

PLUS

TCS Bets Big on AI Infrastructure with NVIDIA Alliance / 05

ANNIVERSARY ISSUE

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India's leading IT magazine for channel business

VOLUME 17 | ISSUE 01 | PAGES 100 | APRIL 2026 | RS. 350/-



GUEST ARTICLE / 16
Simplifying Apple Device
Security for SMBs with
Centralized Management and
Minimal IT Load



DEEP TECH / 22
Breakthrough Moment for
Indian Drone Tech: ideaForge
Lands First U.S. School
Security Deal



IT POLICY / 23
The New Nerve Centre Of Hope:
How India & Southeast Asia Are
Powering Global Optimism

INDIA'S CLOUD BOOM

POWERING THE NEXT DIGITAL DECADE

From AI-driven innovation to hyperscale infrastructure, India's cloud ecosystem is accelerating at an unprecedented pace. As enterprises race toward agility and scale, the cloud is fast becoming the backbone of the nation's digital economy.... **Page..32**

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GUEST ARTICLE / 17
Anthropic Claude Mythos
Preview: The More Capable AI
Becomes, the More Security
It Needs



INTERVIEW / 20
Dell's Big India Bet: Why
AI, Ecosystem Depth, And
'Partner First' Will Drive Its
Next Growth Curve



GUEST ARTICLE / 40
Why 95% Of AI Projects Fail
And What The Winners Are
Doing Differently

EDITORIAL

TRANSITIONING FROM A MANPOWER-DRIVEN OUTSOURCING POWERHOUSE TO AN AI-FIRST, INNOVATION- LED INDUSTRY

MANASH RANJAN DEBATA
manash@accentinfomedia.com



India's IT industry is standing at a historic crossroads. For decades, it has thrived as a manpower-driven outsourcing powerhouse, delivering cost-efficient services to global clients at unmatched scale. But the rise of artificial intelligence is rapidly reshaping this model. The future of technology will not be defined by the size of the workforce, but by the depth of intelligence embedded in systems. To stay relevant, India must pivot—from services at scale to intelligence at scale.

The first pillar of this transition is talent reinvention. While India continues to produce a vast pool of engineers, the demand is shifting decisively toward advanced skills in AI, machine learning, data engineering, and AI governance. Incremental upskilling will not be enough. What is needed is a structural shift—stronger industry-academia collaboration, continuous learning ecosystems, and a sharper focus on research and innovation over routine execution.

Equally important is the move from effort-based revenue models to IP-led growth. Traditional outsourcing relies on billing hours; AI rewards ownership—of platforms, algorithms, and data-driven solutions. Indian IT firms must invest in building proprietary AI assets, industry-specific solutions, and scalable platforms that generate long-term value. This requires a cultural shift from risk-averse service delivery to bold, innovation-driven thinking.

Data will be central to this evolution. India possesses vast and diverse datasets across sectors such as healthcare, finance, and agriculture. However, the real advantage lies not in access, but in utilisation. Building strong data infrastructure, ensuring interoperability, and establishing robust governance frameworks will be critical. In an AI-first world, trust, compliance, and ethical AI practices will become key differentiators.

Startups can act as powerful accelerators in this journey. India's startup ecosystem is inherently innovation-led and product-focused, complementing the scale and reach of established IT firms. Strategic partnerships, acquisitions, and investments can help traditional players infuse agility and speed into their operations, while also driving the creation of globally competitive AI solutions.

The role of policy cannot be overlooked. Government support in the form of AI-focused incentives, research funding, and progressive data regulations will be crucial. India's digital public infrastructure offers a unique foundation to build AI solutions at scale—solutions that are inclusive, cost-effective, and exportable to the world. This transition will not be seamless. Legacy systems, workforce displacement, and shifting business models will pose challenges. Yet, the cost of inaction is far greater.

