNI KANT DAS

DESIGNATION

FOUNDER & CEO

CITY

DELHI NCR

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Esoft provides Infra Cloud services, Hosting services, Software Licensing

BRANDS DEALING WITH

Microsoft/AWS/Google/Adobe/TrendMicro/ZOHO

SUPPORT SERVICE OFFERED

Level 4

EVANTAGE IT CONSULTING SERVICES PVT. LTD.

HEAD OF THE ORGANIZATION
SANJIV KHUSHU

DESIGNATION
CEO

CITY
NEW DELHI

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Data Storage, Data Protection, HCI and Cyber Security

BRANDS DEALING WITH

Netapp, Commvault, Veeam, Forcepoint, Trellix, Sentinel One, HPe, Hitachi, Red Hat, Microsoft Azure,

SUPPORT SERVICE OFFERED

Level 4

FIVE TATTVA CYBERHUB SECURITY LLP.

HEAD OF THE ORGANIZATION
MANPREET SINGH

DESIGNATION
Co-Founder & Principal Consultant

CITY
Gurugram

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

We are Regional Distributors for major IT brands like Dell, Hp, Acer and also Distributor for Panasonic AV products across Tamilnadu & Pondicherry.

BRANDS DEALING WITH

Dell, HP, Acer, Panasonic, Relicell

SUPPORT SERVICE OFFERED

Level 1

FOETRON CONSULTANCY SERVICE PVT. LIMITED

HEAD OF THE ORGANIZATION
MANOJ SHARMA

DESIGNATION
Director

CITY
Gurgaon

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Cloud, Security, Consulting

BRANDS DEALING WITH

Microsoft, Sophos, Cisco, HP, HPE, Barracuda,

SUPPORT SERVICE OFFERED

Level 2

FUSION SOFTWARES & SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
KAUSTUBH KULKARNI

DESIGNATION
Founder - Director

CITY
Mumbai

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

System Integration, ATEX certification IT

BRANDS DEALING WITH

Apple, Lenovo, AMD, SAMSUNG

SUPPORT SERVICE OFFERED

Level 3

FUTURE IT SERVICES

HEAD OF THE ORGANIZATION
SHOAIB AHMAD

DESIGNATION
Director

CITY
New Delhi

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

IT|ISP|Collaboration|Cloud|Security

BRANDS DEALING WITH

Tata Communications, NTT DC, Yotta, AWS, Google, Microsoft,

SUPPORT SERVICE OFFERED

Level 1

FUTURENET TECHNOLOGIES (INDIA) PVT. LTD.

HEAD OF THE ORGANIZATION
L ASHOK

DESIGNATION
Managing Director

CITY
Chennai

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Managed Services & Security Provider

BRANDS DEALING WITH

Citrix, ELK, DELL, Hitachi, Splunk

SUPPORT SERVICE OFFERED

Level 4

GLARY SOLUTIONS

HEAD OF THE ORGANIZATION NEYAZ AHMAD

DESIGNATION
FOUNDER

CITY
NEW DELHI

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

SYSTEM INTEGRATOR, NETWORKING, HARDWARE AND SOFTWARE, SECURITY AND SURVEILLANCE, AUDIO VIDEO SOLUTIONS, VIDEO CONFERENCING, SERVER AND STORAGE, POWER SOLUTIONS,

BRANDS DEALING WITH

HP/DELL/CISCO/RUIJIE/AUTODESK/CROWDSTRIKE/SEQRITE/TRENDMICRO/HPE/LENOVO

SUPPORT SERVICE OFFERED

Level 1

GRAFTRONICS

HEAD OF THE ORGANIZATION VIMESH AVLANI

DESIGNATION
Founder / CEO

CITY
Mumbai

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Security, Storage, Servers, Networking, DMS

BRANDS DEALING WITH

SOPHOS, ACRONIS, HPE, CISCO, DMACQ

SUPPORT SERVICE OFFERED

Level 4

HCI TECHNOLOGIES

HEAD OF THE ORGANIZATION GYANENDER KUMAR

DESIGNATION
CEO

CITY
Noida

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Dell Server, HPE Server, Storage, Backup Solution, Cisco Juniper Firewall, Laptop Desktop etc

BRANDS DEALING WITH

Dell, HPE, HP, VMware, Commvault, Arcserv, Cisco, ACER, Lenovo etc

SUPPORT SERVICE OFFERED

Level 2

ICONS INFOCOM P.LTD.

HEAD OF THE ORGANIZATION MANISH R.GOENKA

DESIGNATION
Founder and CEO

CITY
MUMBAI

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

DRAGON SPEECH RECOGNITION, KOFAX PDF, LIQUIDTEXT AND PHILIPS DIGITAL DICTATION SOLUTIONS

BRANDS DEALING WITH

NUANCE, KOFAX, LIQUIDTEXT,

SUPPORT SERVICE OFFERED

Level 4

INDSYS TECH SERVICES INDIA PRIVATE LIMITED

HEAD OF THE ORGANIZATION GANESAN V

DESIGNATION
Director

CITY
Coimbatore

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Networking, Surveillance, Security, Cloud, Techsupport

BRANDS DEALING WITH

Aruba, Cisco, HPE, Dell, D Link, Samsung, LG, Epson, Canon

SUPPORT SERVICE OFFERED

Level 2

INFOTECH COMPUTERS & COMMUNICATIONS

HEAD OF THE ORGANIZATION HARBHAJAN SINGH

DESIGNATION
Founder & CEO

CITY
Karnal

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

System Integrator - IT Solutions

BRANDS DEALING WITH

Cisco, DLink, StoreMagic, Apple, APC, HPE, Lenovo, Microsoft, Sophos, SonicWall, Samsung and DropBox. Certified Team in Apple, Cisco, DropBox, Lenovo and HPE Poly, StoreMagic, Intel.

SUPPORT SERVICE OFFERED

Level 2

INTELEGAIN TECHNOLOGIES

HEAD OF THE ORGANIZATION KAMAL GULATI

DESIGNATION

Director

CITY

NEW DELHI

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Backup Softwares and Services

BRANDS DEALING WITH

TAJ, Vivanta, Vikram Sarabhai Space Centre, M3M, T-Series, MAX,

SUPPORT SERVICE OFFERED

Level 3

INTENSITY GLOBAL TECHNOLOGIES LIMITED

HEAD OF THE ORGANIZATION ADITYA NARAIN KAKKAR

DESIGNATION

Director

CITY

NEW DELHI

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

IT Solutions & Services

BRANDS DEALING WITH

Cybersecurity, AI, Cloud, SAP, Infrastructure, Networking, Managed IT Services

SUPPORT SERVICE OFFERED

Level 1

ITS TECHNOLOGY SOLUTION PRIVATE LIMITED

HEAD OF THE ORGANIZATION KAMAL GULATI

DESIGNATION

Director

CITY

NEW DELHI

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Backup Softwares and Services

BRANDS DEALING WITH

TAJ, Vivanta, Vikram Sarabhai Space Centre, M3M, T-Series, MAX,

SUPPORT SERVICE OFFERED

Level 3

JMS INFORMATION SERVICES PVT. LTD.

