

SMECHANNELS

India's leading IT magazine for channel business

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India will account for one of the fastest-growing enterprise technology markets in the world in 2026....**Page..20**

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.

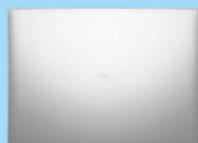
Plastic (PC+ABS): Starting at 3.40 lbs (1.54 kg) Aluminum: Starting at 3.44 lbs (1.56 kg)

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.



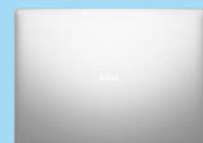
Carbon Black
(Plastic: PC+ABS)



Platinum Silver
(Plastic: PC+ABS)



Midnight Blue
(Aluminum)



Platinum Silver
(Aluminum)



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Through TRU Intelligence,
Industry Recognition, and
Platform Advancements

EDITORIAL

TECH LESSONS FOR INDIA FROM THE SUCCESS OF "OPERATION ABSOLUTE RESOLVE"

MANASH RANJAN DEBATA
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In a stunning move, Trump's Delta forces captured and airlifted Venezuela's incumbent President Nicholas Maduro. The sheer speed and tactical brilliance of the operation has stunned the world community while military analyst worldwide took note of it. The success of Operation Absolute Resolve offers India a strong lesson; it provides a strategic blueprint for how technology, when integrated with intent and discipline, can redefine national capability. The operation underlines a critical truth of the modern era: outcomes are increasingly determined not by scale alone, but by the intelligent use of digital systems, data, and coordination.

The foremost lesson is the power of integrated technology ecosystems. Absolute Resolve demonstrated that siloed tools deliver limited results, whereas interoperable platforms—linking intelligence, communications, analytics, and execution—create exponential advantages. For India, this principle extends beyond security operations to governance, disaster response, healthcare, and infrastructure. Fragmented digital systems must give way to unified architectures that allow real-time information flow and rapid decision-making.

Second, the operation highlights the importance of data-driven strategy. Precision, anticipation, and speed are all products of high-quality data processed through advanced analytics and AI. India's challenge is no longer data scarcity but data utilization. Investments in AI, indigenous analytics platforms, and skilled data professionals must be prioritized so that insights translate into timely action across sectors.

A third lesson lies in indigenization and technological self-reliance. The operational success reinforces the strategic value of trusted, locally controlled technologies. Dependence on opaque or externally controlled systems introduces vulnerabilities. For India, this strengthens the case for building domestic capabilities in semiconductors, secure networks, cloud infrastructure, and cybersecurity—areas that form the backbone of digital sovereignty.

Equally significant is the role of human-technology synergy. Absolute Resolve was not a triumph of machines alone, but of trained professionals using technology with clarity of purpose. This underscores the need for continuous skilling. India must align its education system with emerging technological demands, emphasizing problem-solving, systems thinking, and ethical use of technology rather than rote learning.

In essence, Operation Absolute Resolve teaches India that technology is most powerful when it is integrated, indigenous, data-driven, human-centric, and resilient. **ogy—or truly masters it. SME**

MY EXPERIENCE

Acer Swift Go 14 (Snapdragon X Plus AI)

Acer Swift Go 14 (Snapdragon X Plus AI) is a sleek, next-generation laptop designed for users who value performance, efficiency, and intelligent computing in a highly portable form. Powered by the Snapdragon X Plus processor, it delivers fast, responsive performance with enhanced AI capabilities while maintaining excellent battery efficiency. The lightweight design and compact form factor make it ideal for students, professionals, and creators.

SPECIAL FEATURE : SNAPDRAGON X PLUS AI PROCESSOR, AI-ACCELERATED PERFORMANCE, ULTRA-LIGHT AND SLIM DESIGN, LONG BATTERY LIFE, HIGH-RESOLUTION DISPLAY, FAST CONNECTIVITY



FINAL WORD:

The Acer Swift Go 14 (Snapdragon X Plus AI) stands out as a smart and future-ready laptop that blends performance with portability. Its AI-driven processing, strong battery life, and modern design make it well-suited for everyday computing, learning, and creative workloads. The laptop is an excellent choice for users looking for a reliable, lightweight device.

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TECH PREDICTIONS 2026: HOW THE IT CHANNEL WILL REDEFINE ITS ROLE IN THE NEXT DIGITAL CYCLE /20

India will account for one of the fastest-growing enterprise technology markets in the world in 2026. But growth alone will no longer guarantee relevance for the IT channel. Data shows that the channel is entering its most decisive transformation in two decades.

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ASIRT TECHDAY #133 HIGHLIGHTS THE POWER OF NETWORKING, WORKPLACE INNOVATION



The Association of System Integrators and Retailers in Technology (ASIRT) successfully hosted TechDay #133 at Hotel Parle International, Vile Parle (E), Mumbai, bringing together system integrators, solution providers, and industry leaders for an evening focused on technology insights, peer networking, and ecosystem growth.

The event opened with an overview of ASIRT's journey and milestones, presented by Kshitij Kotak, who highlighted the association's expanding footprint with 270+ active members. He also shared updates on upcoming initiatives, including the much-anticipated ASIRT Cricket Premier League – Season 7 (ACPL 7), which continues to strengthen community engagement beyond business.

This was followed by the Member Sponsor presentation by Aegis Infoware, setting the stage for a joint technology showcase by Syrotech in association with GO IP and Grandstream. The session showcased the latest networking and communication solutions designed to address the evolving needs of system integrators and IT service businesses.

Adding a global industry perspective, Rewati Kamath from Messe München addressed the members and shared insights into upcoming national and international industry exhibitions, where ASIRT will participate as an invited association—creating new opportunities for member visibility and global engagement.

BD Soft Partners with StormWall to Strengthen DDoS Protection Across India

BD Software Distribution Pvt. Ltd., a leading value-added distributor of cybersecurity solutions in India, today announced its strategic association with StormWall, a global cybersecurity provider based in Slovakia, with expertise in safeguarding websites, networks, servers, and IT infrastructures of any size and complexity from modern DDoS and hacker attacks. This partnership

aims to help Indian organizations safeguard their digital infrastructure against increasingly advanced and large-scale Distributed Denial-of-Service (DDoS) attacks.

With cyber threats growing in volume and sophistication, Indian enterprises, SMBs, and government organizations are facing heightened risks of service disruption, financial loss, and reputational

damage. Through this association, BD Software Distribution will bring StormWall's robust DDoS mitigation capabilities to the Indian market, enabling organizations to ensure business continuity and high availability of critical online services.

Commenting on the association, Rajiv Warriar, VP Sales, BD Software Distribution Pvt. Ltd.,

said: "DDoS attacks continue to be one of the most disruptive cyber threats for organizations today. Our association with StormWall strengthens our portfolio with a specialized, high-performance DDoS protection solution. Together, we aim to empower Indian businesses with resilient security that ensures uninterrupted digital operations."

Axiado Raises \$100M in Series C+ Funding to Advance Platform Security and System Management Sol

Axiado Corporation, a leading provider of security and management solutions for modern digital infrastructure, today announced it has raised more than \$100 million in an oversubscribed Series C+ funding round led by Maverick Silicon, with participation from Prosperity7 Ventures, Orbit Venture Partners, Crosslink Capital, Nosterra Ventures, and others. The investment will fuel Axiado's global expansion, including its growing engineering presence in India, and accelerate innovation in AI-driven, hardware-anchored products that are redefining platform security, system management, and energy efficiency for AI data centers, networking, telecom, and edge infrastructure.

This global expansion is anchored by a strategic deepening of Axiado's R&D capabilities in India. By scaling its engineering workforce and forging local partnerships across hyperscalers, telecom operators, and AI infrastructure leaders, Axiado is directly fueling the next wave of silicon innovation. This investment doesn't just grow the headcount; it establishes a specialized hub dedicated to solving the complex power and security challenges of the agentic AI era.

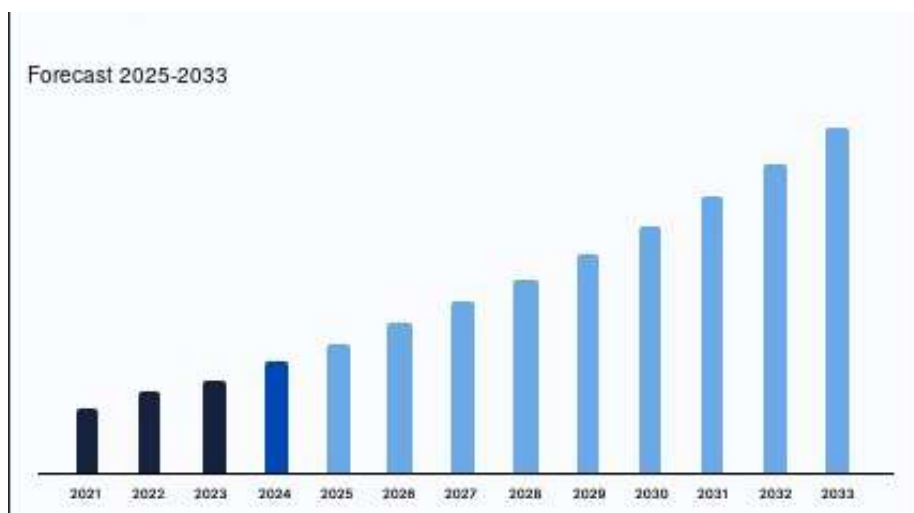
Axiado's Trusted Control/Compute Unit (TCU) is redefining data center management control with security for the age of agentic AI.

Azul Acquires Payara, Strengthening Leadership in Enterprise Java Solutions

Azul, a pure Java player, today announced the acquisition of Payara, a leading provider of enterprise-grade solutions for Jakarta EE (Java EE)-based applications and microservices for hybrid and cloud-native deployments. The combination of Azul and Payara addresses some of the most pressing challenges enterprises face today: accelerating application modernization, achieving cloud-native agility, and reducing dependencies on proprietary platforms. The integrated offering provides customers with a unified, enterprise-grade Java platform based on open-source that can support an organization's entire Java fleet – from business-critical applications to IoT, microservices and modern Java frameworks.

This acquisition marks a pivotal moment in enterprise Java innovation and builds on nearly eight years of collaboration between Azul and Payara, which began with the introduction of Azul Platform Core embedded into Payara Server Enterprise in 2018. Payara adds deep engineering expertise and proven go-to-market experience in the Jakarta EE (Java EE) space, strengthening Azul's Java platform with complementary products and enhanced market reach.

Edge Computing Market: Forecast 2025-2033



(Source: Straits Research)

EXECUTIVE MOVEMENT



CLOUD.IN APPOINTS VISHAL DHANFULE AS REGIONAL SALES HEAD FOR WEST INDIA



HITACHI VANTARA APPOINTS WENDY KOH AS VICE PRESIDENT OF SALES FOR ASIA PACIFIC



BROADRIDGE INDIA APPOINTS KIRAN HEGDE AS CHIEF FINANCIAL OFFICER



TENABLE APPOINTS VLAD KORSUNSKY AS CHIEF TECHNOLOGY OFFICER

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

BCSSL Signs Semiconductor Development MoU with Connect M Tech

Blue Cloud Softech Solutions Ltd, a leading provider of AI-driven enterprise and cybersecurity solutions, today announced that it has entered into a Memorandum of Understanding (MoU) with Connect M Technology Solutions Pvt Ltd, a specialist in automotive electronics and hardware systems, for the joint development of a semiconductor-based Edge AI System-on-Chip (SoC) focused on next-generation automotive cybersecurity applications.

Under the terms of the MoU, BCSSL will lead the architecture, design, and development of an advanced Edge AI SoC platform, integrating real-time threat detection, intrusion prevention, and continuous security management capabilities. The semiconductor solution is being purpose-built for deployment in Telematics Control Units (TCUs), Vehicle Control Units (VCUs), and other critical electronic modules used in electric, connected, and software-defined vehicles.

The collaboration represents a strategic step in BCSSL's expansion into automotive semiconductor development, combining its deep expertise in cybersecurity software, AI, and secure systems with Connect M's strengths in automotive-grade hardware, diagnostics, and OEM integration.

India Faces Over 2,000 Cyberattacks Weekly per Organization in 2025

Check Point Software Technologies Ltd., a leading AI powered, cloud delivered cyber security platform provider, released its State of Cyber Security in India 2025 report, highlighting the continued rise in cyberattacks across Indian organizations. The report reveals that attackers are increasingly exploiting cloud misconfigurations, infostealer malware, and sophisticated ransomware techniques to target high value sectors.

According to the report, India remained one of the most heavily targeted countries globally. Across all industries, Indian organizations faced an average of 2,011 cyberattacks per week in 2025, significantly higher than global averages. The education sector emerged as the most targeted vertical worldwide, with institutions experiencing between 4,248 and 9,817 attacks per week, far exceeding other industries. Telecommunications, healthcare, financial services, and government bodies also faced sustained and elevated attack volumes, underscoring India's heightened exposure across both public and private sectors.

India's cyber security challenges reflect a sharp escalation driven by local digital adoption trends and measurable threat activity captured in the report.

Cloud.in Appoints Vishal Dhanfule as Regional Sales Head for West India

Cloud.in, a cutting-edge cloud solutions firm and the flagship brand of Hostin Services Pvt Ltd., today announced the appointment of Vishal Dhanfule as Regional Sales Head – West. This appointment is a key component of Cloud.in's mission to drive high-impact business growth and deepen its presence across India's primary industrial and technology hubs. In this role, Vishal will lead Cloud.in's sales efforts across India's largest and most dynamic market, focusing on expanding strategic accounts and aligning regional initiatives with the company's vision of simplifying the cloud journey for businesses of all scales.

Vishal is a seasoned IT industry veteran with over 20 years of cross-functional experience, driving business growth and excellence in Cloud-led Sales, Business Development, Channel management, Delivery, and Operations. With a diverse expertise in selling solutions around Enterprise ERP, Public Cloud, Telecom, and IDC, Vishal has consistently delivered high-impact results, including high-velocity sales in AWS, Azure Cloud, and IDC, among others.

Consistent Infosystems Reiterates Focus on Growth, Expansion, and New Opportunities

Consistent Infosystems Pvt. Ltd., a rapidly growing IT hardware, security & surveillance, and electronics brands, marked the beginning of the New Year by extending warm greetings to its customers, business partners, and employees across the country.

Reflecting on the year gone by, the company highlighted steady growth across key business segments, expansion of its product portfolio, and strengthened relationships within its channel ecosystem. Consistent Infosystems continued to enhance its presence in the IT Peripherals, surveillance & Gaming markets, supported by a partner-led approach and a focus on reliable, value-driven solutions.

Conveyed his heartfelt New Year wishes, Yogesh Agrawal, CMD & Co-Founder, Consistent Infosystems, said: "As we step into the New Year, I extend my heartfelt thanks to our customers, partners, and employees for their continued trust and support. The progress we have made over the past year is the result of strong partnerships, and a shared commitment to excellence."

Epigamia Automates Travel and Expense Workflows with OfficeNet's Mobile-First TMS

Epigamia, one of India's fastest-growing FMCG brands known for its dairy and snacking products, has adopted OfficeNet's Travel Management Software (TMS) as part of its digital HR transformation strategy focused on strengthening process agility and enterprise-wide efficiency. With expanding teams across 11 offices and over 500 employees, the company required a unified, mobile-first platform to streamline travel and expense workflows and bring greater visibility and governance across functions.

With the deployment of OfficeNet's TMS, Epigamia now operates a fully digital, centrally governed workflow where submissions, approvals, reimbursements, and documentation are managed end-to-end within a single automated system. The shift has eliminated paper-based dependencies, standardised T&E processes across teams, and improved calculation accuracy by 75% compared to manual processing. The deployment has also delivered measurable operational efficiencies in the early phase. Manual follow-ups have reduced by 20%, significantly improving cross-team coordination, while internal coordination time between teams has decreased by 15-20%.

Newgen in Insurance Agency Management Systems, Q4 2025 Report

Newgen Software, a leading provider of an AI-first, unified digital transformation platform, has made it to The Forrester Wave: Insurance Agency Management Systems, Q4 2025 report, authored by Rohit Makhijani et al.

According to the report, “Insurance agencies and brokerages face mounting pressure to evolve their traditional operating models to address customer churn that results from high premiums and to meet the demand for personalized, omnichannel digital experiences. To meet these needs, leading insurance agency management system (AMS) providers are aggressively emphasizing capabilities that directly support client retention and agent productivity, including end-to-end customer management and AI capabilities on a unified cloud-based system supported by APIs.”

According to Forrester’s evaluation, Newgen Software “Provides a unified digital transformation platform to regulated industries, including insurance agencies, predominantly in East Asia.” The company offers its AMS platform via multiple modalities.”

IIIT Hyderabad Launches 3-Month Certificate Program on Engineering Agentic AI System

The International Institute of Information Technology Hyderabad (IIIT Hyderabad), through its Division of Flexible Learning (DFL), has announced the launch of a new 12-week online certificate program titled “Engineering Agentic AI Systems: Agentic AI from Concepts to Practice.”

The program will be delivered by Prof. Karthik Vaidhyanathan, Assistant Professor at IIIT Hyderabad and a leading researcher in AI and Software Engineering. Designed to be hands-on and practice-oriented, the course enables learners to design, build, test, and deploy agentic AI systems grounded in real-world use cases.