If India embraces this shift decisively, it can move from being the world's outsourcing hub to becoming a global leader in AI-driven innovation. **SME**

MY EXPERIENCE

HP OmniBook Ultra 14

HP OmniBook Ultra 14 is a premium ultra-portable laptop designed for modern professionals who require performance, mobility, and intelligent computing in one refined package. Powered by the latest AI-enabled processor architecture, it delivers fast, responsive performance for multitasking, productivity workflows, and creative applications. The device is crafted with a sleek, lightweight chassis, making it ideal for users constantly on the move. Its high-resolution display offers vivid colors and sharp clarity.

SPECIAL FEATURE : AI-ENABLED PROCESSOR WITH NPU SUPPORT, ULTRA-SLIM AND LIGHTWEIGHT PREMIUM DESIGN, HIGH-RESOLUTION DISPLAY WITH ENHANCED COLOR ACCURACY, LONG-LASTING BATTERY LIFE, ADVANCED THERMAL OPTIMIZATION



FINAL WORD:

The device stands out as a future-ready laptop that blends AI-driven performance with premium design and portability. Its intelligent computing capabilities, reliable battery life, and sleek form factor make it an excellent choice for professionals and creators alike. With a focus on efficiency, speed, and modern user needs, the OmniBook Ultra 14 delivers a well-rounded and forward-looking computing experience.

contents

VOLUME 17
ISSUE 01

2026

APR

SMECHANNELS
Trusted Advisor of Channel Business

Publisher: Sanjib Mohapatra
Group Editor: Sanjay Mohapatra
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Technical Writer: Manas Ranjan
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INDIA'S CLOUD BOOM: POWERING THE NEXT DIGITAL DECADE /32

From AI-driven innovation to hyperscale infrastructure, India's cloud ecosystem is accelerating at an unprecedented pace. As enterprises race toward agility and scale, the cloud is fast becoming the backbone of the nation's digital economy.

SMART IT



STORY OF SRIPERUMBUDUR / 25
"THE EPIC RISE OF SRIPERUMBUDUR
- INDIA'S VERY OWN SHENZHEN"

AI



AWS / 27
"AWS collaborates with SHI India to
enable AI infrastructure for IndiaAI
Mission"

PARTNER CORNER



BARRACUDA / 37
"Barracuda's AI-Powered
BarracudaONE Push: Reinventing
Partner Playbook for a Zero-Trust
Future"

DEEP-TECH



GENROBITICS / 44
"Indian Robotics Breakthrough:
Genrobotics Beats 600 Global
Rivals to Win Landmark Singapore
Government Contract"

more inside

Editorial	03
Snippets	05
Product	94

Printed, Published and Owned by

Sanjib Mohapatra
Place of Publication: 6/101-102, Kaushalya
Park, Hauz Khas
New Delhi-110016
Phone: 91-11-46151993 / 41055458
Printed at Karan Printers, F-29/2, 1st floor,
Okhla Industrial Area, Phase-2, New Delhi
110020, India.

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can be reproduced without the prior written
permission from the publisher.

Subscription: Rs.4000 (12 issues)

All payments favouring: Accent Info Media
Pvt. Ltd.

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OptiValue Tek Partners with SFJ Business Solutions to Help Enterprises Accelerate Digital Transformation



OptiValue Tek, a leading IT services company, has announced a strategic alliance with SFJ Business Solutions, a global technology and skilling leader, to deliver large-scale enterprise transformation programs for Fortune 500 organizations worldwide. The partnership brings together SFJ's strategic advisory and ecosystem orchestration expertise with OptiValue Tek's global engineering, IT, and execution capabilities to help enterprises modernize legacy systems, strengthen digital operating models, and accelerate innovation.

Through this partnership, OptiValue Tek and SFJ Business Solutions will jointly design, implement, and manage large-scale transformation initiatives that help organizations modernize legacy infrastructure, adopt AI-led operating models, and unlock new growth opportunities. The alliance focuses on enabling enterprises to transition

from traditional digital transformation to intelligent, adaptive enterprises capable of responding faster to evolving business and market demands.