HEAD OF THE ORGANIZATION JP BADHANI

DESIGNATION

Director

CITY

New Delhi

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Data Centre Solutions

BRANDS DEALING WITH

HP, Dell, Lenovo, Sophos, Microsoft, Adobe, HP Aruba

SUPPORT SERVICE OFFERED

Level 1

JNR MANAGEMENT RESOURCES PVT. LTD.

HEAD OF THE ORGANIZATION PRASHANT JAIN

DESIGNATION

FOUNDER & CEO

CITY

New Delhi

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Certificate LifeCycle Management, Key Management Solutions, eKYC, ADV, UPI Payment implementation, PKI Solutions, DSPM, Consent Management Solution

BRANDS DEALING WITH

DigiCert, Thales, Sectigo, Entrust, Aurva, Digio

SUPPORT SERVICE OFFERED

Level 2

KAIZEN SOLUTIONS

HEAD OF THE ORGANIZATION MANOJ CHANANA

DESIGNATION

Director

CITY

Gurgaon

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Printers, MFP, Scanners, Managed Print Solutions

BRANDS DEALING WITH

HP

SUPPORT SERVICE OFFERED

Level 4

KALTECH DIGITAL PRIVATE LIMITED

HEAD OF THE ORGANIZATION KRUPASHANKAR CHAUBE

DESIGNATION

Director

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Digital Infrastructure - Server, Storage, Networking, Endpoints | Digital Business Solutions - ERP, CRM, Document Management Systems | Digital Security - Data protection and Data access software | Services - Data Center Co-location, Data Recovery, Data Wipe

BRANDS DEALING WITH

Dell, HPE, Lenovo, IBM, Cisco, Microsoft, Sophos, Thalix

SUPPORT SERVICE OFFERED

Level 3

KAMTRON SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION KAVITA SINGHAL

DESIGNATION

Managing Director

CITY

Delhi

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Productivity, BAcK Up, mailing, cloud solution

BRANDS DEALING WITH

Microsoft, Adobe, Corel, Sophos, Google, Autodesk, Tally, Kaspersky, Quickheal

SUPPORT SERVICE OFFERED

Level 3

KLASSIFY TECHNOLOGY PVT LTD.

HEAD OF THE ORGANIZATION SUKHPAL SINGH SANDHU

DESIGNATION

CO-founder

CITY

Gurugram

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Klassify Technology Pvt. Ltd. is founded in 2014 by Information Security professionals. Based on the hands-on experience, Klassify offers Data Discovery and Data Classification Solutions. It has been running a successful info-sec enterprise for more than two decades in India, serving Medium & Large Enterprises across industry verticals.

SUPPORT SERVICE OFFERED

Level 4

KNOW ALL EDGE NETWORKS PVT. LTD.

HEAD OF THE ORGANIZATION KRISHNAKANT MATHURIA

DESIGNATION

Founder & MD

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Cyber Security, Infrastructure, Networking, Backup & Recovery. The company deals in brands like Netskope, Thales, Commvault, Manage Engine, Zscaler, CrowdStrike, Sentinel One, etc.

BRANDS DEALING WITH

Netskope, Thales, Commvault, Manage Engine, Zscaler, CrowdStrike, Sentinel One

SUPPORT SERVICE OFFERED

Level 4

KPLUS INFOTECH PVT. LIMITED

HEAD OF THE ORGANIZATION YOGESH V JAIN

DESIGNATION

Director

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Enterprise Servers & Storage, Cloud Infrastructure Solutions, Networking & Security Systems, End-User Computing Devices, Software Licensing & Compliance, Collaboration Tools & Platforms, Video Conferencing Solutions

BRANDS DEALING WITH

AWS, Azure, Microsoft Hyper-V, Dell EMC, VxRail, HP Enterprise, HP Inc, Lenovo, Cisco, Meraki, Palo Alto Networks, Fortinet, SonicWall, Clavister, Opengear, Veeam Backup, Pushka Blue, APC, Schneider Electric

SUPPORT SERVICE OFFERED

Level 3

LDS INFOTECH PVT. LTD.

HEAD OF THE ORGANIZATION AMARNATH SHETTY

DESIGNATION

MANAGING DIRECTOR

CITY

MUMBAI

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Cloud & Infrastructure Services, Managed IT Services & Support, Enterprise Security & Compliance Solutions, Backup, Disaster Recovery (DR) & Business Continuity.

BRANDS DEALING WITH

MICROSOFT, MINITAB, ADOBE, AUTODESK, SAPHOS ETC

SUPPORT SERVICE OFFERED

Level 3

LITRATIM MICRO-SPECIALITIES PVT. LTD.

HEAD OF THE ORGANIZATION
PARAMJIT SINGH JUNEJA

DESIGNATION

Director and CEO

CITY

Ludhiana

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Computers, Servers, Printers, Plotters, Networking, Data Security, Software, Video Conferencing, Power Conditioning

BRANDS DEALING WITH

HPI, HPe, Dell, Microsoft, Intel, APC, Autodesk, Adobe, Scurite, Sophos, Apple, Lenovo, Sony, Benq

SUPPORT SERVICE OFFERED

Level 2

LOGARHYTHM CONSULTANCY PVT. LTD.

HEAD OF THE ORGANIZATION
SATYA PRIYA DAS

DESIGNATION

DIRECTOR

CITY

KOLKATA

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Cloud Infra, Managed Services, Software Licenses, Data Migration, Network Infra, Network & Data Security, IIOT

BRANDS DEALING WITH

Microsoft, Autodesk, AWS, Paolo Alto, Cisco, HPE, Acer, Veeam, Rockwell, NI Systems, Keysight

SUPPORT SERVICE OFFERED

Level 3

MACAWS INFOTECH

HEAD OF THE ORGANIZATION

MANASI CHAKRABORTY SAHA

DESIGNATION

Owner Founder

CITY

Kolkata

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Sophos ,CrowdStrike, Zscaler , Barracuda ,Veeam, Cloudflair ,ManageEngine,Tenable ,End Point solutions , Mail Security , Cloud Secutity ,WAF ,NGFW , ZTNA , Back up

BRANDS DEALING WITH

Sophos , CrowdStrike, Zscaler , Barracuda, Veeam, Tenable

SUPPORT SERVICE OFFERED

Level 3

MAGNAMIOUS SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
JITEN MEHTA

DESIGNATION

CMD

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

IT infra, Software, Cloud, Services

BRANDS DEALING WITH

Dell, Lenovo, Citrix, MS,Sophos, Fortinet, Cisco, Nutanix, Quantum, Solarwinds

SUPPORT SERVICE OFFERED

Level 3

MAHAVIR SYS POWER PVT. LTD.