Speaking on the launch, Prof. Sandeep Shukla, Director, IIIT Hyderabad, said: “This program reinforces our commitment to advancing high-quality AI education at scale—for working professionals as well as for students who are unable to partake in the world-class AI research at the IIIT Hyderabad campus. Agentic AI represents a significant leap in how transformer-based AI models are orchestrated into parallel pipelines of complex tasks.”

Infosys and AWS Collaborate to Accelerate Enterprise Adoption of Generative AI

Infosys has announced its strategic collaboration with Amazon Web Services (AWS) to accelerate enterprise adoption of generative artificial intelligence (AI). The initiative focuses on combining Infosys Topaz, an AI-first set of services, solutions, and platforms using generative AI (gen AI) technologies, and Amazon Q Developer, AWS’s generative AI-powered assistant, to enhance Infosys’ internal operations and drive innovation for customers across sectors such as manufacturing, telecom, financial services, and consumer goods.

Infosys is harnessing the power of Infosys Topaz to drive AI-powered transformations across key functions, such as software development, HR, recruitment, sales, and vendor management. For example, in the Software Development Lifecycle (SDLC), the integration of Infosys Topaz with Amazon Q Developer enables automated documentation and provides tailored support for tasks like code generation, debugging, testing, and legacy code modernization, significantly enhancing workflow efficiency and accuracy. Through its collaboration with AWS, Infosys integrates advanced AI capabilities to streamline complex tasks, accelerate project timelines, and enhance employee experiences while driving productivity.

Aurionpro Wins a landmark deal with a leading PSU Bank in India

Aurionpro Solutions, a leading banking technology company announced a significant win to deploy its next-generation cash management platform for one of India’s largest public sector banks. This multi-year deal includes software licensing, implementation, and an extended annual maintenance contract (AMC).

Under this project, Aurionpro will enable the bank to upgrade its cash management stack and strengthen competitiveness in a rapidly digitizing market. Aurionpro’s iCashpro brings a cutting-edge and unified digital experience across payments, collections, liquidity management, mandates, virtual accounts, reconciliation, government business, and real-time reporting. It also integrates escrow management capabilities via Fintra, highlighting the increasing synergies from Aurionpro’s recent acquisition.

Aurionpro’s transaction banking platform is powered by AurionAI, the company’s unified enterprise AI platform focused on banking, which delivers advanced analytics for both the bank and its customers, enabling actionable insights across usage trends, performance, and product adoption.

Brother International India Announces Year-End Festive Deals

As households, home offices, and small businesses prepare for year-end productivity needs, Brother India has rolled out special December Event Prices across its bestselling Ink Tank and Laser Printer lineup, offering discounts of up to 30%.

The offers arrive at a time when the company is aggressively expanding in India’s fast-growing printing market. Brother recently announced its ambition to capture 25% of the Indian ink-tank market over the next three years, powered by a refreshed product portfolio, enhanced nationwide service capabilities, and a stronger value proposition for Indian consumers.

“The year-end season is when consumers look for smart, long-term purchases, and printing solutions remain an essential part of every home and office. Through our special year-end offers, we aim to make advanced, cost-efficient printing more accessible. As we continue expanding our portfolio and strengthening our presence in India, these festive deals reflect our commitment to delivering meaningful value to customers,” said Alok Nigam, Managing Director of Brother India International.

Aurionpro's Integro Platform to Power Global Lending Modernization for a Top Singaporean Bank

Integro Technologies, a subsidiary of Aurionpro Solutions, has announced a landmark order from a reputed global bank headquartered in Singapore. The order value of approximately INR 63 Crores is one of the largest engagements in Asia in 2025 among lending product vendors. The engagement reflects strong customer confidence in Aurionpro's differentiated, future-ready lending products and reinforces its position as a trusted long-term technology partner to leading global banks.

This large-scale program, comprising multiple critical initiatives, will be delivered across the bank's global network of subsidiaries and regions, resulting in a single, unified global deployment. The program will modernize the bank's existing lending operations through the rollout of Aurionpro's next-gen Integro Corporate Lending platform enabling cross-border data access, enhanced financial analysis.

MobisoftInfotech Expands Smart Transportation Solution Following Pilot Success

MobisoftInfotech, a leading technology solutions provider, is set to expand its Tailored Educational Transportation Software Solution nationwide. The solution will address the fragmented and inconsistent student commute ecosystem across India. Following a successful pilot across various schools in multiple cities, the company is now rolling out full-scale deployment, positioning real-time visibility, verification, and automated responses as the backbone of safer, accountable, and compliant school transportation.

Ensuring safe and accountable student transportation remains a major challenge for schools, with limited visibility once a bus leaves the gate. MobisoftInfotech's student-first mobility platform addresses this by providing real-time tracking and digital verification at every stage of the commute. Vehicle locations and ETAs are shared live, while boarding and alighting are digitally recorded through RFID, QR codes, or NFC.

Sophos XDR Achieves Its Best-Ever Results in the MITRE ATT&CK Enterprise 2025 Evaluation

Sophos, a leading provider of innovative security solutions for defeating cyberattacks, announced its best-ever results in the MITRE ATT&CK Enterprise 2025 Evaluation. Sophos XDR detected 100% of adversary behaviors (sub-steps) across two complex attack scenarios: Scattered Spider, which Sophos X-Ops tracks as GOLD HARVEST, a financially motivated cybercriminal collective, and Mustang Panda, which Sophos X-Ops tracks as BRONZE PRESIDENT, a People's Republic of China (PRC) espionage group. The Scattered Spider scenario included activity across Windows, Linux, and AWS cloud environments, and the Mustang Panda scenario focused on Windows only. Further, Sophos achieved the highest-possible "Technique"-level rating for 86 out of 90 total sub-steps in the evaluation, by generating high-fidelity detections with details on execution, impact, and adversary behavior, providing clear who, what, when, where, how, and why insights.

"Scattered Spider and Mustang Panda represent distinct threat profiles that challenge defenders in very different ways," said Simon Reed, chief research and scientific officer, Sophos.

AI Supercharging Old-School Tactics with New Scal

India's technology workforce is entering a decisive new phase shaped by a surge in AI governance roles, an acceleration in cybersecurity hiring, and an unexpected rise of tier-2 cities as emerging digital talent engines, according to the Randstad Digital Technology Skills Insights Report: India, a data-rich study that maps the country's fast-evolving digital skills landscape.

The Report shows that while foundational skills like Java, Salesforce, and Agile still make up nearly one third of IT roles, the workforce is rapidly shifting toward high impact, AI enabled and governance focused functions. Demand for AI and machine learning engineers, data scientists, and AI governance specialists is set to surge in 2026. At the same time, cybersecurity is undergoing a major reset as AI driven threats force enterprises to rebuild security operations.

DIGEST

IRIS GROUP TOP HONCHO - SANJIV KRISHEN HONORED AS THE 'IT MAN OF THE YEAR 2025'

AS WINTER'S FIRST CRISP BREEZE SWEEP ACROSS NEW DELHI, IT BROUGHT WITH IT A PROUD MOMENT FOR THE IRIS GROUP. THIS NOVEMBER, AT ONE OF INDIA'S MOST PRESTIGIOUS ICT INDUSTRY GATHERINGS, MR. SANJIV KRISHEN, FOUNDER & CMD OF IRIS GROUP, WAS HONORED WITH THE INDUSTRY'S MOST COVETED TITLE "IT MAN OF THE YEAR 2025." HOSTED BY A LEADING CHANNEL & ENTERPRISE PUBLICATION AT A FIVE-STAR VENUE IN SOUTH DELHI, THE CEREMONY—DESIGNED WITH IMMACULATE GRANDEUR—WELCOMED AN ELITE AUDIENCE OF OEM LEADERS, CIOs, CXOs, NATIONAL DISTRIBUTORS, SYSTEM INTEGRATORS, VARS, AND CHANNEL INFLUENCERS. AMID A STANDING OVATION, SANJIV TOOK THE STAGE TO RECEIVE THE AWARD, CELEBRATING A LIFETIME OF LEADERSHIP, RESILIENCE, AND TRANSFORMATIONAL IMPACT ON INDIA'S ICT DISTRIBUTION ECOSYSTEM.

SECURONIX PARTNERS ASTRA CYBERTECH TO DELIVER UNIFIED DEFENSE SIEM CAPABILITIES

SECURONIX, INC. HAS ANNOUNCED A STRATEGIC PARTNERSHIP WITH ASTRA CYBERTECH, A BOUTIQUE CYBERSECURITY FIRM PROVIDING CUTTING-EDGE SERVICES IN THE MSSP SPACE. THE PARTNERSHIP AIMS TO TACKLE THE CHALLENGES OF THE RAPIDLY EVOLVING DIGITAL THREAT LANDSCAPE BY DELIVERING IMPACTFUL CYBERSECURITY INNOVATION THROUGH SECURONIX'S UNIFIED DEFENSE SIEM FOR THE MODERN SECURITY OPERATIONS CENTRE (SOC) EXPERIENCES FOR CUSTOMERS ACROSS INDIA.

SECURONIX IS THE INDUSTRY'S FIRST UNIFIED DEFENSE SIEM POWERED BY AGENTIC AI. BUILT FOR SPEED, SCALE, AND PRECISION, ITS CLOUD-NATIVE PLATFORM UNIFIES ANALYTICS, THREAT INTELLIGENCE, AND AUTONOMOUS RESPONSE TO REDUCE RISK AND ACCELERATE OUTCOMES.

RAPOO UNVEILS 2026 VISION: MOVING BEYOND SPECS TO 'PURPOSE-DRIVEN' TECH

AS THE GLOBAL LANDSCAPE FOR WORK AND PLAY SHIFTS TOWARD A MORE INTEGRATED, HYBRID MODEL, RAPOO, A LEADING PROVIDER OF WIRELESS PERIPHERALS, HAS SHARED ITS STRATEGIC OUTLOOK FOR 2026. ESCHEWING THE INDUSTRY'S TYPICAL RACE FOR "FLASHY" FEATURES, RAPOO IS BETTING ON A FUTURE DEFINED BY WIDER ADAPTABILITY, INTUITIVE AI INTEGRATION, AND A CLUTTER-FREE, PURPOSE-DRIVEN DESKTOP.

WHILE MANY BRANDS CHASE ISOLATED HARDWARE BREAKTHROUGHS, RAPOO'S "HERO TECHNOLOGY" FOR 2026 IS THE DEMOCRATIZATION OF HIGH-PERFORMANCE WIRELESS FEATURES. THE COMPANY IS FOCUSING ON MAKING ADVANCED SPECIFICATIONS—SUCH AS ULTRA-HIGH POLLING RATES AND PRECISION DPI UTILIZATION—ACCESSIBLE AND UNDERSTANDABLE FOR THE EVERYDAY USER.



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Contact us – expert talk

Mr. Sanjeeo Singh
Lead – Enterprise Business
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Tenable Appoints Vlad Korsunsky as Chief Technology Officer

Tenable Holdings, Inc., an exposure management company, has appointed Vlad Korsunsky as Chief Technology Officer and Managing Director of Tenable Israel. Korsunsky's arrival marks a significant milestone for Tenable, accelerating the company's exposure management vision to secure the modern attack surface. As the strategic leader responsible for the company's technical vision, platform strategy and innovation, including scaling the Tenable One Exposure Management Platform and advancing the company's AI strategy. He reports to Tenable co-CEO Steve Vintz and is based at the Tenable Israel Innovation Center in Tel Aviv.

Korsunsky joins Tenable after more than a decade at Microsoft, where he served as the Corporate Vice President of Cloud and Enterprise Security, and was responsible for building and leading the company's global multi-cloud security, enterprise AI security and exposure management businesses. During his tenure, Korsunsky was instrumental in shaping Microsoft's security strategy for AI and driving the creation of disruptive new business lines.

Xebia's Chennai Office to Power AI-Led Delivery and Double Talent Base

Xebia, an AI-first leader in digital transformation and IT consulting, has announced the expansion of its Chennai office, marking a significant milestone in the company's growth in India. The expansion reinforces Xebia's commitment to building a future-ready, AI-driven workforce and strengthening delivery capabilities across Data, AI, native engineering, and digital transformation.

The expanded facility offers additional capacity for over 200 professionals. It will house both technology and business roles and operate as a key offshore development hub serving clients in BFSI, travel, retail, and emerging sectors. Xebia plans to double its current Chennai workforce by 2026 with a strong emphasis on recruiting and upskilling local talent.

"India continues to be central to our global growth strategy," said, Anand Sahay, Global CEO, Xebia. "The expansion of our offices in Chennai represents an important step in Xebia's India growth story. Chennai's robust technology ecosystem, extensive engineering talent base, and mature IT infrastructure make it a strategic hub for our next phase of expansion. This office enhances our service-line capabilities, enabling our teams to solve real-world challenges with greater speed.

Yotta Signs MoU to Build a Scalable AI-Enabled Learning Ecosystem

Yotta Data Services, India's leading sovereign cloud infrastructure and platform services provider, has announced the signing of a Memorandum of Understanding (MoU) with Guru Gobind Singh Indraprastha University (GGSIU), one of India's leading multidisciplinary state universities, to develop an AI-enabled education delivery model for India's higher education ecosystem.

The MoU was signed at the Flagship National Conclave on AI Evolution – The Mahakumbh of AI, presided over by the Vice President of India, Shri C.P. Radhakrishnan, along with other senior dignitaries. Under the MoU inked at the conclave organised under the aegis of the All India Council for Technical Education (AICTE), and GGSIU, Yotta's infrastructure, servers, and platform will support more than 350 AI-enabled educational courses at no cost to over 2,00,000 students across 125+ colleges affiliated with the GGSIU, making GGSIU the first university in India to implement the proposed AI automation framework.

TRAI Appoints RANext as a Digital Connectivity Rating Agency

Marking a major step in advancing India's digital infrastructure ecosystem, RANext Technologies has been empanelled by the Telecom Regulatory Authority of India (TRAI) as a Digital Connectivity Rating Agency (DCRA), reinforcing its role in shaping digitally ready real estate across the country.

As a TRAI-authorised DCRA, RANext Technologies will evaluate the digital connectivity infrastructure of properties to ensure seamless connectivity and readiness for current and emerging smart technologies. The ratings will be conducted from a user-centric, real-world perspective, covering key assessment areas including fibre infrastructure standards, in-building connectivity, broadband and Wi-Fi performance within premises and preparedness for future smart technologies.

India's rapid transition into a digital-first economy has made seamless connectivity critical across work, education, banking, healthcare, and entertainment. With nearly one billion users relying on the internet daily and smart homes and offices becoming the norm, digital performance has emerged as a key determinant of how buildings are experienced and valued. However, most properties today are still not designed or evaluated for digital performance.

Zenture Partners Launches Blueprint for Modernizing Network Procurement

Zenture Partners, a consultancy-led, AI-powered telecom lifecycle management provider, launched a blueprint for modernizing network procurement in global manufacturing. The model is designed to enable global manufacturers to regain visibility, control, and resiliency across their telecom environments. Zenture's blueprint addresses the systemic challenges manufacturers face, including missing contract data, unmanaged renewals, shared last-mile infrastructure posing as "diverse" circuits, and the steady decline of carrier account support due to layoffs and restructuring.

In 2025 deployments, Zenture has helped manufacturers modernize their telecom environments in as little as 90 days, delivering an average 18% reduction in monthly telecom cost through the removal of unused services and the renegotiation of outdated contracts. Manufacturers achieved vendor consolidation from more than 40 providers to a strategic, manageable set, alongside complete inventory accuracy across over 200 global sites for the first time.

Zenture also provided full transparency into last-mile diversity, eliminating hidden outage risks, while quoting cycles dropped from weeks to minutes.

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Bharat Forge and Agile Robots sign MoU to advance AI led industrial automation

Bharat Forge and Germany-based Agile Robots S.E. agree to explore a strategic collaboration to jointly explore the space of AI driven robotics and intelligent industrial automation. Driven by Bharat Forge's extensive domain expertise and Agile Robots' ingenious intelligent robots and automation solutions, this collaboration will see the deployment of cutting-edge solutions for the automotive, healthcare, and consumer electronics industries. The Indo-German partnership is focused exclusively on civilian industry and manufacturing.

Commenting on the collaboration, Mr. Amit Kalyani, Vice Chairman and Joint Managing Director, Bharat Forge Limited, said, "This strategic Collaboration with Agile Robots is a reinforcement of Bharat Forge's ambition to provide state-of-the-art intelligent robotic and automation solutions across multiple industries while driving manufacturing efficiencies at home. Manufacturing in India is on a steep growth path, and I am very excited that with Agile Robots we are going to deploy bespoke, modular and intelligent automation solutions across the sectors."

Rory Sexton, Executive Director, Agile Robots, said, "By partnering with Bharat Forge, Agile Robots is strengthening its position in India's rapidly growing manufacturing sector."

NetApp Honors Top Partners in India at Partner Summit 2025

NetApp, the Intelligent

Data Infrastructure company announced the winners of its India Partner Awards for Fiscal Year 2025 (FY'25). The awards celebrate the outstanding achievements of India partners who have demonstrated exceptional commitment to customer success and innovation in delivering NetApp solutions, particularly in the areas of AI, cyber resilience, data infrastructure modernization, and cloud transformation.