A key pillar of the partnership is the deployment of advanced agentic intelligence frameworks — autonomous, AI-driven systems designed to make enterprise operations more predictive, efficient, and self-optimizing. These frameworks enable autonomous workflows, intelligent orchestration across IT and business systems, predictive decision-making powered by advanced analytics, and enhanced human-AI collaboration to improve business agility and operational performance.

Ashish Kumar, Managing Director of OptiValue Tek, said, "This partnership represents a strong convergence of strategic vision and global execution capabilities. Together with SFJ Business Solutions, we aim to help Fortune 500.

TCS Bets Big on AI Infrastructure with NVIDIA Alliance

Tata Consultancy Services is doubling down on its artificial intelligence ambitions with the launch of its Rapid Outcome AI platform in collaboration with NVIDIA, signaling a decisive shift toward large-scale, outcome-driven AI adoption. The platform is designed to help enterprises transition from fragmented pilot projects to full-scale, production-ready AI deploy-

ments that deliver measurable business impact. It integrates a range of advanced capabilities, including generative AI, computer vision, and digital twin technologies, enabling organizations to automate complex workflows, enhance decision-making, and gain real-time operational insights. TCS is targeting key sectors such as banking, telecom, manufacturing, and retail, where

the pace of digital transformation is accelerating rapidly. By leveraging NVIDIA's accelerated computing infrastructure, the company aims to significantly reduce deployment timelines while improving efficiency and return on investment. The initiative aligns with India's broader ambition to emerge as a global hub for AI innovation and enterprise technology. TCS' move reflects a

broader industry transition from experimentation-led AI initiatives to scalable, business-outcome-focused strategies, reinforcing its leadership position in the global IT services market and strengthening its ability to compete in high-value, next-generation technology engagements.

CrowdStrike Flags Rising GenAI-Driven Cyber Risks

CrowdStrike has issued a strong warning on the escalating cybersecurity risks linked to the rapid adoption of generative artificial intelligence, urging enterprises to rethink their security frameworks in an increasingly complex threat landscape. According to its latest threat intelligence insights, organizations worldwide are experiencing sustained high volumes of cyberattacks, averaging close to 2,000 incidents per week per enterprise. While generative AI tools are driving productivity and innovation, they are simultaneously expanding the attack surface, exposing enterprises to heightened risks such as data leakage, sophisticated phishing campaigns, and identity-based intrusions. CrowdStrike highlights that adversaries are increasingly leveraging AI to automate and scale attacks, making them more difficult to detect and mitigate. For India, where digital transformation is accelerating across sectors including banking, IT services, and e-commerce, the implications are particularly significant. The company also points to a resurgence in ransomware activity, coupled with evolving adversary tactics that exploit cloud environments and remote work infrastructures. It is urging organizations to adopt AI-native cybersecurity solutions that enable real-time threat detection, rapid response, and predictive intelligence. As enterprises continue to embrace AI, cloud, and digital platforms, cybersecurity is fast emerging as a strategic priority at the boardroom level.

Cloudera Pushes Hybrid Data Platforms for AI Scale

Cloudera is intensifying its focus on India by promoting hybrid data platforms designed to support large-scale artificial intelligence and analytics workloads, as enterprises grapple with increasingly complex data environments. The company is positioning its platform as a critical bridge between on-premise infrastructure and public cloud ecosystems, enabling seamless data integration and management across environments. Cloudera's offering emphasizes unified data governance, security, and compliance, which are essential for organizations looking to operationalize AI at scale while maintaining regulatory adherence and cost efficiency. In India, sectors such as banking, telecom, healthcare, and public services are witnessing exponential growth in data volumes, creating an urgent need for scalable and flexible data architectures. The company is also addressing concerns around data sovereignty, a key issue for enterprises navigating evolving regulatory frameworks. By enabling real-time analytics and streamlined data workflows, Cloudera aims to help organizations unlock actionable insights and drive innovation. The push reflects a broader shift toward hybrid and multi-cloud strategies, as businesses seek to balance agility, control, and compliance while accelerating their AI and digital transformation journeys.