HEAD OF THE ORGANIZATION
PRANAV SHAH

DESIGNATION

Director

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

System Integrator - IT Solutions

BRANDS DEALING WITH

UPS, Inverter, Stabilizer, BESS, Racks, PDU, Batteries

SUPPORT SERVICE OFFERED

Level 4

MATRIX3D INFOCOM PRIVATE LTD.

HEAD OF THE ORGANIZATION
NAZMEEN ANSARI

DESIGNATION

CEO

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

IT Security, Compliance, Audit, Web Application Security, VAPT, DPDP, Microsoft Security, Anti Phishing, Anti Spam, Data Security

BRANDS DEALING WITH

Microsoft

SUPPORT SERVICE OFFERED

Level 4

MEDLEY INDIA INFOSOLUTION PVT. LTD.

HEAD OF THE ORGANIZATION
AKSHAY KUMAR SHARMA

DESIGNATION

CEO

CITY

New Delhi

**PRODUCT. / SOLUTIONS OFFERED BY THE
COMPANY**

Thin Clients, Embedded PC, Firewall, DLP, Security Audit, Backup, Wireless, Data Centre Switching, Boardroom Solutions, Digital Menu Board, Smart Class Room Solutions, Endpoint, Access & Security Management

BRANDS DEALING WITH

Citrus, Sophos, Panasonic, LG, Acronis, Scalefusion, AOC, Kaspersky, Dell, Microsoft Surface, Cisco, Extreme Networks, Ruckus Networks, Zoom

SUPPORT SERVICE OFFERED

Level 1

MERIDIAN INFO- TECH LIMITED

HEAD OF THE ORGANIZATION
DEVANG JASANI

DESIGNATION

CEO & MD

CITY

Vadodara

**PRODUCT. / SOLUTIONS OFFERED BY THE
COMPANY**

ICT Infrastructure Solutions, Digital Transformation, Cybersecurity, IIoT, Smart Workplaces, Industry 4.0 adoption, Cloud & Hybrid Collaboration, Hyperconverged Data Center, Private 5G

BRANDS DEALING WITH

Cisco, Palo Alto, Fortinet, Nokia, Bosch, Axis, Hanwa, Genetec, Juniper, HPE

SUPPORT SERVICE OFFERED

Level 3

META INFOTECH LIMITED

HEAD OF THE ORGANIZATION
VENUGOPAL PERURI

DESIGNATION

Managing Director

CITY

Mumbai

**PRODUCT. / SOLUTIONS OFFERED BY THE
COMPANY**

Endpoint Security, Email Security, Data Security, Cloud Security, Network Security, Etc

BRANDS DEALING WITH

Zscaler, Thales(Imperva), Broadcom, Proofpoint, Rubrik, fortinet, Veronis, Etc

SUPPORT SERVICE OFFERED

Level 1

MK INFOSYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
MANOJ BISHT

DESIGNATION

Managing Director

CITY

New Delhi

**PRODUCT. / SOLUTIONS OFFERED BY THE
COMPANY**

Security Surveillance Solution

BRANDS DEALING WITH

Hanwah , Motrola , Axis , Milestone , Verient , Dell , Alcatel , Vertive , APC , Compscope , RNM , BPE , I2V, Cisco

SUPPORT SERVICE OFFERED

Level 3

NAVICENT SOLU- TIONS PRIVATE LIMITED

HEAD OF THE ORGANIZATION
ANAND SAMUDRA

DESIGNATION

Managing Director

CITY

Mumbai

**PRODUCT. / SOLUTIONS OFFERED BY THE
COMPANY**

Cloud & Business Apps, Data Protection & Security, Technology Product Solutions, Managed & Professional Services

BRANDS DEALING WITH

Microsoft, Adobe, Veeam, Logitech

SUPPORT SERVICE OFFERED

Level 4

NETWORK TECHLAB INDIA LTD.

HEAD OF THE ORGANIZATION
ATUL GOSAR

DESIGNATION

Co founder and Director

CITY

Mumbai

**PRODUCT. / SOLUTIONS OFFERED BY THE
COMPANY**

Cybersecurity, Firewall, Infrastructure, Datacenter, Cabling, Physical Security, Cloud, Backup and Storage, Disaster Management, SOC, VAPT,

BRANDS DEALING WITH

Nutanix, Palo Alto Networks, Cohesity, Commvault, F5, Cisco etc

SUPPORT SERVICE OFFERED

Level 3

ONE CUBE SOLUTIONS PVT. LTD.

HEAD OF THE ORGANIZATION

GURJEET SINGH KOHLI

DESIGNATION

Director

CITY

Delhi

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

IT Hardware & Software

BRANDS DEALING WITH

HP, Dell, Lenovo etc

SUPPORT SERVICE OFFERED

Level 1

ORCHIDS NETWORK & SYSTEMS INDIA PVT. LTD.

HEAD OF THE ORGANIZATION

SAIRAM SHETTY

DESIGNATION

Founder & Director

CITY

Bangalore

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

we are System Integration company providing solution on Networking and Audio Video solution to our clients.