India's digital transformation market is projected to reach US\$126.8 billion by 2033. With data now the backbone of innovation, enterprises increasingly need secure, intelligent data infrastructure capable of converting information into actionable insights.

The India Partner Award winners have been instrumental in driving NetApp's vision and strategy to help enterprises address these complex digital transformation challenges. This also builds on top of the recent refreshment of the NetApp Partner Sphere program, which will further accelerate partners' strategic growth across Asia Pacific and hone their competitive edge through partner development, incentive-driven recognition, and services-ready enablement.

Digisol Reinforces Partner Confidence and Market Leadership at Delhi SI Conclave

Continuing the momentum of its highly impactful "SIs for India" series across Mumbai and Pune, Digisol Systems Ltd. — India's Own Networking Brand — hosted an exclusive conclave for leading System Integrators in Delhi, reaffirming its commitment to empowering the backbone of India's digital infrastructure.

The Delhi meet-up was not just about business — it was about connection and gratitude. It brought together Digisol's fastest growing and most committed SI partners who have consistently powered Digisol's expansion across government, enterprise, education, hospitality and FTTH deployments in North India. Against a backdrop of soft live music, partners connected over dinner, not as vendors and suppliers, but as collaborators celebrating a shared journey.

A defining highlight of the evening was the strong presence of Digisol's Delhi sales leadership and frontline field team, along with members from the Mumbai Head Office, reflecting Digisol's culture of staying deeply connected with partners.

Honeywell Modular Coil Wound Heat Exchanger Tech To Accelerate Production At Commonwealth LNG Facility

Honeywell announced an agreement with Technip Energies, an engineering, procurement and construction contractor, to provide integrated liquefied natural gas (LNG) pretreatment and liquefaction solutions for Commonwealth LNG's planned export facility in Cameron Parish, Louisiana. Honeywell's modular technology will enable Commonwealth LNG to expedite project timelines, simplify execution, mitigate construction risks and enhance production efficiency to meet increasing energy demand.

Commonwealth LNG, part of the Caturus platform, will use Honeywell's single-mixed refrigerant liquefaction process technology and six modularized coil wound heat exchangers (CWHEs) to produce a projected 9.5 million tonnes per annum of LNG. Honeywell's CWHEs provide the highest throughput of natural gas within a compact footprint, maximizing processing capabilities with a space-saving design, while enhancing safety and operational reliability.

Additionally, Honeywell UOP SeparSIV pretreatment technology will be used to remove water and heavy hydrocarbons to meet the required LNG specifications.

Technica Engg. opens of communication standard SOME/IP

Technica Engineering, a pioneer in Automotive Ethernet and communication systems (Member of KPIT Group) and KPIT Technologies, a global leader in building mobility solutions for a cleaner, smarter, and safer world, today announced the decision to open the full specification of SOME/IP (Scalable Service-

Oriented Middleware over IP), a foundational communication standard for Automotive Ethernet in next-generation vehicles. This historic step is set to enable collaboration, unlocking broader innovation and accelerating software maturity across the mobility ecosystem.

SOME/IP, originally started by Bayerische Motoren Werke (BMW), has become one of the most widely deployed middleware protocols for in-vehicle Ethernet communication, operating in more than 40 million vehicles worldwide. It enables large amounts of data to be transferred in a very secure manner into different ECUs, sensors, cameras, and cloud services in the vehicle over Automotive Ethernet. These capabilities are central to the progression of Software-Defined Vehicles (SDVs), and advanced driver assistance.

Freshworks Appoints Kady Srinivasan as Chief Marketing Officer

Freshworks has announced that Kady Srinivasan has joined as its Chief Marketing Officer, bringing over 15 years of leadership experience driving large-scale marketing transformations at high-growth SaaS companies. Srinivasan will lead Freshworks' global marketing strategy to amplify the company's mission to deliver exceptional customer and employee experiences with uncomplicated service software. Srinivasan will report to Mika Yamamoto, who serves as Freshworks' Chief Integrated Customer Growth Officer, and continues to oversee Marketing, Customer Support, and the Small Business and Commercial Sales and Customer Success organizations.

"Kady's mix of experience is a strong fit for Freshworks," said Mika Yamamoto. "She has successfully led large-scale, sustained marketing transformations and built high-performing global marketing engines that drive predictable, measurable growth across PLG, inbound, and enterprise go-to-market models. On top of her exceptional leadership qualities and proven business results, Kady upholds our value of putting customer needs at the center of brand building."

Srinivasan most recently served as Chief Marketing Officer at You.com, an AI search infrastructure company, and Lightspeed Commerce, Inc. (NYSE: LSPD), a payments platform provider. During her tenure at Lightspeed, she doubled market share in key regions, quadrupled marketing efficiency, and helped drive 25% year-over-year growth at scale.

Securonix Enters Strategic Partnership with Orient Technologies to Deliver Advanced AI-powered SIEM Capabilities Across India

Securonix, Inc. announced a strategic partnership with Orient Technologies, a prominent player in the transformative IT solutions domain. In the MSSP space, Orient offers a full spectrum of cybersecurity solutions, with a focus on proactive security measures. The partnership aims to address the rapidly evolving digital threat landscape by driving impactful innovation in cybersecurity with Unified Defense SIEM powered by Agentic AI for the modern Security Operations Centre (SOC) experiences to customers across India.

This critical alliance further supports Securonix's growth strategy in India, leveraging Orient Technologies' extensive knowledge of the regional cybersecurity landscape. By integrating expertise of both the partners, the partnership seeks to equip businesses and PSUs with robust, proactive security measures.

Observability Delivers Up to 10x ROI for Telcos: New Relic Study

New Relic, an Intelligent Observability company, has released its State of Observability for Telecommunications and Technology report, which reveals the dramatically different approaches to observability adoption being taken by these two industries. Surveying over 500 engineering leaders and IT team members at telecommunications and technology companies, the report is based on data from the New Relic 2025 Observability Forecast. The report reveals a link between companies using AI and realizing a strong return on investment (ROI) by adopting observability to monitor AI systems. The data also suggests that telcos are betting big on AI-powered observability, while technology companies lead the way in traditional monitoring capabilities.

The research reveals that 57% of telcos and 27% of technology respondents experience high-business-impact outages weekly or more. The cost of this downtime is staggering and a shared concern for both industries. High-impact outages cost telcos an average of \$2 million per hour, compared to \$1.6 million per hour for technology companies. For technology companies, outages can be linked to revenue loss and operational problems, but for telcos, the stakes are higher.

NETGEAR and Riedel Communications Strike Global Technology Partnership

NETGEAR, a leading provider of intelligent networking solutions designed to power extraordinary experiences, has announced a global technology partnership with Riedel Communications, known for its innovative tools that power live production across media, sports, and entertainment. As a first step, the collaboration brings together NETGEAR AV's managed switches in the M4350 series with Riedel's cutting-edge MediorNet Muon A processing SFPs to deliver ST 2110 Gateway functionality for decentralized signal distribution over standard IP networks.

Now underway and spanning global markets, the partnership begins with Riedel carrying NETGEAR's M4350-16V4C Fully Managed Switch (VSM4320C) — a high-performance 25G/100G switch featuring 25G SFP28 ports, 100G uplinks, and SMPTE ST 2110 Grandmaster and Boundary Clock functions. NETGEAR's switches provide seamless connectivity and reliable, stable performance, enabling robust AV-over-IP systems for broadcast, live events, and commercial AV installations.

Keeper Security Appoints Tim Strickland as Chief Revenue Officer

Keeper Security, the leading provider of zero-trust and zero-knowledge cybersecurity software protecting passwords and passkeys, infrastructure secrets, remote connections and endpoints, today announces the appointment of Tim Strickland as Chief Revenue Officer (CRO). Strickland will lead Keeper's global revenue organisation, driving go-to-market strategy, customer growth and channel expansion as demand accelerates globally for modern Privileged Access Management (PAM) and identity security solutions.

Strickland brings more than two decades of executive leadership experience scaling high-performance revenue teams at category-defining SaaS companies. Most recently, he served as Chief Revenue Officer at ZoomInfo, where he guided the company through a successful IPO, built its customer growth and strategic sales functions and oversaw the go-to-market integration of eight acquisitions.

Prior to ZoomInfo, Strickland held senior revenue leadership roles at Marketo, where he played an integral role in the company's growth, its take-private acquisition by Vista Equity Partners and subsequent sale to Adobe. His responsibilities spanned enterprise sales, account management, customer success and global channel development.



PRASHANTH G J
CHIEF EXECUTIVE OFFICER AT TECHNOBIND

"BY INTEGRATING ABSOLUTE SECURITY INTO OUR PORTFOLIO, WE ARE EQUIPPING OUR PARTNERS AND CUSTOMERS WITH THE ABILITY TO MAINTAIN OPERATIONAL CONTINUITY EVEN IN THE FACE OF SOPHISTICATED ATTACKS AND SYSTEM FAILURES. THIS COLLABORATION REINFORCES OUR FOCUS ON DELIVERING MEANINGFUL TECHNOLOGY INTERVENTIONS THAT ADDRESS REAL-WORLD CHALLENGES."

TECHNOBIND SECURES ABSOLUTE SECURITY'S PARTNERSHIP TO ADVANCE RESILIENT SECURITY SOLUTIONS ACROSS INDIA

Expansive Partner Network Extends the Absolute Security Cyber Resilience Platform to Help Indian Enterprises Remain Secure, Compliant, and Ready to Stop Downtime Caused by Security Incidents and Software Failures

Very recently, TechnoBind, a specialist distributor focused on data and associated domains, an enterprise cyber resilience leader, announced a strategic collaboration with Absolute Security, to deliver advanced security and resilience capabilities to enterprises across India. Industry pundits are at one that the collaboration will strengthen the cyber resilience and security posture of Indian organisations that are increasingly managing distributed workforces, hybrid infrastructures, and rising ransomware threats.

Prioritizing cyber resilience over conventional protection strategies

India's rapid digitalisation has accelerated the adoption of cloud, remote endpoints, and mobile work environments. Although these advancements have created operational agility, they have also widened the attack surface. Enterprises are now prioritising cyber resilience over conventional protection strategies, with greater emphasis on continuous visibility, control, and automated recovery. The combined capabilities of TechnoBind Solutions and Absolute Security will support this shift by providing organisations with a platform that monitors, heals, and protects devices and mission-critical applications, even when they are compromised, crashing, or offline.

Equipping customers to maintain operational continuity

"Absolute Security brings a rare capability to the market with its firmware-embedded resilience technology, which is becoming critical as endpoints grow more distributed and harder to manage," said Prashanth G J, Chief Executive Officer at TechnoBind. "By integrating Absolute Security into our portfolio, we are equipping our partners and customers with the ability to maintain operational continuity even in the face of sophisticated attacks and system failures. This collaboration reinforces our focus on delivering meaningful technology interventions that address real-world challenges."

Riding TechnoBind's wider partner network

The collaboration introduces the Absolute Security Cyber Resilience platform to TechnoBind's expansive partner network, enabling channel partners to meet growing demand for solutions that can maintain security integrity, enforce compliance, support regulatory readiness, and stop downtime caused by security incidents and software failures. The Absolute Security platform provides resilient endpoint security and management that delivers device connectivity, control, visibility, and vulnerability and patch management; SSE for secure and compliant always-on access; and automated self-healing for operating

system (OS) and critical security applications. In India, these capabilities are especially relevant for sectors with stringent uptime and regulatory requirements, including BFSI, healthcare, government, and education.

Addressing complex enterprise security challenges

"This collaboration with TechnoBind Solutions allows Absolute Security to extend its platform to one of the world's fastest growing technology markets," said Achi Lewis-Dhaliwal, AVP, EMEA - India at Absolute Security. "TechnoBind has built a strong reputation for enabling its partner ecosystem with solutions that address complex enterprise security and compliance use cases. Together, we are supporting organisations in India by providing resilience capabilities that ensure security controls stay operational and devices remain recoverable under all conditions."

Delivering Absolute Security's full suite of cybersecurity

Through this collaboration, TechnoBind Solutions will deliver distribution, technical support, partner training, and enablement for Absolute Security's full suite of cybersecurity and resilience solutions. The initiative will also focus on helping Indian enterprises transition from device-centric management models to resilience-based strategies that ensure uninterrupted productivity. 



JOHN WHITTLE

CHIEF OPERATING OFFICER AT FORTINET

"BY MOVING FIREWALLING, SEGMENTATION, AND ZERO-TRUST CONTROLS ON THE DPU, WE HELP ORGANIZATIONS IMPROVE ISOLATION, REDUCE LATENCY, AND SIMPLIFY CONSISTENT POLICY ENFORCEMENT ACROSS THEIR ENVIRONMENTS."

EMBEDDING SECURITY DIRECTLY INTO AI AND PRIVATE CLOUD INFRASTRUCTURE

The collaboration integrates firewalling, segmentation, and policy enforcement directly into NVIDIA BlueField-accelerated infrastructure for higher performance, stronger isolation, and simpler operations

Fortinet has announced an integrated solution featuring FortiGate VM, Fortinet's virtual cloud firewall, running directly on the NVIDIA BlueField-3 data processing unit (DPU). This integration embeds networking and brings isolated infrastructure acceleration into the AI Factory, allowing core security functions to run on BlueField instead of the host. By moving protection into the data center infrastructure itself, the solution helps enterprises secure high-performance private cloud and AI environments without slowing critical workloads.

DPU-Based Cloud Firewall Security

"As enterprises are modernizing their data centers to support AI, private cloud and edge applications require much higher throughput than traditional workloads. Integrating FortiGate VM on BlueField-3 DPU gives customers a practical way to keep security aligned with these new performance demands. By moving firewalling, segmentation, and zero-trust controls on the DPU, we help organizations improve isolation, reduce latency, and simplify consistent policy enforcement across their environments," said John Whittle, Chief Operating Officer at Fortinet

Enforcing firewalling, segmentation and zero-trust policies at line rate

"AI factories demand an entirely new class of secure, accelerated infrastructure. By running

FortiGate VM directly on NVIDIA BlueField-3 DPUs, we're extending the model of infrastructure-offloaded services to include advanced security," said Kevin Deierling, Senior Vice President of Networking at NVIDIA. "This collaboration allows organizations to enforce firewalling, segmentation and zero-trust policies at line rate, without impacting GPU workloads. Together with Fortinet, we're delivering the secure, high-performance fabric customers need to build and scale their AI-powered data centers with confidence."

A New Era of Infrastructure Acceleration

As AI and private-cloud architectures evolve, organizations are building high-density accelerated computing clusters and faster data center fabrics to support latency-sensitive workloads. By bringing isolated infrastructure acceleration directly into the compute stack, organizations can keep pace with AI-scale traffic and maintain consistent protection across their environments.

Securing hybrid, multi-cloud, and AI factories

Powered by the FortiOS operating system, FortiGate VM delivers industry-leading next-generation firewall capabilities that secures hybrid and multi-cloud, and now AI factories, with consistent security policies and centralized visibility and management, reducing complexity for security

teams. Integrating FortiGate VM on NVIDIA BlueField allows organizations to offload core security functions, including firewalling, segmentation, and zero-trust controls from the host CPU to the DPU.

Eliminating performance impact

This shift eliminates performance impact while improving multitenant isolation, throughput, and inspection accuracy for AI workloads. Deployed on BlueField, FortiGate VM enforces segmentation policies directly within the infrastructure fabric. As a result, organizations gain the following performance and security benefits:

- Zero-impact high-performance: FortiGate VM running on BlueField executes on the DPU, bypassing the host CPU, reducing latency and enabling higher throughput for massive traffic loads.
- Zero-trust segmentation and isolation: BlueField offloads networking and security functions in an isolated trust domain, purpose-built for isolating the security plane from compute workloads.
- Simplified private-cloud integration: The validated guide covers configuration using standard Open vSwitch bridges (OVS switches for WAN and VXLAN LAN tunnels) and deployment of FortiGate VM images on BlueField-enabled

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YUKTI PUNJABI
DIRECTOR - ECOSYSTEM, IBM INDIA & SOUTH ASIA

"PARTNERS LIKE SAVEX ARE AT THE HEART OF IBM'S TRANSFORMATION AND GROWTH, HELPING US LEVERAGE OUR COMBINED EXPERTISE TO SERVE OUR CLIENT'S NEEDS. WITH THIS COLLABORATION WE WILL LEVERAGE SAVEX'S LARGE NETWORK OF PARTNERS TO DRIVE IBM TECHNOLOGY AND SCALE IN EMERGING MARKETS."

SAVEX-IBM TANGO TO HELP ACCELERATE HYBRID CLOUD AND AI ADOPTION

The collaboration is designed to empower Savex's extensive network of over 10,000 partners with access to IBM's complete suite of Hardware, Software, Cloud, and Services solutions, reinforcing India's digital transformation across all market segments.

Leading Information and Communication Technology (ICT) distribution company Savex Technologies took a significant step to expand its cloud offerings. The ICT distributor entered into a strategic distribution collaboration with IBM. The much talked about collaboration is designed to empower Savex's extensive network of over 10,000 partners with access to IBM's complete suite of Hardware, Software, Cloud, and Services solutions, reinforcing India's digital transformation across all market segments.