India PC Market Q3 2025



EXECUTIVE MOVEMENT



GLOBALLOGIC APPOINTS POOJA MATHUR AS GLOBAL HEAD OF GROWTH MARKETING



ELASTIC APPOINTS ATUL AHUJA AS AREA VICE PRESIDENT AND GENERAL MANAGER IN INDIA



PRACTO ONBOARDS SRIJESH KUMAR AS GLOBAL CHIEF PRODUCT AND TECHNOLOGY OFFICER (CPTO)



CHAPMAN FREEBORN APPOINTS DANISH CUTLERIWALA AS COUNTRY MANAGER INDIA

Source: Wiz AI Security Readiness Report

HID



Together, Lets Change the
Story of **Access Control**



Open More Spaces

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Genesys Expands CX Cloud Footprint in India

Genesys is accelerating its expansion in India with a stronger push for its cloud-based customer experience (CX) platform, as enterprises increasingly prioritize personalized and seamless engagement in a highly competitive market. The company is enhancing its CX Cloud offering with advanced capabilities such as conversational AI, predictive analytics, and workflow automation, enabling organizations to deliver real-time, context-aware customer interactions across channels. In India, sectors such as banking, telecom, and e-commerce are driving adoption as they transition from legacy contact center systems to scalable, cloud-native platforms. Genesys is also investing in local partnerships, system integrators, and developer ecosystems to support deployment and drive adoption across diverse geographies. The company believes that AI-driven CX will emerge as a key differentiator as customer expectations continue to evolve rapidly in the digital age. By focusing on personalization, operational efficiency, and omnichannel engagement, Genesys aims to strengthen its leadership position in India's rapidly growing CX market. The expansion underscores the broader trend of enterprises leveraging AI and cloud technologies to enhance customer satisfaction, improve retention, and drive long-term business value.

Microsoft Accelerates AI Cloud Adoption in India

Microsoft is intensifying its push to drive artificial intelligence and cloud adoption across India, positioning the country as a critical market in its global growth strategy. The company is expanding its Azure AI ecosystem, enabling enterprises, startups, and public sector organizations to build, deploy, and scale generative AI applications across industries. With demand for AI-driven innovation rising, Microsoft is also investing heavily in skilling initiatives aimed at creating a workforce capable of leveraging emerging technologies effectively. Its strategy includes strengthening data center infrastructure, enhancing cloud security frameworks, and promoting responsible AI practices to ensure ethical deployment. In India, sectors such as healthcare, education, financial services, and manufacturing are rapidly adopting AI solutions to improve efficiency and innovation outcomes. Microsoft's partnerships with enterprises, startups, and government agencies are playing a pivotal role in accelerating digital transformation initiatives across the country. As India continues to emerge as a global hub for technology innovation, Microsoft sees significant opportunities to drive economic growth and technological advancement through widespread adoption of cloud and AI technologies.

HPE Focuses on Edge-to-Cloud Transformation

Hewlett Packard Enterprise is advancing its edge-to-cloud strategy in India, as enterprises increasingly seek to modernize IT infrastructure to support digital transformation and data-driven decision-making. The company is promoting its GreenLake platform, which offers consumption-based IT services that enable organizations to manage workloads seamlessly across on-premise, edge, and cloud environments. With the growing adoption of hybrid cloud and AI-driven applications, demand for flexible, scalable, and secure infrastructure solutions is rising across sectors such as banking, telecom, manufacturing, and public services. HPE is also placing a strong emphasis on edge computing, enabling real-time data processing closer to the source, which is particularly critical for industries such as healthcare, logistics, and industrial manufacturing. By integrating cloud, AI, and edge capabilities, the company aims to deliver comprehensive solutions that enhance agility, efficiency, and innovation. HPE views India as a key growth market, where enterprises are increasingly prioritizing technology-led transformation to remain competitive in a rapidly evolving digital economy.