BRANDS DEALING WITH

CommScope, Aruba, HP, LG, Samsung, Lightware, Dell

SUPPORT SERVICE OFFERED

Level 4

PACE INFOTECH (INDIA) PRIVATE LIMITED

HEAD OF THE ORGANIZATION

YOGESH PADALIKA

DESIGNATION

Director

CITY

MUMBAI

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Enterprise cloud Infrastructure, SAAS, Enterprise Security, Backup - Storage, FMS,

BRANDS DEALING WITH

Microsoft, AWS, Adobe, CrowdStrike, Seqrite, Barracuda

SUPPORT SERVICE OFFERED

Level 3

PC SOLUTIONS

HEAD OF THE ORGANIZATION

MR. TANEJA

DESIGNATION

Managing Director

CITY

Delhi

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

PC Solutions has been in IT solutions and services provider domain for over three decades. PC Solutions prides its on time bound successful roll out of Digital Transformation journey of our enterprise customers across entire technology spectrum line Digital Solutions, Cloud Solutions, App developments and deployments, Networking Solutions, Security Solutions, Systems Integration and Facility Management Services. The company has completed 2500+ projects pan India and 250+ projects across the globe. The company is an ISO/IEC 20000-2011

SUPPORT SERVICE OFFERED

Level 1

PENTACLE IT SOLUTIONS PRIVATE LIMITED

HEAD OF THE ORGANIZATION

TILAK RAJ RATRA

DESIGNATION

Managing Director

CITY

Lucknow

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Servers, Storage, Network, HCI, Cloud, Video Walls, Integrated Flat Panel, Packaged Software, Security Solutions, Power Solutions, Video Conferencing Setup, Data Backup Solutions, etc

BRANDS DEALING WITH

Nutanix, Sophos, Fortinet, HP Inc, HPe, Dell, Lenovo, Samsung, LG, Delta, AET, Microsoft, Acronis, ATDSC, etc

SUPPORT SERVICE OFFERED

Level 2

PEOPLE VENTURES

HEAD OF THE ORGANIZATION

PRACHI BHATNAGAR

DESIGNATION

MD

CITY

Delhi NCR

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Document Management Solutions, Cyber Security, Custom Software Development

BRANDS DEALING WITH

Gama System, ESDS, ABBYY, Insider Technologies, Incadea, Nextlane

SUPPORT SERVICE OFFERED

Level 1

POWER SOLUTIONS

HEAD OF THE ORGANIZATION BHAVESH SHETH

DESIGNATION

Founder - Power Solutions

CITY

Ahmedabad

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Power Products ,DATA Center Project. The company deals with brands like APC & BPE Make, etc.

BRANDS DEALING WITH

APC & BPE Make

SUPPORT SERVICE OFFERED

Level 3

PROGRESSIVE INFOTECH PVT. LTD.

HEAD OF THE ORGANIZATION PRATEEK GARG

DESIGNATION

Founder & MD

CITY

Noida

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Digital Infrastructure Management, Digital Workplace Management, Cybersecurity Management

BRANDS DEALING WITH

Suzlon Energy, Dabur India, Max Healthcare, Haldiram's, Kotak AMC, Wonder Cement

SUPPORT SERVICE OFFERED

Level 3

RAKSHA TECHNOLOGIES

HEAD OF THE ORGANIZATION V ANAND

DESIGNATION

CEO

CITY

Chennai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

IBM HPE Trend Micro CrowdStrike Cisco Sonicwall Fortinet HCL Software

BRANDS DEALING WITH

Cybersecurity

SUPPORT SERVICE OFFERED

Level 4

REDESYS INNOVA- TIVE PVT. LTD.

HEAD OF THE ORGANIZATION ANIL JOSHI

DESIGNATION

Director

CITY

DELHI

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Networking, Cybersecurity, Clod Solution, Managed Services, Digitalization Solution

BRANDS DEALING WITH

AWS, Sophos, FortiGate, HPE, Microsoft, Logitech

SUPPORT SERVICE OFFERED

Level 3

RISE TECH SOFT- WARE PVT. LTD.

HEAD OF THE ORGANIZATION MANOJ TIWARI

DESIGNATION

Managing Director

CITY

Jaipur

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Data Centre Solution, Cyber Security Solutions, Smart Classes and ICT labs Solutions, Open Shift Container and Vertulization with RedHat, Data Base with Oracle, DevSecOps with GitLab, XDR-MDR, Networking, Swithing, Routing, Manpower Services Etc.

BRANDS DEALING WITH

RedHat,IBM,Oracle,Micro Soft,HP,CISCO,Netapp,SOPHOS,tp-Link,GitLab,Trend Micro Etc.

SUPPORT SERVICE OFFERED

Level 1

RUBIK INFOTECH PVT. LTD.

HEAD OF THE ORGANIZATION JITESH CHAUHAN

DESIGNATION

Managing Director

CITY

Ahmedabad

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

MSSP, IT security, Security as Services

BRANDS DEALING WITH

CrowdStrike, Sophos, Microsoft, FOI, Google, Cisco, Lansweeper

SUPPORT SERVICE OFFERED

Level 3

RUPAREL COMPUTERS PVT LTD

HEAD OF THE ORGANIZATION SANJAY RUPAREL

DESIGNATION

Director

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

AMC, Laptops, Servers, O365, Gsuite. The company deals in brands like Dell, HP, Microsoft, Google, Synolgoy, etc.

BRANDS DEALING WITH

Dell, HP, Microsoft, Google, Synolgoy

SUPPORT SERVICE OFFERED

Level 2

SAFEZONE SECURE SOLUTIONS PRIVATE LIMITED

HEAD OF THE ORGANIZATION C R RAMESH

DESIGNATION

CEO

CITY

Chennai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Cyber Security. The company deals in brands like Fortinet, Cisco, CrowdStrike, Paloalto, SentinelOne, TrendMicro, etc.

BRANDS DEALING WITH

Fortinet, Cisco, CrowdStrike, Paloalto, SentinelOne, TrendMicro, etc...

SUPPORT SERVICE OFFERED

Level 1

SECURE NETWORK SOLUTIONS INDIA PVT. LTD.

HEAD OF THE ORGANIZATION N. K. MEHTA

DESIGNATION

MD & CEO

CITY

Chennai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Cyber Security Solutions : Firewall, Email/ Web Security, MFA, DLP, SIEM/SOAR, SOC, SSO, PIM/PAM, WAF

BRANDS DEALING WITH

Fortinet, Checkpoint , Palo Alto, Zscaler, Netskope, Forcepoint, CyberArk

SUPPORT SERVICE OFFERED

Level 4

SECURE SOLUTIONS

HEAD OF THE ORGANIZATION RONNY VARGHESE ABRAHAM

DESIGNATION

CEO

CITY

KOCHI

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Cybersecurity & data availability. The company deals in brands like Fortinet, Cisco, CrowdStrike, Paloalto, SentinelOne, TrendMicro, etc...

BRANDS DEALING WITH

Fortinet, Cisco, CrowdStrike, Paloalto, SentinelOne, TrendMicro, etc...

SUPPORT SERVICE OFFERED

Level 1

SHIVAAMI

HEAD OF THE ORGANIZATION PUNIT THAKKAR

DESIGNATION

CEO

CITY

Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Google Cloud Solutions company. Shivaami helps clients understand the potential of the cloud to help their businesses grow. Shivaami is an authorized partner for Google Cloud and has a team of experts directly trained by Google. Founded in 2004 with a vision to allow companies to drive the growth of their business and optimize their requirements with flexibility, Shivaami combines its commitment to the latest technology with our passion to fulfill customer needs and help businesses grow faster and more efficiently.