Commitment to Channel Enablement and Growth

Central to this collaboration is Savex's commitment to enabling its channel ecosystem. The com-

pany will appoint dedicated technical resources to support and enable new business growth, ensuring partners have the necessary expertise:

- **Dedicated Teams:** Establishing teams to handle both pre-sales and post-sales customer support.
- **Partner Training:** Conducting focused enablement training sessions to equip partners, including those in smaller cities, with the knowledge and skills required to successfully pitch and sell IBM solutions.
- **Logistics and Reach:** Utilizing its robust logistics and ability to deliver in over 750 cities across India, supported by 39 sales offices and 42 stock locations.

Expanding Cloud and Technology

Access via Strong Partner Network

"We have transformed the IBM Ecosystem to be a multi-billion-dollar growth engine to capitalize on the AI and hybrid cloud market opportunity. Partners like Savex are at the heart of IBM's transformation and growth, helping us leverage our combined expertise to serve our client's needs. With this collaboration we will leverage Savex's large network of partners to drive IBM technology and scale in emerging markets," said Yukti Punjabi, Director - Ecosystem, IBM India & South Asia.

Savex's Focus on Partner-Centric Growth and Cloud-Native Innovation

"With this strategic collaboration, we will empower our enterprise partners to build and deploy cloud-native applications and enable their customers for managing and running their solutions and services effectively with all benefits of the cloud. As partners have always been central to our business growth strategy, this new and expanding IBM-centric capability will enable us to address specific needs of our mutual customers across the country," said Atul Gaur, Director for Savex Technologies Pvt. Ltd.

Leveraging Technical Expertise for Long-Term Success

"Savex's deep expertise in modern technology platforms and rigorous process control will be continually leveraged to ensure the resounding success of this collaboration,"

Atul further added. **SME**

Salient Points of the Savex-IBM Strategic Collaboration

- The partnership enables Savex's network of over 10,000 channel partners to access IBM's full portfolio of hardware, software, cloud, and services solutions.
- The collaboration strengthens India's digital transformation across enterprise, SMB, and emerging market segments.
- Savex will deploy dedicated pre-sales and post-sales technical teams to support partners and customers.
- Focused partner enablement and training programs will be conducted, including outreach to Tier-2 and Tier-3 cities.
- Savex's strong logistics infrastructure will support delivery across 750+ cities, backed by 39 sales offices and 42 stock locations.
- The partnership positions IBM's ecosystem as a key driver of AI and hybrid cloud growth in emerging markets.
- Enterprise partners will be empowered to build and deploy cloud-native applications efficiently.
- Customers will benefit from improved management, scalability, and operational efficiency of cloud-based solutions.
- Savex's expertise in modern technology platforms and rigorous process control will ensure effective execution and long-term success of the collaboration.



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.

ESCAN REPORT: INDIA'S CRITICAL INFRASTRUCTURE IN THE CROSSHAIRS OF AI-POWERED CYBER WARFARE

India has been witnessing an unprecedented rise in cyber attacks over the last couple of years, with a staggering 200,000 cyberattacks hammering the national power grid during Operation Sindoor and even tossing the President's website to go dark for 19 hours. 2026 is only expected to see such attacks intensify.

When India launched Operation Sindoor in May 2025, responding to the brutal Pahalgam terror attack, most Indians watched missile strikes on television. What they didn't see, and what happened to transpire in the background: 200,000 simultaneous cyberattacks hammering the national power grid. The President's website went dark for 19 hours. BSNL's systems crashed for days.

Welcome to 2026, where military conflict and cyber warfare have become inseparable twins.

The Bill Comes Due in May

The Operation Sindoor attacks weren't random chaos - they were precision-guided digital warfare. Seven Advanced Persistent Threat (APT) groups launched 1.5 million attacks over three days, deploying DDoS barrages, malware targeting SCADA systems, and sophisticated phishing disguised as government communications.

India's defenses blocked 99.99% of these attacks. But that still left 150 successful breaches. And as Union Power Minister Manohar Lal Khattar noted, tracing attack origins is nearly impossible - they can originate "from any corner of the world."

This matters because India's critical infrastructure has never been more exposed. AIIMS Delhi was hit twice in seven months during 2022-23. The SPARSH portal breach in January 2024 exposed defense personnel data through a misconfigured cloud storage bucket - not a sophisticated exploit, just a checkbox that wasn't checked.

AI Democratizes Advanced Attacks

Microsoft's 2024 Digital Defense Report, analyzing 78 trillion security signals daily, found a 2.75x year-over-year increase in human-operated ransomware attacks, with AI enabling attackers to operate at unprecedented scale.

At eScan, where we protect government agencies across 90+ countries, we've observed this democra-

tization firsthand. AI-powered tools now fingerprint systems, identify vulnerabilities, and deploy exploits faster than humans can read disclosure notices.

Consider the deepfake epidemic. In July 2025, doctored videos of Prime Minister Modi and Finance Minister Sitharaman promoting fraudulent platforms spread so convincingly that the government issued official warnings. A Pune resident lost ₹43 lakh to a deepfake of Infosys founder Narayana Murthy. The victim was technically literate. The forgery was just that good.

Supply Chains: The Hidden Vulnerability

The February 2025 Marks & Spencer breach demonstrated how trust relationships become liability chains. Attackers socially engineered TCS help desk staff in India, obtained credentials, and moved laterally into M&S's systems. Breach cost: £300 million. Cost of the initial social engineering call: essentially zero.

Verizon's 2024 Data Breach Investigations Report found supply chain attacks now account for 15% of all breaches, a 68% increase from the previous year. Our experience deploying eScan Enterprise DLP validates this: organizations increasingly request vendor risk assessment capabilities because their security is only as strong as their weakest third-party connection.

For India's IT services sector - the global back office for countless enterprises - any compromise in Bangalore, Pune or Hyderabad can cascade worldwide.

Cloud and AI: The 2026 Convergence

IBM's research revealed that 34% of breaches in India involved data on public clouds, with these incidents costing INR 227 million on average. Breaches spanning multiple environments took 327

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TECH PREDICTIONS 2026: HOW THE IT CHANNEL WILL REDEFINE ITS ROLE IN THE NEXT DIGITAL CYCLE

India will account for one of the fastest-growing enterprise technology markets in the world in 2026. But growth alone will no longer guarantee relevance for the IT channel. Data shows that the channel is entering its most decisive transformation in two decades.

BY MANASH RANJAN DEBATA
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For decades, the IT channel has been the engine that translated technology innovation into enterprise adoption. From PCs and servers to networking, cloud, and cybersecurity, channel partners have been the last mile—and often the most critical mile—of digital transformation.

But as we step into 2026, the rules of the game are changing faster than ever.

The familiar model of selling boxes, licenses, and implementation hours is under pressure. Enterprises are demanding outcomes, not components. Vendors are rethinking routes to market. AI is automating routine work and margins are thin-

ning even as complexity explodes.

Nonetheless, paradoxically, the importance of the IT channel has never been greater.

Tech Predictions 2026 is not just about what technologies will dominate the year ahead—it is about how those technologies will play out and mould and reshape the channel ecosystem, rede-

**ATUL LUTHRA**

CEO, ZERODAY OPS AND CO-FOUNDER, 5TATTVA

“STRONG AI AUDITS WILL NOT SLOW THE BUSINESS; THEY WILL ENABLE SCALE, CLARITY, AND CONFIDENCE. THE FUTURE BELONGS TO ENTERPRISES THAT CAN CLEARLY EXPLAIN HOW AI DECISIONS ARE MADE, MONITORED, AND CORRECTED, TURNING GOVERNANCE INTO A COMPETITIVE ADVANTAGE RATHER THAN A CONSTRAINT.”

environments, while managed services will contribute 40%+ of channel revenues, up from ~25% in 2022. As a testament to the rising importance of New age technologies like AI, the study estimates AI-led solutions will influence nearly 70% of all new IT investments in the country.

Thus, the numbers point to one conclusion: the Indian IT channel is no longer a distribution layer—it is becoming a delivery layer for outcomes.

Channel to move from “Middleman” to “Mission-Critical” role

The most important shift in 2026 will not be technological—it will be structural. Enterprises are overwhelmed. They face too many tools, too many vendors, too many security alerts, too many AI promises as well as too few skilled professionals. This deluge, this chaos creates a powerful opportunity for the IT channel.

In 2026, customers will no longer want partners who merely supply technology. They will

**GOVIND RAMMURTHY**

CEO & MANAGING DIRECTOR, ESCAN

“THE WINNERS IN 2026 WON’T BE THOSE WITH THE HIGHEST WALLS BUT THOSE ORGANIZATIONS THAT ASSUME COMPROMISE, DETECT RAPIDLY, AND CONTAIN EFFECTIVELY - TREATING SECURITY AS OPERATIONAL RESILIENCE RATHER THAN PERFECT PREVENTION.”

seek trusted navigators—partners who can design, integrate, secure, optimize, and continuously manage complex digital environments.

Channel Reality Check

If you walk through the channel market, you will be greeted by procurement-led buying giving way to outcome-led decision-making. CIOs are increasingly insistent on fewer partners—but deeper relationships. Vendors no longer just add more partners but choosy about partners who can create demand, not just fulfil it.

Thus, the channel’s future lies in the ownership of outcomes, not ownership of inventory.

AI to Rewrite the Channel Playbook

Artificial Intelligence will be the single biggest disruptor—and opportunity—for the IT channel in 2026. Clearly, the experimentation phase is over. Enterprises now want AI that can help improve productivity, reduce operational cost, enhance security, and accelerate decision-making. This creates multiple inflection points for channel partners.

“As we look at 2026, one thing is clear: cus-

fine partner value, and separate survivors from leaders. This SME Channels New Year Special Feature attempts to bring all these and more succinctly before you.

With Tech Upsurge, Channel Takes Centre Stage

India’s technology market has crossed a critical threshold. Digital adoption is no longer driven by experimentation or policy push alone—it is driven by economic necessity, competitive pressure, and regulatory enforcement.

As per a Gartner estimate, by 2026, India’s enterprise IT spending is projected to grow at 11–13% CAGR, faster than any major economy. Over the same period, over 65% of enterprise workloads will operate in hybrid or multi-cloud

**CHETAN JAIN**COFOUNDER & MANAGING DIRECTOR,
INSPIRA ENTERPRISE

"SELF-DEFENDING ENVIRONMENTS WILL BE CREATED IN SECURITY OPERATIONS CENTERS (SOCs), WHICH WILL BE POWERED BY AUTONOMOUS SECURITY OPERATIONS AND PREDICTIVE ANALYTICS, OPERATING WITH MINIMAL HUMAN INTERVENTION."

tomers are no longer buying technology for experimentation—they are buying it to solve real business problems. For our partners, success will come from moving beyond selling individual tools to delivering integrated outcomes across security, data, cloud, and infrastructure," says Prashanth G J, CEO at TechnoBind.

"AI will become less visible but far more impactful—embedded into platforms to improve security, optimise infrastructure, and enable smarter, faster decisions. Cybersecurity will continue its shift towards identity-first and Zero Trust models as threats become more automated and AI-driven, making trust and compliance central to every customer conversation," he adds.

How AI Impacts the Channel

Amongst the most probable things in 2026 will be AI getting sold as use cases—AI-powered SOCs, AI-driven service desks, AI-assisted DevOps—not as standalone products. AI models require tuning, monitoring, governance, and lifecycle management—perfect for MSP-led models. Thus, MSP-led models will gain prominence. Skills are likely to become the key differentiator.

**OLIVIER JOUVE**

CHIEF PRODUCT OFFICER, GENESYS

"IN THE AGE OF AI, TRANSPARENCY WILL BECOME THE NEW CURRENCY OF CORPORATE TRUST, AND AS AGENTIC AI SYSTEMS GAIN AUTONOMY, THE WAY ORGANIZATIONS DEMONSTRATE ACCOUNTABILITY WILL DEFINE THEIR CREDIBILITY."

Partners who invest early in AI architecture, data engineering, and AI governance will pull far ahead.

The Hard Truth

Partners who treat AI as "just another add-on" will lose relevance. Those who build repeatable AI-led solutions will become indispensable.

In 2026, AI will not eliminate the channel—it will separate builders from sellers.

Optimization Is the Hero—Not Cloud Itself

Cloud once represented growth, transformation, and modernization. In 2026, it will represent control, cost, and accountability. Enterprises are realizing that cloud without governance is expensive, inefficient, and risky. This shift works strongly in favor of the channel.

Cloud Predictions for 2026

Hybrid-by-Default: On-prem, private cloud, public cloud, and edge will coexist.

FinOps Goes Mainstream: Customers will demand cost transparency and optimization as

**BALAJI RAO**AREA VP INDIA, AND SAARC AT
COMMAULT

"FOR INDIAN ENTERPRISES SCALING AI IN A REGULATED WORLD, THE MANDATE IS CLEAR: RESILIENCE MUST BE DESIGNED BY DEFAULT. THOSE WHO TREAT TRUST AS AN ARCHITECTURAL OUTCOME, NOT AN OPERATIONAL PROMISE, WILL BE THE ONES ABLE TO INNOVATE, RECOVER, AND COMPETE WITH CONFIDENCE."

a service.

Cloud Exit Strategies: Some workloads will move out of hyperscalers.

In 2026, partners who help customers spend less and perform better in the cloud will earn more trust than those pushing blind migration. There would be more focus on cloud assessment, migration, repatriation, and optimization services; multi-cloud management platforms; and vertical cloud blueprints.

"Rising cloud costs, infrastructure complexity, and data growth will force customers to seek efficiency, governance, and long-term value. Partners who can help customers simplify, secure, and scale responsibly—using the right mix of technology, architecture, and services—will stand out. In 2026, growth will belong to partners who focus on outcomes, build trust, and work closely with the ecosystem to deliver measurable impact," says Prashanth G J, CEO at TechnoBind.

Cybersecurity Becomes a Managed



ALOK NIGAM
MANAGING DIRECTOR
BROTHER INTERNATIONAL INDIA

"AS WE MOVE INTO 2026, TECHNOLOGIES LIKE ON-DEVICE AI AND ADVANCED CONNECTIVITY WILL PLAY A CRITICAL ROLE IN CREATING PRODUCTS THAT ARE NOT ONLY SMARTER, BUT ALSO MORE RESPONSIBLE AND BETTER ALIGNED WITH LONG-TERM USAGE."

Survival Function

Cybersecurity will undergo a philosophical paradigm shift in 2026. Instead of asking, "Can we prevent attacks?" enterprises will demand, "How fast can we detect, contain, and recover?" This mindset will fundamentally strengthen the MSP and MSSP model.

Security Trends Reshaping the Channel

The year will see Assume Breach Architecture becoming standard, while Zero Trust moves from concept to enforcement. With rising application of AI, cybersecurity will also feel the heat. Increasingly, AI-Driven Attacks will necessitate and force AI-driven defense, with regulatory pressure rising increases across the sectors. "Cybersecurity and data privacy will become critical as AI-driven attacks rise. Cloud, AI, and automation together will reshape how businesses operate end-to-end," says Nazmeen Ansari, CEO, Matrix 3D Tech.

"Autonomous 'agentic' AI systems will be leveraged by criminals to adapt and exploit, while defenders will leverage them to contain threats. Self-defending environments will be created in



DIPESH KAURA
COUNTRY DIRECTOR- INDIA & SAARC,
SECURONIX

"AT SECURONIX, WE ARE REDEFINING WHAT IT MEANS TO LEAD IN CYBERSECURITY BY BUILDING THE MODERN SOC OPERATING SYSTEM, WHICH IS AI-REINFORCED, CLOUD-NATIVE OUTCOME-DRIVEN, AND TRUSTED BY THE WORLD'S MOST DEMANDING ENTERPRISES."

security operations centers (SOCs), which will be powered by autonomous security operations and predictive analytics, operating with minimal human intervention," Chetan Jain, Cofounder & Managing Director, Inspira Enterprise.

So, what will be the channel impact? Well, cybersecurity vendors and partners will find one-time security projects on the decline as 24x7 managed security services surge ahead. Along with this, cyber resilience, incident response, and compliance consulting will grow rapidly.

Thus, for the channel, cybersecurity in 2026 will no longer be a product category but a well-defined long-term service relationship.

Hardware to Make a Strategic Comeback

After years of software dominance, 2026 is poised to be the year when purpose-built hardware is likely to make a strong comeback—and of course, along with it, bring new channel opportunities.

India's traditional channel strength has been scale. But scale is losing its advantage. If market



JITESH CHOUHAN
CEO, RUBIK INFOTECH

"ADVANCES IN AGENTIC AI, MULTIMODAL MODELS, AND PHYSICAL AI WILL DRIVE REAL-WORLD APPLICATIONS ACROSS INDUSTRIES LIKE CYBERSECURITY, MANUFACTURING, AND HEALTHCARE. QUANTUM COMPUTING AND NEXT-GEN CONNECTIVITY LIKE 6G ARE ALSO POISED FOR BREAKTHROUGHS."

signals are anything to go by hardware margins in India have declined by 30–40% over the past five years, while software resale margins have fallen below 8–10% for most enterprise SKUs and services-led engagements show 2–3x higher customer lifetime value.

At the same time, enterprises are consolidating vendors by 20–25%, while average deal cycles are getting shorter, but accountability expectations are going in the opposite direction, turning higher than before. Many industry studies point out that in 2026, Indian partners generating over 50% of revenue from services and IP will significantly outperform pure-play resellers on profitability and valuation.