NVIDIA Deepens AI Ecosystem Partnerships in India

NVIDIA is strengthening its footprint in India by expanding partnerships with IT services companies, startups, academic institutions, and research organizations to accelerate artificial intelligence adoption. Its accelerated computing platforms and AI infrastructure are becoming central to enterprise deployments across industries, enabling organizations to process vast volumes of data and develop advanced AI models. Collaborations with major players such as TCS highlight NVIDIA's role in enabling scalable and efficient AI solutions. The company is also actively supporting India's startup ecosystem by providing access to its AI frameworks, developer tools, and technical resources. With demand for generative AI and high-performance computing growing rapidly, NVIDIA is positioning itself at the core of India's emerging AI ecosystem. It is also contributing to the development of data center infrastructure, which is critical for large-scale AI applications. By fostering collaboration, innovation, and skill development, NVIDIA aims to accelerate AI-driven transformation across sectors including healthcare, finance, manufacturing, and education, reinforcing India's position as a global technology powerhouse.

Dixon Technologies Expands Manufacturing Scale

Dixon Technologies is continuing to expand its manufacturing footprint in India, driven by strong demand and supportive government policies aimed at boosting domestic electronics production. The company is benefiting from the Production Linked Incentive (PLI) scheme, which has encouraged localization and reduced dependence on imports. Dixon has strengthened its partnerships with global brands across segments such as smartphones, consumer electronics, and home appliances, enhancing its role in India's electronics manufacturing ecosystem. The company is also investing in automation, quality assurance, and process optimization to improve efficiency and scale operations. As India positions itself as a global manufacturing hub, Dixon is playing a crucial role in strengthening the electronics value chain and supporting export growth. Its focus on capacity expansion and technological advancement is expected to drive sustained long-term growth. By aligning with global supply chain shifts and leveraging favorable policy support, Dixon is reinforcing its position as one of India's leading electronics manufacturing services providers.

Dell Technologies Drives Hybrid Work Solutions

Dell Technologies is reinforcing its India strategy with a strong focus on hybrid work solutions and digital transformation, as organizations adapt to evolving workplace dynamics. The company is offering a comprehensive portfolio of AI-powered PCs, data center solutions, and edge computing technologies designed to support flexible, secure, and efficient work environments. With enterprises increasingly adopting hybrid models, demand for scalable IT infrastructure and secure digital collaboration tools is rising across sectors such as IT services, banking, education, and healthcare. Dell is positioning itself as a strategic partner for enterprises, enabling them to modernize operations, enhance workforce productivity, and ensure business continuity. The company is also investing in innovation and partnerships to address emerging customer needs and evolving technology trends. By integrating hardware, software, and services into unified solutions, Dell aims to simplify IT management while improving performance and user experience. Its approach reflects the growing importance of technology in enabling long-term resilience and growth.

DigiCert Highlights Trust Imperative in Digital Economy

DigiCert is emphasizing the growing importance of digital trust as India's digital ecosystem continues to expand rapidly, driven by increasing adoption of cloud computing, IoT, and connected technologies. The company is promoting solutions focused on identity management, encryption, and secure communications to help organizations protect their digital assets and maintain user confidence. DigiCert notes that cyber threats are becoming more sophisticated, requiring enterprises to adopt proactive and comprehensive security frameworks. In India, regulatory developments and rising awareness around data protection are driving investments in cybersecurity and digital trust solutions. The company sees strong opportunities in sectors such as financial services, healthcare, e-commerce, and government, where secure transactions and data integrity are critical. By positioning trust as a foundational element of digital transformation, DigiCert aims to support organizations in building secure, resilient, and scalable digital infrastructures. As businesses increasingly rely on digital platforms, ensuring trust and security is becoming essential for sustained growth and customer engagement.