SUPPORT SERVICE OFFERED

Level 1

SKYNETIKS TECHNOLOGIES (P) LTD.

HEAD OF THE ORGANIZATION KULMANI GUPTA

DESIGNATION

MD

CITY

Noida

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY

Cloud Solutions, Google Workspace, ZOHO Workplace, O365 and Software Development

BRANDS DEALING WITH

Google, Zoho , Microsoft

SUPPORT SERVICE OFFERED

Level 3

SOFTMART SOLUTIONS

HEAD OF THE ORGANIZATION ALOK GUPTA

DESIGNATION

CEO

CITY

New Delhi

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

SOFTWARE LICENSES, AI TOOLS, DESIGN TOOLS, OFFICE TOOLS, ERP,

BRANDS DEALING WITH

Kofax, Foxit, WinRAR, Canva, Figma, Zeplin, Mentimeter, ZWCAD, GSTARCAD, PROGECAD, ACTCAD, Microsoft, Autodesk, Adobe, Corel

SUPPORT SERVICE OFFERED

Level 1

SOUND SOLUTIONS

HEAD OF THE ORGANIZATION SUNIL THARIANI

DESIGNATION

Managing Director

CITY

Mumbai

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Since 28 years, Sound Solutions has been focusing on providing IT distribution and services with the most renowned and reputable brands of Laptops, Desktops, Monitors and Printers. With strategically located warehouse facilities and always available ready to deliver stock, Sound Solutions has become the largest IT distributors in Mumbai, Thanks largely to our channel partners.

BRANDS DEALING WITH

Ace, Dell, Epson

SUPPORT SERVICE OFFERED

Level 3

STA INFOTECH PVT. LTD.

HEAD OF THE ORGANIZATION RAGHUNANDAN DEO

DESIGNATION

Director & CEO

CITY

New Delhi

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Data Centre products, Cyber Security, Data Base , AI

BRANDS DEALING WITH

HPE, Cisco, Fortinet, Check point, palo Alto, A10 Networks, Radware, Quest Software, RSA, Tenable, Algosec, etc

SUPPORT SERVICE OFFERED

Level 1

SUNTRONIX

HEAD OF THE ORGANIZATION PRADEEP DAGA

DESIGNATION

Managing Partner

CITY

CHENNAI

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

IT | ITES | Networking | Wireless Solutions | MDM | Autopilot | IT Asset Management

BRANDS DEALING WITH

DELL, HP, LENOVO, APPLE, EPSON, CANON

SUPPORT SERVICE OFFERED

Level 2

TAPGRO

HEAD OF THE ORGANIZATION APARNA SINGH

DESIGNATION

Founder & CEO

CITY

Noida

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

"We, Gaurav Tandon and Aparna Singh, co-founded TapGro with a shared mission to digitally transform the Indian salon and beauty ecosystem through AI and data intelligence.

I, Gaurav, lead the business and growth strategy at TapGro—focusing on partnerships, market expansion, and driving adoption across India's salon network.

I, Aparna, head the technology and product development, building scalable AI solutions that power our core innovations like the AI Hair Health Report, Smart Salon CRM

SUPPORT SERVICE OFFERED

Level 4

TECH COMP SOLUTIONS

HEAD OF THE ORGANIZATION NITIN SAXENA

DESIGNATION

Director

CITY

Lucknow

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

System integrators. The company deals in brands like Lenovo, HP, Acer, Sophos, Dell, Fortinet, Epson, etc.

BRANDS DEALING WITH

Lenovo, HP, Acer, Sophos, Dell, Fortinet, Epson

SUPPORT SERVICE OFFERED

Level 4

TECHCHEF CONSULTING INDIA PVT. LTD.

HEAD OF THE ORGANIZATION
RAKESH KUMAR

DESIGNATION
Managing Director

CITY
New Delhi

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY
Cyber Security Solutions. The company deals in brands like Palo Alto, Sophos, Fortinet, Scalefusion, Netskope, Zscaler, etc.

BRANDS DEALING WITH
Palo Alto, Sophos, Fortinet, Scalefusion, Netskope, Zscaler

SUPPORT SERVICE OFFERED
Level 2

TECHGYAN

HEAD OF THE ORGANIZATION
MR. SURESH RAMANI

DESIGNATION
CEO

CITY
Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY
Teamwork 365, SecureIT 365, DataCenter 365 based on Microsoft 365 and Azure

BRANDS DEALING WITH
Microsoft

SUPPORT SERVICE OFFERED
Level 3

TRICOM MULTI-MEDIA PRIVATE LIMITED

HEAD OF THE ORGANIZATION
HARINDER SALWAN

DESIGNATION
Managing Director

CITY
Mumbai

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY
Software Licenses, software subscriptions, Digital Storage Solutions,

BRANDS DEALING WITH
Adobe, Autodesk, Corel, Dropbox, Microsoft, Quark

SUPPORT SERVICE OFFERED
Level 3

UBX CLOUD PRIVATE LIMITED

HEAD OF THE ORGANIZATION
MOHAMED ALI

DESIGNATION
Managing Director

CITY
Coimbatore

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY
FlashStack Virtual Private Cloud, Managed Cloud Hosting and Infrastructure as a Service (IaaS), Disaster Recovery as a Service (DRaaS), Veeam Cloud Backup & BaaS, VDI as Service (Citrix & VMware)

BRANDS DEALING WITH
Veeam, Citrix, PureStorage, Microsoft, Juniper, CrowdStrike, Cisco,

SUPPORT SERVICE OFFERED
Level 4

VELOCIS SYSTEMS (P) LTD.

HEAD OF THE ORGANIZATION
MR. ATUL BANSAL

DESIGNATION
Managing Director

CITY
Noida

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY
We specialise in Public Cloud, Enterprise Networks, Digital Workspaces, Data Centre and Hybrid Cloud, and Cybersecurity, and Managed Services, and deliver these competencies as business solutions through a team of over 1500 + 1500 professionals.