AI Enters Core Budget Line

AI spending in India is expected to grow at 35–40% CAGR through 2026, making it the fastest-growing technology segment. But ironically, over 75% of Indian enterprises do not have in-house AI deployment or governance capability in place currently.



AMIT LUTHRA
MD, LENOVO ISG INDIA

“THE REAL DIFFERENTIATOR IN 2026 WILL BE THE ABILITY TO OPERATIONALIZE AI RESPONSIBLY - STRENGTHENING DATA QUALITY, MODERNIZING INFRASTRUCTURE, AND SCALING SECURELY AND SUSTAINABLY. THE ONES THAT BUILD STRONG DIGITAL FOUNDATIONS AND INVEST IN HYBRID-READY, ENERGY-EFFICIENT AI INFRASTRUCTURE WILL LEAD INDIA'S NEXT PHASE OF GROWTH.

So this leaves lot of space for further AI penetration. And if early market signals are anything to go by, this creates sustained demand for AI deployment services; model tuning and lifecycle management; data engineering and pipeline integration; and AI compliance and risk management.

“Despite regulatory pressures and economic uncertainty, organizations will lean even further into AI in 2026. As adoption grows, ethical considerations will become more relevant, prompting AI and IT leaders to emphasize responsible governance and transparency, balancing speed with accountability. IT teams will also focus on deploying agentic AI to transform service management & delivery, which will fundamentally change how IT effectiveness is measured,” states Joseph George, General Manager of IT Solutions Group at GoTo

“Instead of examining ticket resolution rates,



NAZMEEN ANSARI
CEO, MATRIX 3D TECH

“COMPUTING WILL MOVE CLOSER TO USERS THROUGH EDGE AI, WEARABLES, AND AMBIENT DEVICES, WHILE CYBERSECURITY AND DATA PRIVACY WILL BECOME CRITICAL AS AI-DRIVEN ATTACKS RISE. CLOUD, AI, AND AUTOMATION TOGETHER WILL RESHAPE HOW BUSINESSES OPERATE END-TO-END IN 2026.”

organizations will focus on how well IT proactively prevents problems and drives business outcomes. However, as AI becomes more pervasive, organizations risk over-automation—applying AI in fully autonomous mode where human judgment should be required to work in concert with AI—and will need to regularly reassess their approaches to maintain the right balance,” he further adds.

“As we look toward 2026, the biggest technology bet for India will be the shift from experimental AI to enterprise-scale, outcome-driven AI. As per Lenovo CIO Playbook 2025, there was a decisive move toward applied AI - with 61% of Indian enterprises already piloting projects and AI's share of IT spend rising 3.3x. This reflects a market that now expects over 3.6x ROI from AI investments and is ready for large-scale deployment,” says Amit Luthra, MD, Lenovo ISG India. “The most transformative shift will be the rise of hybrid AI operating models. With 65% of organizations preferring hybrid cloud for AI workloads, Indian enterprises are increasingly blending edge, core,



BHARAT CHHEDA
FOUNDER, N-TECH AUTOMATION

“WE’LL WITNESS AI EVOLVING FROM A SUPPORTIVE TOOL TO AN INVISIBLE DECISION-MAKER, SHAPING CHOICES IN WAYS CONSUMERS CAN’T FULLY COMPREHEND, WITH THE BIGGEST DISRUPTION OCCURRING IN RETAIL AND PURCHASING BEHAVIOUR. AI WON’T JUST ASSIST; IT WILL ANTICIPATE DESIRES AND INFLUENCE DECISIONS BEYOND EXPECTATIONS.”

and cloud to balance performance, sovereignty, and cost. At the same time, demand is growing for domain-specific AI models in BFSI, healthcare, manufacturing, and government, supported by greater adoption of AI-powered devices at the edge.”

“However, the true differentiator in 2026 will be the ability to operationalize AI responsibly - strengthening data quality, modernizing infrastructure, and scaling securely and sustainably. The organizations that build strong digital foundations and invest in hybrid-ready, energy-efficient AI infrastructure will lead India's next phase of growth,” adds Luthra.

“Asia Pacific is setting the global pace for AI adoption, with consumers and enterprises advancing faster than any other region. This momentum is creating tremendous opportunity, but also redefining how cyber threats emerge and scale,” stresses Adrian Hia, Managing Director for Asia Pacific at Kaspersky.



GURPREET SINGH BHATIA
MANAGING DIRECTOR, ARROW PC
NETWORK PVT LTD

"2026 IS A TIME OF BIG CHANGES, WITH AI GROWING FASTER THAN WE CAN FULLY UNDERSTAND. THINGS FEEL UNCLEAR, AND THE FUTURE CAN SEEM CONFUSING BUT CHALLENGES ALSO BRING THE BEST CHANCES TO GROW."

Reuben Koh, Director of Security Technology & Strategy at Akamai, affirms, "We anticipate a fundamental shift in how cyberattacks unfold in APAC in 2026 with faster, more automated and increasingly self-directed threats powered by AI. Attackers will leverage both generative AI and autonomous AI capabilities that can scan for weakness, test entry points and launch exploits with minimal human involvement. This machine-driven model compresses the timelines of breaches that once unfolded over weeks to within hours, raising risk across high-value digital markets."

In the age of AI, transparency will become the new currency of trust. As agentic AI systems gain autonomy, the way organizations demonstrate accountability will define their credibility, creating new opportunities for the channel. Just as ESG redefined corporate responsibility, agentic transparency will reshape how organizations are judged by customers, employees, regulators and society at large. Genesys research reveals a widening trust gap: 80% of consumers surveyed expect clear AI governance, yet only 31% of CX leaders surveyed have comprehensive oversight. As thousands of AI agents act and collaborate across enterprise ecosystems, transparency must scale



SATYAJEET SATPATHY
DIRECTOR - SALES & MARKETING,
EPSON INDIA

"AS WE MOVE INTO 2026, THE ADOPTION OF EPSON'S DIGITAL INKJET PRINTING TECHNOLOGY AND OTHER IMAGING TECHNOLOGIES ARE SET TO ACCELERATE ACROSS HOME, OFFICE, COMMERCIAL, INDUSTRIAL, AND TEXTILE SEGMENTS."

from individual models to interconnected networks. Growing regulatory scrutiny will demand proof that autonomous systems operate ethically and comply with emerging AI legislation and align with human and organizational values.

Enterprises will need to disclose who their AI agents are, what they're authorized to do and how they decide. Governance will evolve into a living framework that is explainable, auditable and accountable by design.

"The most advanced organizations will establish guardrails that ensure compliance with AI legislation while preserving innovation and agility. Forward-looking leaders will treat transparency not as a compliance check box, but as a strategic advantage by embedding trust and integrity into every decision loop. By turning responsible AI into a core operating principle, they will transform compliance into confidence and trust into lasting competitive strength," says Olivier Jouve, Chief Product Officer, Genesys.

Flavio Moraes Junior, MD & CCE, Ingram Micro India, says, "The tech landscape will continue to evolve at a rapid pace, and it would be interesting to keep a close eye on the rising prominence and acceptance of AI across verticals.



ADRIAN HIA
MANAGING DIRECTOR FOR ASIA
PACIFIC AT KASPERSKY

"ASIA PACIFIC IS SETTING THE GLOBAL PACE FOR AI ADOPTION, WITH CONSUMERS AND ENTERPRISES ADVANCING FASTER THAN ANY OTHER REGION. THIS MOMENTUM IS CREATING TREMENDOUS OPPORTUNITY, BUT ALSO REDEFINING HOW CYBER THREATS EMERGE AND SCALE."

While organizations have already experimented with multiple use cases of AI, the focus will now be more on achieving operational maturity to achieve tangible results."

In 2026, AI is estimated to contribute 20–25% of new services revenue for advanced Indian channel partners. Partners who build repeatable AI use cases—rather than custom one-offs—will scale faster and protect margins.

Since AI will play a dominant role through 2026, AI workloads that are compute-hungry, latency-sensitive, and power-intensive by nature will drive demand for GPUs, NPUs, and AI accelerators; smart edge devices; and secure, energy-efficient infrastructure.

"As we move into 2026, technologies like on-device AI and advanced connectivity will play a critical role in creating products that are not only smarter, but also more responsible and better aligned with long-term usage," says Alok Nigam, Managing Director for Brother International India.

Dipesh Kaura, Country Director- India & SAARC, Securonix, echoes, "In 2026, AI will



PRASHANTH G J
CEO AT TECHNOBIND

"IN 2026, GROWTH WILL BELONG TO PARTNERS WHO FOCUS ON OUTCOMES, BUILD TRUST, AND WORK CLOSELY WITH THE ECOSYSTEM TO DELIVER MEASURABLE IMPACT."

become the first responder to every event. It will perform initial triage, correlate signals across multiple data sources, and recommend actions before an analyst even begins an investigation. However, Boards and regulators will increasingly ask for proof of performance of security operations. Mean time to detect, mean time to respond, containment rates, and incident recurrence will evolve into the language of accountability between the CISO and the business.

Furthermore, the oversaturation of AI-powered security solutions will meet the distrust arising from empty promises and negative engagement with vendors, driving security buyers into hypervigilance. Security buyers will demand tangible ROI to dispel AI hype, and credibility will become the ultimate differentiator in a market filled with AI propaganda."

"At Securonix, we are redefining what it means to lead in cybersecurity by building the modern SOC operating system, which is AI-reinforced, cloud-native, outcome-driven, and trusted by the world's most demanding enterprises. We are working towards evolving the brand from a technology-centric leader to a customer outcome catalyst, one that delivers measurable value, actionable results, and operational clarity in an era of expanding threats and rising board expectations," Dipesh adds.



JAMES COOK
ASIA-PACIFIC GROUP VICE-PRESIDENT,
DIGICERT

"IN 2026, THE ORGANISATIONS THAT STAY AHEAD WILL BE THE ONES THAT TREAT IDENTITY, RESILIENCE, AND AUTHENTICITY NOT AS IT FUNCTIONS, BUT AS CORE PILLARS OF GOVERNANCE AND COMPETITIVE ADVANTAGE."

The predictions for 2026 includes AI shifting from experimentation to production-scale deployment, with a strong focus on efficiency, edge computing, and specialized hardware. "Advances in agentic AI, multimodal models, and physical AI will drive real-world applications across industries like cybersecurity, manufacturing, and healthcare. Quantum computing and next-gen connectivity like 6G are also poised for breakthroughs," says Jitesh Chouhan, President, ISODA.

Bharat Chheda, Founder, N-Tech Automation and President, ASIRT, agrees, "AI will continue to dominate the technology frontier, with intelligent agents becoming ubiquitous and seamlessly embedded into daily life. We'll witness AI evolving from a supportive tool to an invisible decision-maker, shaping choices in ways consumers can't fully comprehend. The biggest disruption will occur in retail and purchasing behaviour. AI won't just assist; it will anticipate desires and influence decisions beyond expectations."

Chheda further adds, "India is set to deliver a groundbreaking leap in quantum computing and AI, accelerating global innovation. These advancements will blur the lines between human



VENKAT SITARAM
SENIOR DIRECTOR AND COUNTRY
HEAD, INFRASTRUCTURE SOLUTIONS
GROUP AT DELL TECHNOLOGIES INDIA

"IN INDIA, AI IS MOVING FROM EXPERIMENTATION TO ENTERPRISE-SCALE TRANSFORMATION, AND THE REAL DIFFERENTIATOR WILL BE THE STRENGTH OF THE INFRASTRUCTURE POWERING IT."

intent and machine intelligence, ushering in an era where technology predicts, persuades, and personalizes at an unprecedented scale."

In India, AI is moving from experimentation to enterprise-scale transformation, and the real differentiator will be the strength of the infrastructure powering it. their architectures, build AI-ready data platforms and adopt agent-driven operations, they're recognizing that speed, control and resiliency matter more than ever.

"At Dell ISG, we're helping customers modernize with hybrid, high-performance AI infrastructure, from validated AI factory architectures to future-ready data management, governance and power-efficient designs. The next 18 months will reward enterprises that act decisively on modernization and sovereignty, and India has a unique opportunity to lead. Those who invest now will define the country's next decade of digital growth," says Venkat Sitaram – Senior Director and Country Head, Infrastructure Solutions Group at Dell Technologies India.

So, what does it mean for the partners? Well, for sure, infrastructure design skills will regain lot of importance, while bundled hardware + software + services offerings will surge; with lifecycle



FLAVIO MORAES JUNIOR
MD & CCE, INGRAM MICRO INDIA

"WHILE ORGANIZATIONS HAVE ALREADY EXPERIMENTED WITH MULTIPLE USE CASES OF AI, THE FOCUS WILL NOW BE MORE ON ACHIEVING OPERATIONAL MATURITY TO ACHIEVE TANGIBLE RESULTS."

management and refresh services returning to relevance.

Unlike the commoditized hardware era of the past, 2026 hardware will be more solution-driven than price-driven.

Go Vertical or Be Left Behind

We are seeing already horizontal, generic IT offerings losing appeal. In 2026, enterprises will increasingly choose partners who understand their industry, not just their infrastructure. The year is certain to see verticalization accelerating. This is likely to be felt across the sectors, with healthcare IT with compliance baked in; BFSI solutions with security and latency guarantees; manufacturing IT with OT-IT integration; and retail IT with real-time analytics and edge AI.

Channel Evolution will see more IP creation, more templates, accelerators, and frameworks, and stronger vendor co-creation.

Vertical expertise will allow partners to command higher margins and stickier relationships—a critical advantage in a crowded market.

Experience Towers above Everything Else

We all know enterprise customers are folks who

are tired of complexity. This will be year, when they are likely to favor solutions that are more intuitive, require minimal training, integrate seamlessly, and deliver insights at the point of action.

This will change how software will be sold—and who will sell it successfully.

Channel Advantage

The year 2026 will be the period when we shall see it is advantage channel all the way. Partners who customize workflows, simplify user journeys and integrate multiple platforms into a single experience, will emerge as a class of experienced architects, not just installers.

Low-code and no-code platforms will empower partners to build fast, differentiated solutions—if governance and security are handled the correct way.

Sustainability Enters Channel Conversation

After years of waiting at the fringe, sustainability is making it to the center of channel discourse. Sustainability is all poised to directly influence technology buying decisions in 2026.

This will be the time when vendors and partners are more likely to confront uncomfortable questions on sustainability. Enterprises will increasingly ask them: How energy-efficient is this infrastructure?; What is the carbon impact of this workload?; Can you help us meet ESG targets?

But this is not an unalloyed challenge. It comes with lot channel opportunity. The issue of sustainable practices and products calls for lot of green IT assessments; energy-efficient infrastructure design; hardware lifecycle and recycling programs; and sustainability reporting tools. This opens new vistas for channel business.

Stressing on sustainability, Satyajee Satpathy, Director – Sales & Marketing, Epson India, says, "As we move into 2026, this growth will be driven by the demand for economical, scalable, flexible, sustainable, and high-quality solutions. Adoption will increasingly extend into smaller markets, as consumers place greater emphasis on reliability, energy efficiency, and predictable operating costs rather than upfront price alone. Solutions that are easy to deploy, minimise waste, and are supported by robust service networks like Epson will be critical in meeting evolving market expectations."

Partners who ignore sustainability will lose deals—not because customers are idealistic, but because regulators and investors demand it.

Reset in Vendor-Partner Relationship

2026 will also be a year of hard conversations

between vendors and channel partners.

Vendors are rationalising partner ecosystems. Consequentially, partner counts are shrinking by roughly 15–20%, certification and specialisation requirements are increasing; and co-investment models are expanding. Thus, against this backdrop, for Indian partners, survival will depend on depth, not breadth.

Vendors would increasingly become more demanding, want better pipeline visibility; more specialization; and fewer but stronger partners. Partners want fair margins; predictable incentives; and protection from direct sales conflict.

So, what changes on the ground? Well, you will see emergence of performance-based partner tiers; more development of joint solutions; and co-investment in skills and marketing dotting the channel ecosystem. The most successful ecosystems will be those built on shared accountability, not just partner programs.

Recalibrating the New Channel Leader

As you can see, the permutations above will give rise to a different breed of channel leaders in the upcoming days. The archetype of the successful channel leader is definitely changing.

In 2026, the most successful partners will think like consultants, operate like service providers, innovate like startups, and finally, govern like enterprises. Given the changing dynamics of technology and the fast changing geo-strategic realities, the essential new channel leader will be more willing to invest in talent over territory, IP over inventory, and relationships over transactions.

2026: The Watershed Moment in Channel Business

A review of yester years clearly points to one thing: technology cycles come and go, but structural shifts are rare. The year 2026 represents such a shift. The IT channel clearly stands at a crossroad. The year will be determining. It will be a year when the channel would have to choose reinvention or irrelevance; outcome ownership or commoditization; strategic partnership or transactional decline.

The opportunity is immense. It's time when enterprises need guidance more than ever and vendors need capable partners than just headcounts. Technology complexity is exploding and appalling at the same time.

Those channel players who embrace specialization, services, AI, and accountability will not just survive 2026—they will define the next phase of growth and the next wave of enterprise technology.

Thus, the future of tech does not belong to platforms alone, rather it belongs to the partners who

Quick Playbook for Channel Success (2026)

PRIORITY	ACTION
AI	Build repeatable use cases + governance services
Cloud	Offer FinOps + hybrid governance bundles
Security	Expand managed capabilities (MSSP/MDR/IR)
Verticalisation	Develop industry-specific accelerators
SMB Market	Launch modular, subscription-based MSPs
Sustainability	Include energy/ESG metrics in solutions
Skills	Certify teams in cloud, AI, security

make technology work.