Konica Minolta Sharpens Focus on Digital Workplace Transformation

Konica Minolta is intensifying its India strategy by strengthening its digital workplace solutions portfolio, as enterprises accelerate efforts to modernize operations and adapt to hybrid work models. The company is integrating its traditional strengths in imaging and printing with advanced IT services, offering solutions such as managed print services, intelligent document processing, and workflow automation. Demand for these solutions is rising as organizations seek to reduce operational costs, enhance productivity, and streamline business processes. Konica Minolta is also leveraging artificial intelligence to improve document management, enabling faster data extraction, classification, and decision-making. In India, sectors such as banking, legal services, healthcare, and manufacturing are driving adoption, particularly as compliance and data management requirements become more complex. The company is expanding its partner ecosystem and service capabilities to improve market reach and deliver end-to-end solutions. Its strategy is aligned with the broader shift toward digital-first workplaces, where automation and collaboration tools are central to business efficiency. By focusing on integrated.

Canon India Bets on Imaging, Print and Surveillance Growth

Canon India is strengthening its foothold in the country by expanding its portfolio across imaging, printing, and surveillance solutions, as demand rises from both enterprise and public sector customers. The company is witnessing growing adoption of advanced imaging technologies in sectors such as healthcare, education, infrastructure, and government, where precision and reliability are critical. With the rapid development of smart cities and digital infrastructure projects, surveillance has emerged as a key growth segment. Canon is introducing AI-enabled imaging and security solutions that offer advanced analytics, real-time monitoring, and improved accuracy. The company is also investing in expanding its channel and partner ecosystem to enhance market reach across urban and emerging markets. In addition to enterprise solutions, Canon continues to strengthen its presence in consumer and professional photography segments, catering to evolving user preferences. Its India strategy is centered on innovation, localization, and customer-centric offerings, enabling it to address diverse market needs.

Acer Expands AI PC and Gaming Portfolio to Capture Demand

Acer is expanding its product portfolio in India with a strong focus on AI-enabled personal computers and gaming devices, as demand for high-performance computing continues to rise. The company is introducing new devices equipped with AI-driven features such as intelligent performance optimization, adaptive cooling systems, and enhanced power efficiency, aimed at improving user experience across segments. The gaming category remains a key growth driver, supported by the increasing popularity of esports and content creation among younger consumers. Acer is also strengthening its presence across both offline retail and online platforms to reach a wider audience, including customers in tier-2 and tier-3 cities. The company's strategy reflects broader trends in the PC market, where innovation, performance, and affordability are becoming critical differentiators. Acer is positioning itself to cater to diverse user needs, from professionals and students to gamers and creators. By combining advanced technology with competitive pricing and expanded distribution, Acer aims to capture a larger share of India's rapidly evolving computing market while responding.

Syrma SGS Rides EMS Growth Wave with Capacity Expansion

Syrma SGS Technology is capitalizing on the rapid expansion of India's electronics manufacturing services (EMS) sector, strengthening its capabilities across high-value segments such as automotive electronics, industrial systems, and consumer devices. The company is benefiting from favorable government policies, including the Production Linked Incentive (PLI) scheme, which is encouraging domestic manufacturing and reducing reliance on imports. Syрма SGS is investing in advanced manufacturing technologies, capacity expansion, and process optimization to meet rising demand from both domestic and global clients. It is also focusing on building strong partnerships with global original equipment manufacturers (OEMs), positioning itself as a reliable and competitive manufacturing partner. As global supply chains undergo diversification, India is emerging as a preferred destination for electronics manufacturing, creating significant opportunities for EMS providers. Syрма SGS is aligning its growth strategy with this shift, aiming to enhance its scale, efficiency, and technological capabilities.