BRANDS DEALING WITH
Cisco, AWS, Microsoft, Solarwinds, Dell, Paloalto, Splunk, DCIMEtc

SUPPORT SERVICE OFFERED
Level 4

VENKATESH IT SOLUTIONS PVT LTD

HEAD OF THE ORGANIZATION
ADITI JHAWAR

DESIGNATION
CEO

CITY
KOLKATA

PRODUCT. / SOLUTIONS OFFERED BY THE COMPANY
"Founded in 1995 as part of the Bardroy Infotech Group by Mr. Pradeep Jhawar, VITS has evolved from a trusted IT products provider into a leading System Integrator delivering customized technology solutions across industries. Under the dynamic leadership of Ms. Aditi Jhawar, who has been steering the company for the past decade, VITS has expanded its horizons with a strong focus on innovation

SUPPORT SERVICE OFFERED
Level 4

VR INFOTECH

HEAD OF THE ORGANIZATION VIKRAM R MEHTA

DESIGNATION

CEO

CITY

Mumbai-India

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Antivirus, Endpoint Protection, EDR, XDR, MDR, Network Security, Firewall, Cloud Security, Email Security, Internet Security, Data Protection, DLP, Threat Intelligence, Threat Hunting, Ransomware Protection.

BRANDS DEALING WITH

Trellix , SentinelOne , Sangfor , Palo Alto, Oracle, Cybereason, ESET , Net protector -npav , DELL, CISCO, Super micro, Lenovo, kingston, Techmatrix,

SUPPORT SERVICE OFFERED

Level 1

XPRESS COMPUTERS LTD.

HEAD OF THE ORGANIZATION CHETAN SHAH

DESIGNATION

CEO

CITY

Mumbai

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Cloud solutions, Migration, setup and Cloud managed services.

BRANDS DEALING WITH

Microsoft

SUPPORT SERVICE OFFERED

Level 1

ZERODAY OPS PRIVATE LIMITED

HEAD OF THE ORGANIZATION ATUL LUTHRA

DESIGNATION

CEO

CITY

Gurugram

PRODUCT./SOLUTIONS OFFERED BY THE COMPANY

Zeroday OPS Vulnerability Platform as Service

BRANDS DEALING WITH

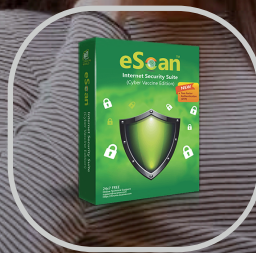
Zeroday Vulnerability

SUPPORT SERVICE OFFERED

Level 4

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

Consistent

MODEL NAME

Consistent POE Extender

WHAT'S UNIQUE ABOUT IT

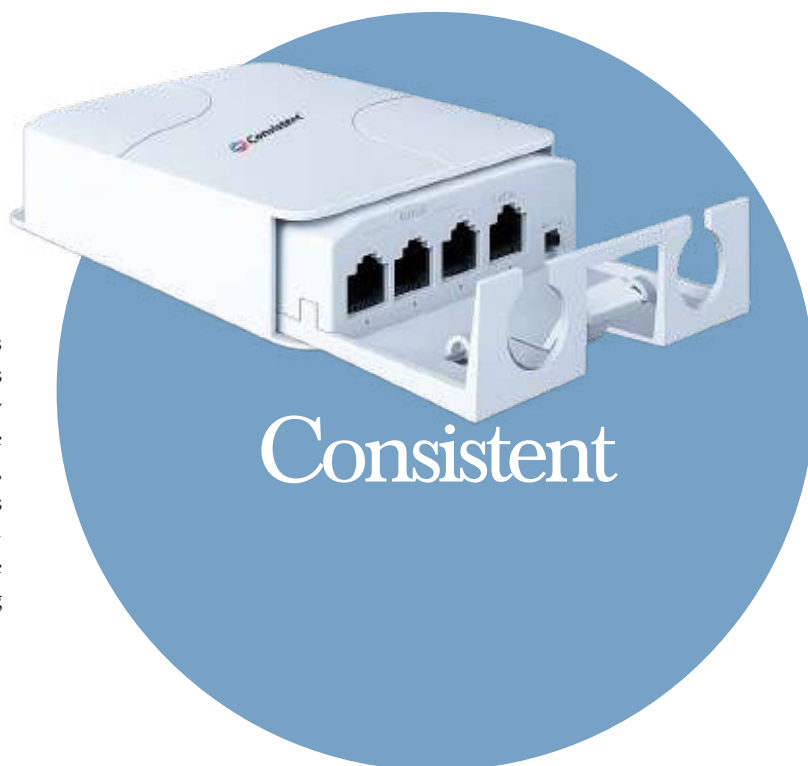
The Consistent POE Extender is a multi-functional device that combines standard power and data extension capabilities with specific features designed for enhanced network management and flexibility, notably port-based VLAN functionality and multi-level cascade connectivity. The Consistent POE Extender features 1 PoE Input and 3 PoE Output ports, enabling users to power and connect multiple PoE-enabled devices such as IP cameras, wireless access points, and VoIP phones through a single network cable. With a 30W PoE Input and 25W PoE Output, it ensures stable and efficient power delivery across connected devices while maintaining high-speed data transfer through Fast Ethernet connectivity.

KEY HIGHLIGHTS:

- Features 1 PoE Input and 3 PoE Output ports
- Can connect multiple PoE-enabled devices
- 30W PoE Input and 25W PoE Output
- Supports multiple levels of cascade connectivity
- Port-based VLAN support
- Wall-Mountable, Compact Design
- Plug-and-Play Installation

SOHO FRIENDLY QUOTIENT

Its versatile and compact design allows for flexible placement, including wall-mounting, which is useful in environments where space is limited. The extender offers a user-friendly, plug-and-play setup that requires minimal configuration, making it convenient for both residential and professional use.





Portronics

BRAND NAME

Portronics

MODEL NAME

Beem 550 Smart LED Projector

WHAT'S UNIQUE ABOUT IT

With its native 1080p HD resolution and 6000 lumens brightness, the Beem 550 delivers crisp, detailed visuals that stay bright and vibrant, even in well-lit spaces. The auto focus and auto keystone correction ensure a perfectly aligned picture every time—no manual adjustments needed. Adding to the experience is the in-built telescopic monopod stand, allowing easy height and angle tuning for the ideal setup. Beem 550 adapts seamlessly to your space with a screen size of up to 100 inches. It also features a 5W bottom-mounted speaker.

KEY HIGHLIGHTS:

- Native 1080p HD resolution and 6000 lumens brightness
- Auto focus and auto keystone correction
- In-built telescopic monopod stand
- Screen size of up to 100 inches
- Android TV operating system
- Dual-band Wi-Fi, Bluetooth 5.0, HDMI, USB, and AUX ports

SOHO FRIENDLY QUOTIENT

Running on the Android TV operating system, it comes with built-in OTT apps like Netflix, Prime Video, Disney+ Hotstar, and YouTube—so you can stream directly without connecting any extra device. Connectivity is effortless with dual-band Wi-Fi, Bluetooth 5.0, HDMI, USB, and AUX ports, allowing quick pairing with smartphones, laptops, or gaming consoles. Compact, foldable, and easy to carry, the Beem 550 is truly a plug-and-play projector built for modern lifestyles.