Cloud Industry: The FinOps Moment Arrives

India's cloud market has matured rapidly. In 2026, the cloud industry will see lot of new growth and development both in terms of market expansion as well as new tech adoption. Hybrid cloud adoption will exceed 70% in regulated industries, while over 40% of workloads will be actively optimised or re-architected and cloud exit or repatriation projects will increase, especially in BFSI and government-linked enterprises

For the channel, it's opportunities galore. FinOps, cloud governance, and workload optimisation will become high-margin consulting and managed services. Partners who help customers reduce cloud spend will often earn larger and longer contracts than those pushing consumption growth.

Cybersecurity: the Fastest-Growing Channel Revenue Stream

Cybersecurity spending in India is expected to cross USD 6–7 billion by 2026, driven by regulation, digital payments growth, and escalating threats.

Because of the high threat profile, India is likely to receive higher and more sophisticated cyber attacks in the current year. Cyber incidents in India have already increased by 2.5x in the last four years. The Mean Time to Detect (MTTD) in mid-sized enterprises still exceeds 20 days. Because of rising cost of Cyber attacks, MSPs are getting popular. As managed security services are seen to reduce breach impact costs by 35–45%, they will see increased traction.

"The winners in 2026 won't be those with the highest walls. They'll be organizations that assume compromise, detect rapidly, and contain effec-

tively - treating security as operational resilience rather than perfect prevention," says Govind Ram-murthy, CEO & Managing Director, eScan.

"What's changed is not just the threat landscape, but the cost of getting recovery wrong. In 2025, ransomware equations changed - recovery became drastically more expensive than prevention. At the same time, India's Digital Personal Data Protection Act turned data sovereignty into a strategic constraint on how systems are designed, from just a compliance exercise. Together, they have exposed a hard truth: speed without trust is a liability," states Balaji Rao, Area VP India, and SAARC at Commvault.

"AI is accelerating this shift and raising the stakes. As agentic and conversational AI systems gain autonomy, they inherit the risk embedded in the data they consume. When that data is compromised, recovery must go beyond infrastructure to re-establish data integrity and confidence in the AI systems built on it. This is why resilience is becoming continuous, with AI enabling constant validation, automated recovery testing, and enforceable control across cloud, SaaS, and hybrid estates."

Balaji further adds, "For Indian enterprises scaling AI in a regulated world, the mandate is clear: resilience must be designed by default. Those who treat trust as an architectural outcome, not an operational promise, will be the ones able to innovate, recover, and compete with confidence."

MSSP and MDR services are growing at 25–30% CAGR, while compliance readiness and audit support are becoming mandatory services. For Indian channel partners, cybersecurity in 2026 will represent predictable recurring revenue; strong customer stickiness; and board-level engagement. Security will no longer be sold as it used to be—it will be subscribed, as more and more vendors turn to the subscription-based model.

Subscription becomes the language of flexibility

In 2026, subscription overtakes ownership as the dominant model for how organisations fund and deploy AI and digital infrastructure. Faced with economic uncertainty, rapid AI capability changes, and unpredictable compute demand, enterprises will no longer commit to large capex-based or multi-year infrastructure bets.

"Instead, they will construct modular, subscription-driven stacks where compute, AI models, storage, cybersecurity, and even industry-specific capabilities can be scaled up or down monthly. This shift allows organisations to redirect workloads, budgets, and markets at the pace of change, making subscription-based architecture a core enabler of resilience and growth," says Ramanujam Komanduri, Country Manager - India, Pure Storage.

SMBs: India's Silent Growth Engine

As an economy, India depends on its 60 million-strong SMBs for orchestrating its record growth. A cursory look reveals that less than 20% of these SMBs currently use managed IT services. That gap represents one of the largest untapped opportunities for the channel market. SMBs represent a powerful business segment, with their IT spending growing at 15%+ annually. In the same segment, subscription-based IT models show 3x higher retention, while bundled offerings reduce SMB downtime by 30–40%. The partners who build standardised MSP offerings for SMBs will achieve scale without sacrificing margins.

"I am sure we will witness more SMBs and enterprises coming forward with some transformative ideas to orchestrate intelligent agents and integrate intelligent frameworks in their ecosystems to drive measurable ROIs," predicts Flavio Moraes Junior, MD & CCE, Ingram Micro India.

Conclusion

As 2026 unfolds, the Indian IT channel stands at a defining inflection point. This is no longer a race for scale or speed, but a test of relevance, responsibility, and results. Partners who evolve into outcome owners—combining AI, cloud governance, cybersecurity, sustainability, and vertical expertise—will move from being enablers of technology to architects of business resilience. Those who hesitate will find the ground shifting beneath them. The next digital cycle will not be led by platforms alone, but by channel leaders who can translate complexity into confidence and innovation into impact. In that sense, 2026 will not just reshape the channel—it will reveal who truly belongs at the centre of India's digital future. **SME**

ASTRA CYBERTECH ROPES IN SECURONIX TO DELIVER UNIFIED DEFENSE SIEM CAPABILITIES

As per the collaboration, the companies to launch a cutting-edge Security Operations Center, marking a key step forward in delivering advanced threat detection, real-time response, and regional cyber resilience

Securonix, Inc. has announced a strategic partnership with Astra Cybertech, a boutique cybersecurity firm providing cutting-edge services in the MSSP space. The partnership aims to tackle the challenges of the rapidly evolving digital threat landscape by delivering impactful cybersecurity innovation through Securonix's Unified Defense SIEM for the modern Security Operations Centre (SOC) experiences for customers across India.

Unified Defense SIEM powered by Agentic AI

Securonix is the industry's first Unified Defense SIEM powered by Agentic AI. Built for speed, scale, and precision, its cloud-native platform unifies analytics, threat intelligence, and autonomous response to reduce risk and accelerate outcomes. With 365 days of searchable data, executive-ready reporting, and measurable ROI, Securonix transforms SOC's into a board-ready, outcome-driven engine for modern cybersecurity.

Delivering smarter, faster, and adaptive security solutions

"Astra Cybertech has deep expertise in technol-

ogy and customer requirements, and our alliance with the organization marks a significant step toward establishing resilient, intelligent, and scalable cybersecurity ecosystems across the country. Powered by our next-generation SIEM, driven by real-time threat intelligence, and crafted for unmatched precision, agility, and resilience, this collaboration is set to deliver smarter, faster, and more adaptive solutions in cybersecurity to organizations of all sizes across sectors," said Dipesh Kaura, Country Director, India & SAARC, Securonix

In today's dynamic threat landscape, enterprises need solutions that not only detect threats in real time but also respond with agility and precision. Through this collaboration, customers in India will experience the power of the SOC, which offers, Unified Defense SIEM from Securonix; Real-time threat intelligence; Unmatched precision, agility, and resilience, while ensuring faster and smarter incident response.

Smarter, adaptive defense against evolving threats

Virendra Singh Rathore, CTO, Astra Cybertech, said, "At Astra Cybertech, we are committed to our customers' security and success, safeguarding their digital assets and defending against cyberthreats. The collaboration with Securonix allows us to combine our expertise with the industry's most advanced and outcome-driven SIEM platform, ensuring customers benefit from the smarter, adaptive defense against evolving threats."

Leveraging AI

Redefining SOC's, combining advanced analytics, autonomous response, and ROI-driven reporting to reduce MTTR, Securonix helps stop threats



DIPESH KAURA
COUNTRY DIRECTOR, INDIA & SAARC, SECURONIX

"POWERED BY OUR NEXT-GENERATION SIEM, DRIVEN BY REAL-TIME THREAT INTELLIGENCE, AND CRAFTED FOR UNMATCHED PRECISION, AGILITY, AND RESILIENCE, THIS COLLABORATION IS SET TO DELIVER SMARTER, FASTER, AND MORE ADAPTIVE SOLUTIONS IN CYBERSECURITY TO ORGANIZATIONS OF ALL SIZES ACROSS SECTORS."

faster, keeping organizations breach-ready and board-ready every day. It gives SOC Managers the control to run smarter, faster operations. The company claims that its Securonix unified platform automates detection, investigation, and response with curated intelligence and agentic AI, cutting false positives by up to 90% and analyst workload by up to 50%. With seamless workflows and built-in orchestration, the organization helps SOC Managers to shrink dwell time, reduce burn-out, and lead a high-performing team that's always ready. **SME**

SECURONIX IS THE INDUSTRY'S FIRST UNIFIED DEFENSE SIEM POWERED BY AGENTIC AI. BUILT FOR SPEED, SCALE, AND PRECISION, ITS CLOUD-NATIVE PLATFORM UNIFIES ANALYTICS, THREAT INTELLIGENCE, AND AUTONOMOUS RESPONSE TO REDUCE RISK AND ACCELERATE OUTCOMES.

DRIVING SECURITY MOMENTUM THROUGH TRU INTELLIGENCE, INDUSTRY RECOGNITION, AND PLATFORM ADVANCEMENTS

Analyst accolades, TRU research, and new product enhancements reinforce Acronis' security leadership while accelerating MSP-first innovation at scale

Acronis, a leading player in cybersecurity and data protection space, is accelerating security momentum across the cybersecurity industry with AI-powered product innovation, deep threat intelligence, and strong third-party validation. Through a continued focus on the Acronis Threat Research Unit (TRU), expanded security capabilities, and a growing ecosystem of integrations, Acronis is solidifying its position as a platform built for real-world protection.

With its managed service provider (MSP)-first approach, Acronis helps managed service providers deliver stronger protection with less operational complexity. As cyber threats become increasingly sophisticated and scalable with AI, MSPs face pressure to scale security services efficiently. Acronis is investing in research, product development, and partner enablement to ensure MSPs can increase productivity to stay ahead of adversaries while improving margins and service quality.

Research-Led Security Momentum from Acronis TRU

Contributing to Acronis' accelerating security momentum is the Acronis Threat Research Unit (TRU), which has published 17 original pieces of threat research in 2025. The TRU Team's research dives deep into malware, ransomware, and active threat vectors, helping advance the broader security community's understanding of today's threat landscape. Most notable pieces of research in 2025 include:

- FileFix in the wild! New FileFix campaign goes beyond POC and leverages steganography
- SafePay ransomware: The fast-rising threat targeting MSPs
- The DragonForce Cartel: Scattered Spider at the gate
- Threat actors go gaming: Electron-based stealers in disguise
- From open source to open threat: Tracking Chaos RAT's evolution

Third-Party Recognition Reinforces Market Leadership

Acronis' momentum is validated by continued recognition from leading analysts and peer review platforms, including:

- Canalys Global Cybersecurity Matrix (Q1'25): Acronis was named a Champion in the 2025 Cybersecurity Leadership Matrix report where Canalys praised Acronis for its work with MSPs, citing an "MSP-first approach" and the "overall ease of doing business."
- Frost & Sullivan Endpoint Security Radar (Q2'25): Acronis was recognized as a Leader in Frost & Sullivan's Frost Radar Endpoint Security 2025 report, highlighting the company's leadership in both growth and innovation indices and its substantial future growth potential in shaping industry best practices.
- IDC Cyber-Recovery MarketScape (Q3'25): Acronis was recognized as a Leader in the IDC MarketScape: Worldwide Cyber-Recovery 2025 Vendor Assessment, marking the second time Acronis has earned this acknowledgement.
- G2 Winter 2025 Grid Report for Endpoint Protection Suites: Acronis earned top placement in endpoint protection, reaffirming Acronis' commitment to delivering industry-leading cyber protection.

Rapid Product Innovation Expands Security Capabilities

Acronis continues to expand its security portfolio with launches and enhancements designed to reduce operational complexity and improve security outcomes, including Acronis Security Posture Management for Microsoft 365; Acronis EDR Augmentation for Microsoft Defender Antivirus; Acronis use of Intel Threat Detection Technology (TDT); and Acronis SIEM Connector 2.0.

Strengthening MSP offerings

Acronis continues to simplify and strengthen MSP security offerings with Collaboration Security and Security Awareness Training, helping MSPs reduce risk from human error and secure remote work environments. To make deployment and management even easier, Acronis Cyber Protect Cloud offers consolidated licensing bundles for Protected Workspace, Microsoft 365 Protection,



GERALD BEUCHELT
CISO AT ACRONIS

"TRUE SECURITY MOMENTUM STARTS WITH UNDERSTANDING THREATS AS THEY EMERGE AND RAPIDLY TRANSLATING THAT INSIGHT INTO REAL-WORLD PROTECTION. BY COMBINING DEEP THREAT RESEARCH FAST-MOVING PRODUCT INNOVATION, AND STRONG ECOSYSTEM PARTNERSHIPS, WE'RE HELPING MSPS AND ORGANIZATIONS STAY AHEAD OF ADVERSARIES RATHER THAN REACTING TO THEM."

and Cyber Resilience, enabling MSPs to tailor protection packages to practical use cases and customer needs. These enhancements allow MSPs to deliver comprehensive, cost-efficient security services without added complexity, improving

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TAKING THE ACQUISITION ROUTE TO TRANSFORM IDENTITY SECURITY FOR THE AI ERA

CrowdStrike is expanding the Falcon platform with Continuous Identity, redefining privilege and access for all users everywhere – from human to non-human AI agents

CrowdStrike has signed a definitive agreement to acquire SGNL, a leading player in Continuous Identity space. This acquisition will accelerate CrowdStrike's leadership in Next-Gen Identity Security, enabling access for human, non-human (NHI), and AI identities to be continuously granted and revoked based on real-time risk. With SGNL, CrowdStrike will extend dynamic authorization across SaaS and hyperscaler cloud access layers. The combination of dynamic privilege and access coupled with Falcon platform intelligence sets a new standard for agentic identity security.

"AI agents operate with superhuman speed and access, making every agent a privileged identity that must be protected," said George Kurtz, CEO and founder of CrowdStrike. "With SGNL, CrowdStrike will deliver continuous, real-time access control that eliminates the known and unknown gaps from legacy standing privileges. We're disrupting the premise of modern privilege and access – for every identity, human or machine. This is identity security built for the AI era."

Falcon Next-Gen Identity Security: Identity Security for the AI Era

Identity security is rapidly becoming one of cybersecurity's largest and fastest-growing segments. According to IDC, the identity security market is expected to grow from approximately \$29 billion in 2025 to \$56 billion by 2029.

As NHIs and the agentic workforce expand, these entities function as high-privilege identities with access to data, applications, compute resources, and other agents. They're created dynamically in SaaS applications and hyperscaler workloads and operate across distributed cloud access paths. This shift exposes the risk created by legacy access models built on static policies and standing privileges. These models cannot reassess risk or revoke access as threat conditions change, leaving organizations exposed as AI identities operate autonomously. Identity security for the AI era requires a fundamentally different approach, built on continuous risk evaluation and dynamic authorization across modern access paths.

Falcon Next-Gen Identity Security already

secures the full hybrid identity lifecycle, unifying initial access prevention, privileged access management (PAM), identity threat detection and response (ITDR), SaaS identity security, and agentic identity protection. Falcon correlates identity, asset, and threat intelligence across endpoint, cloud, and SaaS environments, establishing the foundation for continuous, risk-aware authorization at scale.

Securing Modern Identities with SGNL

SGNL is the runtime access enforcement layer between modern identity providers and the SaaS and hyperscaler resources that people, NHIs, and AI agents access. Powered by real-time Falcon platform intelligence and risk signals, SGNL will continuously evaluate identity, device, and behavior to dynamically grant, deny, or revoke access as conditions change, eliminating standing privilege access across every identity and environment.

"SGNL was founded to connect access decisions with business reality," said Scott Kriz, CEO and co-founder of SGNL. "The world needs our technology to eradicate the significant risk that legacy standing privileges expose in today and tomorrow's environments. Joining CrowdStrike provides us with global scale natively through cybersecurity's leading platform to transform enterprise security with Continuous Identity, furthering CrowdStrike's mission of stopping breaches."

Transaction Details

The purchase price is contemplated to be paid predominantly in cash and includes a portion to be delivered in the form of stock subject to vesting conditions. The proposed acquisition is expected to close during CrowdStrike's first quarter of FY'27, subject to customary closing conditions, including the receipt of regulatory clearances.

Leveraging real-time indicators of attack

A global cybersecurity leader, CrowdStrike has redefined modern security with one of the most advanced cloud-native platform for protecting critical areas of enterprise risk – endpoints and



GEORGE KURTZ
CEO AND FOUNDER OF
CROWDSTRIKE

"WITH SGNL, CROWDSTRIKE WILL DELIVER CONTINUOUS, REAL-TIME ACCESS CONTROL THAT ELIMINATES THE KNOWN AND UNKNOWN GAPS FROM LEGACY STANDING PRIVILEGES, DISRUPTING THE PREMISE OF MODERN PRIVILEGE AND ACCESS."

cloud workloads, identity and data. Powered by the CrowdStrike Security Cloud and world-class AI, the CrowdStrike Falcon platform leverages real-time indicators of attack, threat intelligence, evolving adversary tradecraft, and enriched telemetry from across the enterprise to deliver hyper-accurate detections, automated protection and remediation, elite threat hunting, and prioritized observability of vulnerabilities.