Brother International Targets SMB Digitisation Push in India

Brother International is sharpening its focus on India's rapidly expanding small and medium business (SMB) segment, aligning its strategy with the growing demand for digital and print solutions among smaller enterprises. The company is expanding its portfolio of printers, scanners, and labeling solutions tailored for industries such as retail, logistics, healthcare, and education. As SMBs increasingly adopt digital tools to improve efficiency and compliance, demand for compact, cost-effective, and reliable devices is on the rise. Brother is also strengthening its distribution network and channel partnerships to deepen its presence in tier-2 and tier-3 markets, where growth opportunities remain significant. The company is emphasizing ease of use, durability, and after-sales support as key differentiators in a competitive market. In addition, Brother is focusing on localized solutions that cater to the specific needs of Indian businesses. Its strategy reflects a broader trend of digital transformation among SMBs, driven by the need to enhance productivity, streamline operations, and improve customer service. By targeting this high-growth.

Tech Data Expands AI-Ready Infrastructure Access via Equinix Deal

Tech Data has strengthened its enterprise infrastructure portfolio in India through a strategic partnership with Equinix, aimed at expanding access to AI-ready hybrid multi-cloud environments. The collaboration enables enterprises and channel partners to deploy scalable, high-performance infrastructure capable of supporting artificial intelligence, analytics, and data-intensive workloads. By combining Equinix's global data center ecosystem with Tech Data's extensive distribution network, the alliance seeks to bridge the gap between global infrastructure capabilities and local enterprise requirements.

As organizations accelerate digital transformation initiatives, the demand for flexible, interconnected, and secure infrastructure is increasing. The partnership is designed to simplify deployment, enhance workload performance, and ensure seamless connectivity across distributed environments. It also reinforces the evolving role of distributors as strategic enablers of business outcomes rather than traditional supply chain intermediaries.

Genrobotics Secures Landmark Global Contract in Singapore

Genrobotics has secured a major international contract from the Singapore government, marking a significant milestone for India's deep-tech innovation ecosystem. The company emerged ahead of more than 600 global competitors, underscoring the growing recognition of Indian robotics firms on the global stage. The contract will see Genrobotics deploy its advanced robotic solutions in critical infrastructure and urban management applications, demonstrating its capability to deliver scalable and reliable technology solutions.

The win highlights a broader shift in global perception, where Indian companies are increasingly being valued for technological innovation rather than cost competitiveness alone. As automation gains traction worldwide, driven by labor shortages and the need for operational efficiency.

DIGEST

ICEWARP PUSHES UNIFIED COMMUNICATION SUITE FOR SMB GROWTH

ICEWARP IS STRENGTHENING ITS FOCUS ON INDIA'S SMALL AND MEDIUM BUSINESS SEGMENT BY PROMOTING ITS UNIFIED COMMUNICATION AND COLLABORATION PLATFORM, DESIGNED TO SIMPLIFY DIGITAL OPERATIONS. THE SOLUTION INTEGRATES EMAIL, MESSAGING, VIDEO CONFERENCING, AND DOCUMENT COLLABORATION INTO A SINGLE INTERFACE, ENABLING BUSINESSES TO STREAMLINE COMMUNICATION AND IMPROVE PRODUCTIVITY. AS SMBs INCREASINGLY ADOPT DIGITAL TOOLS, DEMAND FOR INTEGRATED AND COST-EFFECTIVE SOLUTIONS IS RISING STEADILY. ICEWARP IS POSITIONING ITS PLATFORM AS AN ALTERNATIVE TO FRAGMENTED COMMUNICATION SYSTEMS, OFFERING GREATER EFFICIENCY AND EASE OF MANAGEMENT. THE COMPANY IS ALSO EXPANDING ITS CHANNEL NETWORK TO DEEPEN ITS PRESENCE ACROSS TIER-2 AND TIER-3 MARKETS, WHERE DIGITAL ADOPTION IS GAINING MOMENTUM. BY FOCUSING ON AFFORDABILITY AND SIMPLICITY, ICEWARP AIMS TO ADDRESS THE UNIQUE NEEDS OF SMALLER ENTERPRISES.