BRAND NAME

Lyne

MODEL NAME

Powerbox 23 Pro Powerbank

WHAT'S UNIQUE ABOUT IT

The Powerbox 23 Pro is compact in size but powerful in performance, making it the perfect everyday carry for students, working professionals, and frequent travelers. It comes with a 10,000 mAh battery that ensures multiple charging cycles for smartphones and wearables. The 22.5W fast output enables quick charging, while the 15W wireless charging support eliminates the hassle of cables when powering compatible devices. Equipped with Type-C input/output ports and a USB output port, the Powerbox 23 Pro allows simultaneous charging of multiple devices, providing flexibility for users who juggle between smartphones, earbuds, and tablets.

KEY HIGHLIGHTS:

- Compact size
- 10,000 mAh battery
- Multiple charging cycles for smartphones and wearables
- 22.5W fast output for quick charging, 15W wireless charging support to eliminate the hassle of cables
- Equipped with Type-C input/output ports
- USB output port

SOHO FRIENDLY QUOTIENT

Available in three stylish color variants, it appeals to consumers looking for both function and design. Its lightweight build and fast charging efficiency make it ideal for people who are always on the go. Powerbox 23 Pro are designed to eliminate the stress of running out of charge at critical moments, whether during travel, office work, or long commutes.



Lyne

BRAND NAME

Acer

MODEL NAME

Acer ALG Gaming Laptop

WHAT'S UNIQUE ABOUT IT

Powered by 12th Gen Intel Core i5 Processors and NVIDIA GeForce RTX, the Acer ALG Gaming laptop offers 4GB GDDR6 video RAM for the 2050 graphic and 6GB GDDR6 video RAM for the 3050 graphics, offering a blazing visual performance. It boasts a 39.6cm (15.6-inch) Full HD display with a resolution of 1920 x 1080 pixels, featuring a high-brightness screen with upto 144Hz refresh rate and a 16:9 aspect ratio.

KEY HIGHLIGHTS:

- **Operating System:** Windows 11 Home
- **Processor:** Intel Core i5-12450H
- **Display:** 39.6 cm (15.6") Display with FHD 1920 x 1080, high-brightness, 144Hz
- **Graphics:** NVIDIA GeForce RTX 3050 - 6GB GDDR6 Video RAM
- **Memory:** Dual-channel DDR4 SDRAM support, 16 GB of DDR4 system memory
- **Storage:** 512 GB, PCIe Gen4, 16 Gb/s, NVMe Support up to 2 TB with dual M.2 slot
- **Privacy control:** Firmware Trusted Platform Module (TPM) solution.

SOHO FRIENDLY QUOTIENT

The new ALGaming laptop features a striking Metal-Steel Gray finish, creating a modern and sophisticated look. The design seamlessly transitions across the top cover, screen, and keyboard covers for a cohesive aesthetic. Made from a combination of premium metal and durable plastic materials, these laptops offer both style and resilience. With a 512GB SSD, expandable up to 2TB, the ALG sets new benchmarks for storage functionality and performance.



Acer

BRAND NAME

Acer

MODEL NAME

Acer Wireless Mouse (White and Green)

WHAT'S UNIQUE ABOUT IT

The Acer Wireless White/Green mouse features an attractive comfortable design to enhance your everyday productivity. It has 1600 DPI Sensor. It's a Fast Scroll Wireless Mouse with 10 m Working Distance. The device is equipped with 2.4 GHz Frequency, a Nano Receiver. It has good energy-saving features. When it comes to tracking type, it has an Optical Sensor. The Connecting Interface is a USB Dongle. In terms of Switch Life, it offers up to 3 million clicks and comes along with an AA battery.

KEY HIGHLIGHTS:

- **1600 DPI Sensor**
- **Fast Scroll Wireless Mouse**
- **10 m Working Distance**
- **Equipped with 2.4 GHz Frequency**
- **Nano Receiver**
- **Energy Saving Feature**
- **Plug & Play**
- **One Year Warranty**

SOHO FRIENDLY QUOTIENT

The Fast Scroll Wireless Mouse offers a 10 m Working Distance and is equipped with 2.4 GHz Frequency. It comes with a Nano Receiver. Its energy-saving feature is a major highlight. The product comes with a one-year warranty.



Acer

FROM THE GROUP EDITOR'S DESK



THE CHANNEL CATALYST: WHY THE ACCELERATOR AWARDS 2025 MATTER TO INDIA'S IT PARTNERS

■ **SANJAY MOHAPATRA**
sanjay@Accentinfomedia.com

The Channel Accelerator Awards 2025 is far more than an annual gala; it's a critical barometer of the Indian IT partner market's health and an accelerator for its future trajectory. In a year defined by tectonic shifts—from the aggressive commoditization of basic cloud services to the non-negotiable imperative of Artificial Intelligence (AI) adoption—these awards illuminate the path forward for the ecosystem that drives technology to the last mile of India's economic landscape.

The New Partner Paradigm: From Reseller to Innovator

The traditional role of the Indian IT partner—the Value-Added Reseller (VAR) or Systems Integrator (SI)—is undergoing a fundamental transformation. Merely moving boxes is obsolete. The winning partners of 2025 are those who have successfully transitioned to a services-led, solution-oriented model. They are the firms building AI-powered vertical solutions, securing complex Hybrid Cloud environments, and guiding clients through the maze of new compliance and governance requirements.

These awards specifically spotlight partners who demonstrate prowess in these next-generation areas, offering a crucial market signal. For a partner, a win here is not just a trophy; it's a powerful market differentiator that validates their investment in upskilling, specialization, and proprietary intellectual property. This recognition fuels a virtuous cycle: validated partners attract better talent and more complex projects, which in turn elevates the entire ecosystem's capability and profitability.

Key Market Trends Under the Spotlight

The selection criteria for the 2025 awards reflect the dominant forces shaping the Indian market:

- **AI Specialization:** Partners excelling in AI integration, from optimizing enterprise core systems to deploying specialized Generative AI tools, will dominate the winners' list. The market is rewarding those who can pivot from discussing AI to actually embedding it for demonstrable business impact.
- **Deep Vertical Expertise:** Generalized solutions are losing relevance. The winners will be firms with deep vertical focus in high-growth areas like FinTech, Healthcare, and manufacturing (Industry 4.0), where a profound understanding of industry-specific compliance and workflows is non-negotiable.
- **Security and Compliance:** As digital infrastructure scales, so do the threats. Awards for Cybersecurity and Data Governance excellence underscore the partner's role as the client's indispensable trusted advisor in a world of rising breaches and increasingly strict regulatory mandates.