Purpose-built in the cloud

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ELEVATED ADVISORY CAPABILITY OF VARS, THE PARAMOUNT DIFFERENTIATOR: HITACHI VANTARA

Operating at the core of enterprise data infrastructure, Hitachi Vantara views partners increasingly involved at the architecture and strategy stage rather than only execution and having a grasp data behavior, hybrid environments and business outcomes to guide customers through complexity.

MANASH RANJAN DEBATA
manash@accentinfomedia.com

The channel ecosystem in India is undergoing a fundamental transformation and emerging as a strategic force behind enterprise digital growth. As Indian enterprises accelerate investments in AI driven workloads, hybrid infrastructure, data modernization and sustainability focused IT, there remains a visible gap in how the role of channel partners is understood and represented. Much of the industry discourse still positions partners primarily as execution or sales enablers, whereas in reality, today's VARs and solution partners are shaping strategy, influencing infrastructure decisions, and acting as trusted advisors to enterprises navigating increasingly complex digital environments.

Hitachi Vantara operates at one of the most critical layers of digital transformation, where data, infrastructure and operational resilience directly impact AI readiness, regulatory compliance, sustainability goals and long-term scalability.

A wholly owned subsidiary of Hitachi Ltd., the

company provides the data foundation for leading global innovators. Through data storage, infrastructure systems, cloud management and digital expertise, the company helps customers build the foundation for sustainable business growth.

In India and SAARC, the organization follows a fully partner led model, making the channel ecosystem central to customer success and business growth. To gain fresh insights into Hitachi Vantara's partner-led model which is propelling customer success and business growth for the company, we spoke to Darsshana Somaia, Head Strategic Partner & Alliances, India & SAARC at Hitachi Vantara.

At the forefront of the Strategic Partner & Alliances and Partner Sales Organization for Hitachi Vantara in India & the SAARC region, Darsshana drives a partner-led growth strategy that positions partners as strategic advisors in data management, hybrid cloud, and digital transformation. He has been with Hitachi Vantara since June 2020, championing partner engagement, enable-

ment, and empowerment to accelerate regional business impact.

Prior to this, Darsshana held sales and leadership roles at Hewlett Packard Enterprise, as well as positions in Reliance Industries, IBM, and Acer, bringing over 25 years of experience across technology and IT services. His work focuses on ecosystem co innovation, partner delivered solutions, and expanding market reach through strong channel collaboration. A widely respected channel leader, Darsshana is known for enabling partners with tools, training, and incentives to solve complex customer challenges and scale digital outcomes.

In this SME Channels exclusive, Darsshana reveals his valuable insights on the changing role of VARs in the digital era; what true partner enablement means in an AI driven and data intensive environment and how access to tools, solution design capabilities and demo infrastructure ensures substantial partner empowerment; the emergence of shared infrastructure and ecosys-

THE INTERACTION @ A GLANCE

Shift of VARs from execution to strategy: Value-added resellers are increasingly involved at the architecture and decision-making stage, not just deployment or sales.

| Advisory capability as the key differentiator: Deep understanding of data behavior, hybrid environments, and business outcomes now defines partner relevance.

| Partners as trusted long-term advisors: Advisory-led engagement enables VARs to move beyond transactional relationships to sustained strategic partnerships.

| True partner enablement in the AI era: Effective enablement means empowering partners with solution design tools, reference architectures, and demo/PoC infrastructure.

| Outcome-driven conversations over theory: Demonstrating platform performance under real workloads helps partners link infrastructure decisions directly to AI readiness and business value.

| Importance of shared infrastructure models: Standardized platforms improve utilization, reduce redundancy, and address rising data and energy demands.

| Ecosystem synergy as a growth enabler: Collaboration among vendors, partners, and customers creates scalable, resilient, and governed digital foundations.

| Expansion beyond Tier-1 cities: Partners play a critical role in driving digital adoption in regional markets by combining technical expertise with local insight.

| Sustainability influencing IT decisions: Infrastructure choices increasingly balance performance with energy efficiency and long-term environmental impact.

| Future of the channel ecosystem: The next 2-3 years will see a more data-centric, advisory-led channel, requiring deeper skills, consultative mindsets, and outcome-focused engagement.



DARSSHAN SOMAIYA
HEAD STRATEGIC PARTNER &
ALLIANCES, INDIA & SAARC AT
HITACHI VANTARA

"OUR PARTNER ENABLEMENT FOCUSES ON HELPING PARTNERS DEMONSTRATE HOW DATA PLATFORMS PERFORM UNDER REAL WORKLOADS, ALLOWING THEM TO MOVE CONVERSATIONS FROM THEORY TO OUTCOMES, PARTICULARLY AROUND AI READINESS AND HYBRID INFRASTRUCTURE."

tem synergy as smart investments for enterprises; how India partners are driving digital adoption beyond Tier one markets; and important facets of sustainability and responsible IT growth and the role partners play in helping enterprises make infrastructure choices that balance performance with long term environmental impact. Apart from these, he also outlines the shape of things to come over the next 2-3 years in the channel ecosystem. More important, in this standalone interaction, Darsshan also sheds light on the critical skills and mindsets that partners must develop to remain relevant in this era of cut-throat competition.

What makes this interaction particularly relevant for the partner fraternity is his seminal perspectives that are anchored in practical experience. He draws from partner-led success stories across sectors such as BFSI, media and entertainment, manufacturing and regulated industries, while also addressing the challenges partners face as data volumes grow and AI adoption accelerates. Edited excerpts...

How is the role of value-added resellers evolving, and why is advisory capability critical?

The role of value-added resellers has shifted as enterprise technology decisions have become more strategic and data driven. Customers today are making long term infrastructure choices that directly impact data availability, AI readiness and operational resilience. This has elevated advisory capability as the most important differentiator.

At Hitachi Vantara, where we operate at the core of enterprise data infrastructure, we see partners increasingly involved at the architecture and strategy stage rather than only execution. Partners

who understand data behaviour, hybrid environments and business outcomes are best positioned to guide customers through complexity. Advisory capability enables VARs to move from transactional engagements to trusted, long term relationships, which is essential in a digital era driven by continuous data growth.

What does true partner enablement look like in an AI driven environment?

True partner enablement is about giving partners the ability to lead independently. In an AI driven and data intensive environment, partners must be equipped with solution design tools, reference architectures and access to demo or proof of concept infrastructure.

At Hitachi Vantara, enablement focuses on helping partners demonstrate how data platforms perform under real workloads. This allows partners to move conversations from theory to outcomes, particularly around AI readiness and hybrid infrastructure. When partners have the right tools and technical depth, they engage customers with confidence and take ownership of the solution journey rather than relying on vendor support at every step.

Why are shared infrastructure and ecosystem synergy emerging as smart investments?

Shared infrastructure frameworks are gaining relevance as enterprises face rapid data growth and rising energy demands. From a Hitachi Vantara perspective, efficiency and sustainability must be built into infrastructure design.

By standardising platforms and architectures,

organisations can improve utilization, reduce redundancy and lower environmental impact without compromising performance. Ecosystem synergy further strengthens this by aligning vendors, partners and customers around common architectures and governance. When collaboration replaces silos, enterprises gain scalable, resilient and sustainable digital foundations that support long term growth.

How are partners driving digital adoption beyond Tier one markets in India?

Partners are central to expanding digital adoption beyond Tier one cities because they combine technical capability with local understanding. They understand regional business needs, compliance requirements and infrastructure limitations.

From a Hitachi Vantara standpoint, enterprise grade data infrastructure is just as critical in regional markets. Partners help translate these requirements into practical, scalable solutions while providing on ground support. Their proximity builds trust, simplifies deployment and ensures long term adoption, making them key drivers of inclusive digital transformation across India.

How do sustainability and responsible IT growth influence technology decisions today?

Sustainability is now a key factor in infrastructure decisions as data and energy demands increase. At Hitachi Vantara, we focus on efficient data platforms and architectures designed for long term

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Look Ahead

Introducing **HID Amico**TM Facial Recognition Readers

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AZUL ACQUIRES PAYARA, STRENGTHENING LEADERSHIP IN ENTERPRISE JAVA SOLUTIONS

The strategic acquisition bolsters Azul's Java platform with complementary products, deep Java expertise and accelerated go-to-market capabilities

Azul, a pure Java player, recently announced the acquisition of Payara, a leading provider of enterprise-grade solutions for Jakarta EE (Java EE)-based applications and microservices for hybrid and cloud-native deployments. The combination of Azul and Payara addresses some of the most pressing challenges enterprises face today: accelerating application modernization, achieving cloud-native agility, and reducing dependencies on proprietary platforms. The integrated offering provides customers with a unified, enterprise-grade Java platform based on open-source that can support an organization's entire Java fleet – from business-critical applications to IoT, microservices and modern Java frameworks.

Complementary Products and Expertise

This acquisition marks a pivotal moment in enterprise Java innovation and builds on nearly eight years of collaboration between Azul and Payara, which began with the introduction of Azul Platform Core embedded into Payara Server Enterprise in 2018. Payara adds deep engineering expertise and proven go-to-market experience in the Jakarta EE (Java EE) space, strengthening Azul's Java platform with complementary products and enhanced market reach. With this acquisition, Azul now provides commercially supported, open-source solutions across the Java application stack, delivering faster, more efficient, secure and cost-effective Java deployments compared to proprietary alternatives such as Oracle.

In addition to their complementary technologies, both companies share a deep history working with and participating in open-source communities, including the OpenJDK and Eclipse Jakarta EE Platform projects.

Driving Innovation and Value for Enterprise Java Customers

"This strategic acquisition is further testament to Azul's commitment to support the needs of our global enterprise customer base," said Scott Sellers, co-founder and CEO of Azul. "Payara delivers proven products that are naturally synergistic with our existing offerings and brings additional

deep technical expertise to the world's largest independent Java engineering team. Together, we will accelerate growth and innovation, expand our roadmap and deliver even greater value to our customers."

Strengthening mission-critical solutions for enterprise Java customers

"This is a major new chapter for Payara," said Steve Millidge, founder and CEO at Payara. "After a strong and long-standing partnership with Azul, combining forces is the natural next step and positions us for accelerated growth. Together, we will strengthen mission-critical solutions for enterprise Java customers and deliver greater performance, security and innovation across the Java ecosystem."

Majority investment from Thoma Bravo

Adding Payara's solutions to Azul's Java portfolio expands its offerings in the application server segment and adds an estimated \$26 billion total addressable market (TAM) projected to grow at a CAGR of 11–14%. This announcement follows Azul's recently completed majority investment from Thoma Bravo, a leading software investment firm, alongside renewed minority investments from the company's existing private equity sponsors, Vitruvian Partners and Lead Edge Capital.

"The acquisition of Payara accelerates Azul's growth and broadens the company's reach across the global enterprise Java market," said Adam Solomon, a partner at Thoma Bravo. "Azul's category-defining innovations create a significant opportunity for global enterprises to leverage innovative and cost-effective open-source solutions to modernize their Java application fleets and reduce dependencies on proprietary platforms."

Goodwin Procter LLP served as legal advisor and debt financing for the transaction was provided by funds affiliated with Ares Management LLC.

Crafting a Java-centric software world

Azul believes in a Java-centric software world where developers, users, professionals, and the



SCOTT SELLERS
CO-FOUNDER AND CEO, AZUL

"PAYARA DELIVERS PROVEN PRODUCTS THAT ARE NATURALLY SYNERGISTIC WITH OUR EXISTING OFFERINGS AND BRINGS ADDITIONAL DEEP TECHNICAL EXPERTISE TO THE WORLD'S LARGEST INDEPENDENT JAVA ENGINEERING TEAM. TOGETHER, WE WILL ACCELERATE GROWTH AND INNOVATION, EXPAND OUR ROADMAP AND DELIVER EVEN GREATER VALUE TO OUR CUSTOMERS."

community demand more, expect more, and get more, giving way to more capabilities, more performance, and more security. The company is focused on creating more value and success for its customers who depend on it for an exceptional Java experience. **SME**



MOHAN KUMAR T L
DIRECTOR, NETPOLEON INDIA

“WE ARE DELIGHTED TO LAUNCH THIS PARTNERSHIP WITH ACCUKNOX. A 100% CHANNEL-DRIVEN APPROACH HAS ALWAYS BEEN OUR CORE STRENGTH, AND ACCUKNOX’S INNOVATIVE CNAPP PLATFORM ALIGNS PERFECTLY WITH OUR MISSION TO BRING WORLD-CLASS SECURITY SOLUTIONS TO ENTERPRISES ACROSS INDIA AND THE SAARC REGION.”

STRENGTHENING ZERO TRUST SECURITY ACROSS INDIA AND SAARC

Integral to the strategic partnership, as the exclusive VAD for AccuKnox, Netpoleon will focus on building a strong, future-ready channel ecosystem and accelerating pipeline growth across the India and SAARC region.

Netpoleon India has stricken a strategic partnership with AccuKnox India Pvt. Ltd., a leading player in Zero Trust Cloud-Native Application Protection Platforms (CNAPP) space. This collaboration marks a significant step in the company’s expansion across India and the SAARC region, as it responds to the growing demand for advanced cloud security and Zero Trust architectures.

Building a future-ready channel ecosystem

As the exclusive Value Added Distributor (VAD) for AccuKnox in India and SAARC, Netpoleon will focus on building a strong, future-ready channel ecosystem and accelerating pipeline growth across the region. Our coverage spans India and SAARC nations including Afghanistan, Bangladesh, Bhutan, Maldives, Nepal, and Sri Lanka.

Securing the Cloud Landscape in South Asia

Digital transformation across South Asia is accelerating rapidly, and with it comes the urgent need for security that extends seamlessly from code to production. Through this partnership, Netpoleon will bring AccuKnox’s Code to Cognition platform to enterprises and critical infrastructure providers, enabling them to adopt Zero Trust security at scale.

Together, both the companies will deliver:

1. 100% Channel-Driven Growth

Staying true to our DNA, Netpoleon will drive this partnership through a fully channel-centric go-to-market model, empowering our ecosystem of resellers and MSSPs.

“Our GTM will be 100% channel Driven model to Drive Accuknox business for India. Our goal is to establish strong channel partners from GSI / TIER – 1 / MSSP / Cloud Business partners / Automation partners to be enabled and start focus on Accuknox,” said Mohan Kumar T L, Director, Netpoleon India.

“Also we shall be working closely with BIG4 consultants to ensure they are able to recommend to some of their customers in upcoming RFPs or projects. In this regard we have invested on Channel Account managers, Planned city tours, CXO round tables, Training and boot camps etc way forward,” he further added.

2. Zero Trust for Multi-Cloud Environments
Promoting Zero Trust Multi-Cloud environments, the partnership will focus upon real-time visibility, monitoring, and protection across Kubernetes and heterogeneous cloud environments.

3. Compliance-First Security

When it comes to the issue of compliance, the companies aim to help enterprises address complex regional regulations while aligning with global security standards.

Regional Compliance & Governance Focus

Their joint offering ensures strong alignment

with local and international regulatory frameworks, including:

- India: DPDP Rules 2025, SEBI CSCRF, RBI Cyber Security Framework, and CERT-In reporting mandates
- Bangladesh: Personal Data Protection Ordinance 2025 and Cyber Protection Ordinance 2025
- International Standards: ISO 27001, SOC 2 Type II, and PCI-DSS v4.0 (particularly for the banking and financial services sector)

Nat Natraj, CEO & Co-Founder, AccuKnox, said, “We have a 100% commitment to a partner-based go-to-market model so we can deliver maximum value to customers. We are excited to leverage Netpoleon extensive market reach across India and the SAARC region, supported by over 200 resellers and MSSPs.”

“We are delighted to launch this partnership with AccuKnox. A 100% channel-driven approach has always been our core strength, and AccuKnox’s innovative CNAPP platform aligns perfectly with our mission to bring world-class security solutions to enterprises across India and the SAARC region,” shares Mohan Kumar T L, Director, Netpoleon India.

Headquartered in Bangalore, Netpoleon India is a leading regional VAD specializing in cybersecurity and network infrastructure solutions. The VAD enables its channel partners with deep technical expertise, go-to-market support, and a curated portfolio of best-in-class global security technologies. **SME**



DEBRAJ DAM
CHIEF OF SUPERTRON VAD

"THIS PARTNERSHIP ALIGNS ASUSTOR'S INNOVATION IN NAS TECHNOLOGY WITH THE STRONG FOOTPRINT OF SUPERTRON'S VOLUME AND VALUE DISTRIBUTION NETWORKS."

SUPERTRON ELECTRONICS TAKES CHARGE AS ASUSTOR'S NATIONAL DISTRIBUTOR

Through this partnership, ASUSTOR aims to strengthen its presence across India by leveraging Supertron's extensive nationwide reach, deep channel ecosystem, and proven expertise as a leading VAD.

ASUSTOR Inc., a leader provider of Network Attached Storage (NAS) and data management solutions, today announced the appointment of Supertron Electronics Pvt. Ltd. (SEPL VAD) as its National Distributor for the Indian market. This strategic partnership marks a significant step in ASUSTOR's continued commitment to India's rapidly expanding data, cloud, and enterprise IT ecosystem.

Leveraging Supertron's Pan India Reach

Through this partnership, ASUSTOR aims to strengthen its presence across India by leveraging Supertron's extensive nationwide reach, deep channel ecosystem, and proven expertise as a leading Value-Added Distributor (VAD).

"We are truly excited to partner with Supertron Electronics," said Ripunjoy Gogoi, Director – Sales, South Asia, ASUSTOR Inc. "Supertron's strong market credibility, pan-India distribution network, and dedicated sales, technical, and operational teams make them an ideal partner for ASUSTOR. This collaboration will enable us to accelerate growth, enhance customer engage-

ment, and deliver our high-performance NAS solutions more effectively across enterprise, SMB, and professional segments in India."

Aligning ASUSTOR's innovation in NAS with Supertron's strong footprint

Commenting on the partnership, Debraj Dam, Chief of Supertron VAD, said, "We are excited about the alliance between Supertron and ASUSTOR. It is a strategic move to address the rapidly evolving data storage and enterprise IT ecosystem in India. This partnership aligns ASUSTOR's innovation in NAS technology with the strong footprint of Supertron's volume and value distribution networks. Together, we will deliver greater value to our customers through improved product availability, expert technical support, and a unified approach to secure, high-performance data management."

This partnership will enable ASUSTOR to deliver:

- Improved product availability and accelerated go-to-market execution
- Stronger pre- and post-sales technical support
- Enhanced channel engagement and enablement
- Greater value for enterprise, SMB, and

professional customers

Strengthening Supertron's storage & data management portfolio

With this collaboration, ASUSTOR reinforces its position as a leading provider in NAS technology, while Supertron strengthens its storage and data management portfolio—creating a powerful synergy to address India's growing demand for secure, scalable, and high-performance data solutions.

Delivering end-to-end technology solutions

A leading VAD in India, Supertron Electronics Pvt. Ltd. ranks among the top five IT distribution companies in the country. Its specialized Value-Added Distribution (VAD) venture focuses on Data Centre & Storage, Cloud & Software, and Audio-Video & Surveillance sectors. Leveraging a pan-India network and global reach, Supertron delivers end-to-end technology solutions from world-renowned OEMs. The company's success is built on a foundation of deep technical expertise, a powerful channel ecosystem, and a mission to accelerate digital growth for its partners and customers. **SME**

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

Apple

MODEL NAME

Apple MacBook Pro M5

WHAT'S UNIQUE ABOUT IT

The Apple MacBook Pro M5 represents the next leap in Apple's professional laptop lineup, engineered for users who demand uncompromising performance, efficiency, and reliability. Powered by the advanced Apple M5 chip, it delivers exceptional speed, enhanced AI-driven processing, and industry-leading power efficiency. Designed for professionals, creators, and SOHO users, the MacBook Pro M5 seamlessly handles intensive workloads such as video editing, software development, data analysis, and multitasking with remarkable ease.

Its stunning Liquid Retina XDR display ensures precise color accuracy and sharp visuals, making it ideal for creative work and detailed presentations.

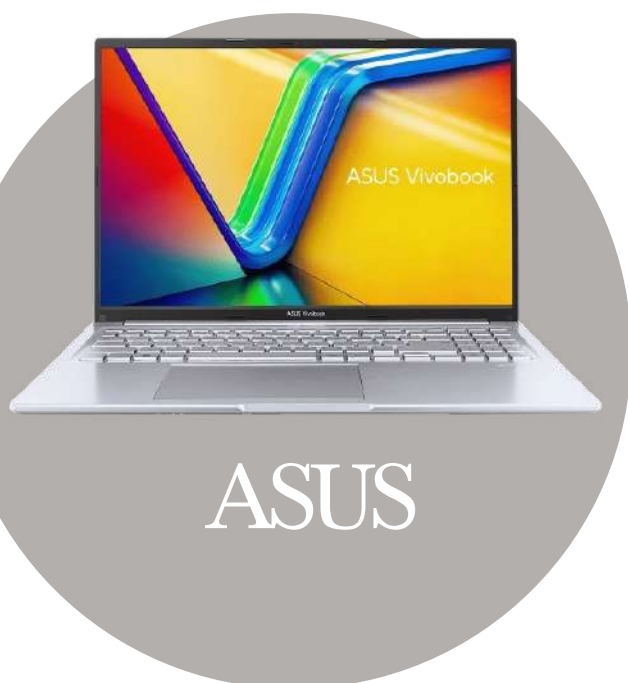
KEY HIGHLIGHTS:

- Apple M5 Chip with advanced CPU, GPU & AI performance
- Liquid Retina XDR Display with high brightness and color accuracy
- Long Battery Life with exceptional power efficiency
- macOS with seamless ecosystem integration
- Advanced Thermal Architecture for sustained performance
- High-Speed SSD Storage and Unified Memory
- Studio-Quality Speakers and Pro-Grade Camera

SOHO FRIENDLY QUOTIENT

With its powerful M5 processor, long battery life, premium display, and secure macOS environment, the Apple MacBook Pro M5 is perfectly suited for small offices, home offices, content creators, and professionals. It supports demanding business applications, creative workflows, virtual meetings, and multitasking without lag.



**BRAND NAME**

ASUS

MODEL NAME

ASUS Vivobook 16 (16GB RAM / 512GB SSD)

WHAT'S UNIQUE ABOUT IT

The ASUS Vivobook 16 is a performance-focused laptop designed for modern professionals, students, and SOHO users who need a balance of power, screen size, and reliability. What sets it apart is its large 16-inch display combined with 16GB RAM and a fast 512GB SSD, enabling smooth multitasking, faster boot times, and efficient handling of daily productivity tasks. Whether it's office work, online learning, content consumption, or light creative workloads, the Vivobook 16 delivers consistent and responsive performance.

KEY HIGHLIGHTS:

- 16-inch Full HD Display for enhanced viewing and productivity
- 16GB RAM for smooth multitasking
- 512GB SSD for fast storage and quick system response
- Powerful Processor for everyday performance
- Slim & Lightweight Design
- Ergonomic Keyboard with Large Touchpad
- Multiple Connectivity Ports (USB, HDMI, Audio)
- Built-in Wi-Fi & Bluetooth

SOHO FRIENDLY QUOTIENT

With its large display, ample memory, fast SSD storage, and reliable performance, the ASUS Vivobook 16 is perfectly suited for small offices, home offices, students, and remote professionals. It supports multitasking, document work, online meetings, data handling, and everyday business applications with ease. Its balance of performance, screen real estate, and portability makes it a highly practical and value-driven laptop for SOHO environments focused on productivity.

BRAND NAME

Stuffcool

MODEL NAME

Stuffcool Giga 20000 mAh Power Bank

WHAT'S UNIQUE ABOUT IT

The Stuffcool Giga 20000 mAh Power Bank is a high-capacity power solution built for users who need dependable, fast, and versatile charging for multiple devices. What makes it stand out is its large 20000 mAh battery capacity combined with fast-charging support, enabling users to power smartphones, tablets, wireless accessories, and compatible laptops with confidence. Designed for professionals, travelers, and SOHO users, it ensures devices stay powered throughout long workdays and travel schedules.

KEY HIGHLIGHTS:

- 20000 mAh High-Capacity Battery
- Fast Charging Support for Quick Power Delivery
- Multiple Output Ports for Simultaneous Charging
- Smart Power Management & Safety Protection
- Durable and Premium Build Quality
- Wide Device Compatibility (Smartphones, Tablets, Accessories)
- Compact & Portable Design
- Reliable Performance for Daily Use

SOHO FRIENDLY QUOTIENT

With its high capacity, fast charging capability, and multi-device support, the Stuffcool Giga 20000 mAh Power Bank is perfectly suited for small offices, home offices, remote professionals, and students. It ensures uninterrupted power for essential devices during long meetings, travel, and power outages.



Stuffcool

BRAND NAME

Lenovo

MODEL NAME

Lenovo 350 Bluetooth Silent Mouse

WHAT'S UNIQUE ABOUT IT

The Lenovo 350 Bluetooth Silent Mouse is designed for users who value quiet operation, portability, and seamless wireless connectivity. Its standout feature is the silent click technology, which significantly reduces clicking noise, making it ideal for shared workspaces, home offices, classrooms, and late-night work sessions. With Bluetooth connectivity, it eliminates the need for a USB receiver, ensuring a clutter-free and convenient setup across laptops, tablets, and compatible devices.

KEY HIGHLIGHTS:

- Bluetooth Wireless Connectivity (No USB Dongle Required)
- Silent Click Buttons for Noise-Free Operation
- Smooth Optical Sensor for Accurate Tracking
- Ergonomic & Ambidextrous Design
- Long Battery Life with Power-Saving Mode
- Lightweight & Portable Build
- Wide Device Compatibility (Laptop, Tablet, PC)
- Easy Plug-and-Play Setup

SOHO FRIENDLY QUOTIENT

With its silent operation, Bluetooth connectivity, and ergonomic comfort, the Lenovo 350 Bluetooth Silent Mouse is perfectly suited for small offices, home offices, students, and remote professionals. It enhances productivity in quiet environments, supports seamless device connectivity, and ensures all-day comfort during work sessions. Its reliability, portability, and noise-free performance make it a practical and efficient accessory for SOHO environments.



Lenovo

BRAND NAME

Lenovo

MODEL NAME

Lenovo Legion 27Q-10

WHAT'S UNIQUE ABOUT IT

The Lenovo Legion 27Q-10 is a high-performance monitor designed for users who demand clarity, speed, and immersive visuals for both work and entertainment. What makes it stand out is its 27-inch QHD display, which delivers sharp details, vibrant colors, and ample screen space for multitasking. Built to serve professionals, creators, and power users, the monitor enhances productivity while also catering to immersive visual experiences.

Its modern, minimalist design blends seamlessly into office and home setups.

KEY HIGHLIGHTS:

- 27-inch QHD (2560 × 1440) Display
- High Refresh Rate for Smooth Visuals
- Fast Response Time for Reduced Motion Blur
- Wide Viewing Angles with Accurate Color Reproduction
- Slim Bezels for an Immersive Experience
- Multiple Connectivity Options (HDMI, DisplayPort)
- Adjustable Stand for Ergonomic Comfort
- Modern and Premium Design

SOHO FRIENDLY QUOTIENT

With its large QHD screen, sharp visuals, and ergonomic design, the Lenovo Legion 27Q-10 is perfectly suited for small offices, home offices, professionals, and creators. It supports multitasking, detailed work, presentations, and extended screen time with ease.



Lenovo

FROM THE GROUP EDITOR'S DESK



GLOBAL RAM AND HDD SHORTAGE: INDIA'S STRATEGIC RESPONSE

■ **SANJAY MOHAPATRA**
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The world is grappling with an unprecedented shortage of RAM and storage devices, a crisis that has rippled across consumer electronics, enterprise IT, and even automotive sectors. Unlike the pandemic-induced chip shortage of 2020 – 2023, this disruption is structural and deeply intertwined with the explosive growth of AI. Hyperscale data centers, powering AI workloads, have become voracious consumers of memory and storage, diverting global production capacity away from traditional markets.

The primary driver is the shift from conventional DRAM and NAND flash to High-Bandwidth Memory (HBM), essential for AI accelerators and GPUs. Each gigabyte of HBM consumes nearly three times the wafer capacity of DDR5, creating a severe bottleneck in manufacturing. Memory giants - Samsung, SK Hynix and Micron are prioritizing high-margin AI contracts, leaving consumer-grade RAM and HDDs in short supply. Prices have surged dramatically: DRAM costs are up 171% year-over-year, and DDR5 spot prices have quadrupled since late 2025. NAND flash and SSD prices have followed suit, with some categories rising over 60% in a single month.

Geopolitical factors compound the crisis. U.S. export controls on advanced memory to China and retaliatory restrictions on critical minerals have fragmented supply chains. With three manufacturers controlling 95% of DRAM production, systemic vulnerabilities are glaring. Analysts predict that shortages will persist until at least 2027, with normalization only possible when new fabrication facilities come online.

Impact on India

India is already feeling the heat. Retailers report RAM prices jumping fourfold and SSD prices doubling in markets like Nehru Place, New Delhi. OEMs such as Dell, HP and Acer are preparing for price hikes of up to 20%, while smaller players struggle to secure inventory. Micron's decision to shut down its consumer RAM brand underscores the severity of the situation.

Strategic Response for Indian Partners

This crisis, while challenging, presents a unique opportunity for India to accelerate its semiconductor ambitions. Here's what Indian partners should do:

- **Localize Production:** Leverage the India Semiconductor Mission and PLI schemes to establish memory packaging, testing, and assembly units. While full-scale fabrication is a long-term goal, midstream processes like ATMP (Assembly, Testing, Marking, and Packaging) can be scaled quickly.
- **Build Component Ecosystems:** Encourage partnerships between OEMs and domestic component manufacturers for sectors like IoT, POS, and industrial automation. Local assembly and integration facilities can reduce dependency on imports.
- **Invest in R&D and Talent:** Align academia and industry to develop indigenous chip design capabilities. India's engineering talent pool can drive innovation in embedded systems and memory architecture.
- **Strategic Stockpiling and Diversification:** Indian distributors and OEMs should adopt proactive procurement strategies, including bulk buying and diversifying supplier bases to mitigate volatility.
- **Public-Private Partnerships:** Foster collaboration between government and private enterprises to create a resilient semiconductor supply chain.

Conclusion

The global RAM and HDD shortage is more than a supply chain hiccup it's a wake-up call. For India, this is a chance to transform from a passive consumer to an active contributor in the semiconductor ecosystem. By localizing production, investing in R&D, and forging strategic partnerships, Indian players can not only weather the storm but emerge stronger in the digital decade ahead. **SME**

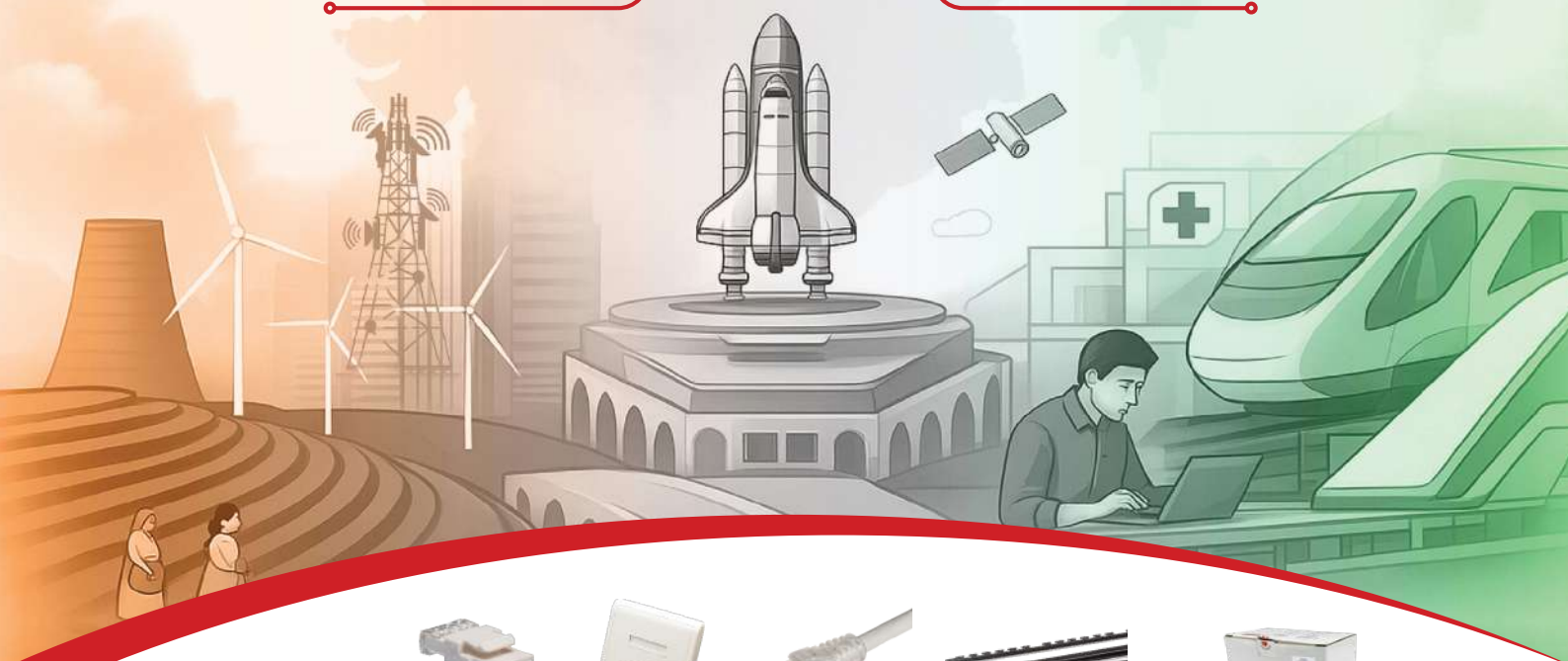
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FACE PLATE



CAT6 UTP
PATCH CORD



CAT6 UTP 24 PORT
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FTTH SOLUTIONS



DUAL BAND ONU



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GEAPON OLT TRANSCEIVER



GPON OLT

WIRELESS SOLUTIONS



HIGH GAIN
WIRELESS DUAL-BAND
USB ADAPTERS



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Wi-Fi 6
ACCESS POINT



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ACCESS POINT



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FULLY MANAGED SWITCH



UNMANAGED SWITCH



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remote support
solution for rapid,
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AI-powered
troubleshooting
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