By celebrating these specific achievements, the Accelerator Awards perform a vital function: they set the gold standard for best practices, encouraging the broader partner community to align their strategies and investments with these high-value, high-growth domains.

Accelerating the Ecosystem

Ultimately, the Channel Accelerator Awards are a testament to the symbiotic relationship between vendors, distributors, and partners that powers India's digital economy. They serve as a premium networking platform where the 'who's who' of Indian IT convene to brainstorm on growth drivers and future blueprints. This deliberate focus on recognition and connection helps foster the trust and long-term relationships that are a hallmark of the Indian business culture.

For the Indian IT partner market in 2025, winning an Accelerator Award is less about recognition and more about strategic business momentum. It's validation that a partner is not just surviving the digital evolution but actively leading it, making them a crucial catalyst in India's journey toward becoming a \$7.3 trillion economy by 2030. They are the engines translating global technology innovation into localized, profitable, and impactful business solutions.

The 15th SME Channels Accelerator Awards – 2025 offers a deeper look into the awards ceremony and its agenda, confirming the focus on the IT partner market. **SME**

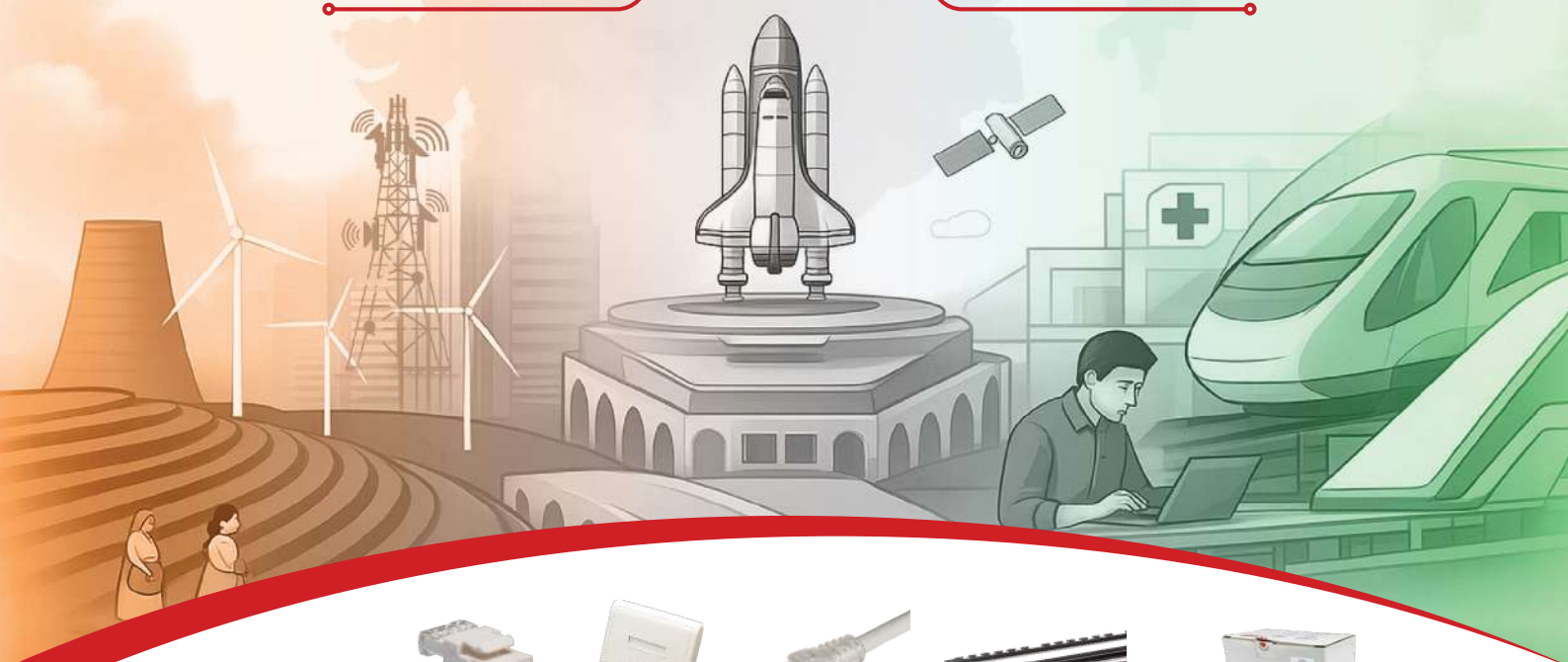
TRUTHFULLY INDIAN

BY BIRTH. BY WORK. BY VISION.

**30+ YEARS
OF IT NETWORKING
EXPERTISE**

**MADE IN INDIA
PRODUCT
PORTFOLIO**

**SOLUTIONS
COMMITTED TO
INDIA'S PROGRESS**



STRUCTURED CABLING SOLUTIONS



COLLAPSIBLE
DOOR KEYSTONE



FACE PLATE



CAT6 UTP
PATCH CORD



CAT6 UTP 24 PORT
180 DEGREE PATCH PANEL



CAT5e RJ45
CONNECTOR

FTTH SOLUTIONS



DUAL BAND ONU



GEAPON OLT



GEAPON OLT TRANSCEIVER



GPON OLT

WIRELESS SOLUTIONS



HIGH GAIN
WIRELESS DUAL-BAND
USB ADAPTERS



ENTERPRISE
Wi-Fi 6
ACCESS POINT



INDOOR CEILING
MOUNT Wi-Fi 6
ACCESS POINT



IN-WALL CEILING
MOUNT Wi-Fi 6
WIRELESS AP



ENTERPRISE ACCESS POINT
CONTROLLER

SWITCHING SOLUTIONS



SMART MANAGED SWITCH



WEB MANAGED SWITCH



FULLY MANAGED SWITCH



UNMANAGED SWITCH

PROSTARM

Power Redefined

ONE POINT CUSTOMISED POWER SOLUTIONS PROVIDER



BIS for UPS



ISO 9001:2015



ISO 45001:2018



ISO 20000-1:2018



ISO 14001:2015



ISO 50001:2018



ISO 27001:2022



TL 9000: 2016



Railways



IT Data Centre



Aviation



Power & Energy



Heavy Industrial



Defence



Materials Engineering



Solar Industries



PROSTARM INFO SYSTEMS LTD

EL-79, Mahape, TTC Industrial Area,
Navi Mumbai 400710

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