SAVEX TECHNOLOGIES EXPANDS ENTERPRISE PORTFOLIO WITH NEW ALLIANCES

SAVEX TECHNOLOGIES IS EXPANDING ITS ENTERPRISE SOLUTIONS PORTFOLIO THROUGH A SERIES OF STRATEGIC ALLIANCES, STRENGTHENING ITS POSITION IN INDIA'S FAST-EVOLVING IT MARKET. THE COMPANY IS FOCUSING ON DELIVERING INTEGRATED OFFERINGS ACROSS CLOUD, CYBERSECURITY, AND ENTERPRISE INFRASTRUCTURE, ADDRESSING THE GROWING DEMAND FOR COMPREHENSIVE DIGITAL TRANSFORMATION SOLUTIONS. BY PARTNERING WITH LEADING GLOBAL TECHNOLOGY PROVIDERS, SAVEX AIMS TO ENHANCE ITS CAPABILITIES AND DELIVER GREATER VALUE TO CUSTOMERS.

INGRAM MICRO STRENGTHENS XVANTAGE PLATFORM FOR AI-LED DISTRIBUTION

INGRAM MICRO IS ADVANCING ITS DIGITAL TRANSFORMATION STRATEGY BY ENHANCING ITS XVANTAGE PLATFORM WITH ARTIFICIAL INTELLIGENCE CAPABILITIES, AIMED AT RESHAPING THE IT DISTRIBUTION LANDSCAPE. THE PLATFORM INTEGRATES AI-DRIVEN INSIGHTS, AUTOMATION, AND DATA ANALYTICS TO STREAMLINE OPERATIONS FOR CHANNEL PARTNERS WHILE ENABLING MORE INFORMED DECISION-MAKING. BY SIMPLIFYING WORKFLOWS AND OFFERING PERSONALIZED RECOMMENDATIONS, XVANTAGE IS DESIGNED TO IMPROVE EFFICIENCY ACROSS THE PARTNER ECOSYSTEM.

AS THE ROLE OF IT DISTRIBUTORS EVOLVES BEYOND LOGISTICS, PLATFORMS LIKE XVANTAGE ARE BECOMING CENTRAL TO DELIVERING VALUE-ADDED SERVICES. IN INDIA, WHERE CHANNEL PARTNERS PLAY A CRITICAL ROLE IN TECHNOLOGY ADOPTION, SUCH INNOVATIONS ARE EXPECTED TO SIGNIFICANTLY ENHANCE.



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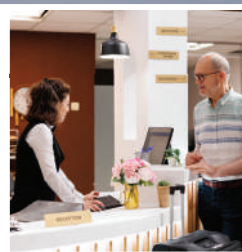
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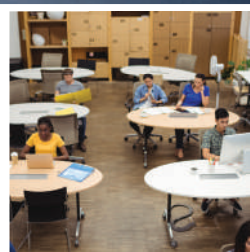
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Andhra Pradesh Taps AI with Calibo to Drive Innovation Ecosystem

The Government of Andhra Pradesh has partnered with Calibo to accelerate artificial intelligence adoption across its academic and enterprise ecosystem, signaling a structured push toward building a future-ready innovation framework. The initiative combines real-world AI deployment with long-term skilling programs, including the rollout of the Calibo AI Academy across more than 50 higher education institutions. The academy aims to equip students with industry-relevant AI skills while bridging the gap between academia and enterprise requirements.

As Indian states increasingly look to leverage emerging technologies for economic growth, such collaborations are gaining momentum. Calibo will also work with enterprises to deploy practical, bite-sized AI use cases that enhance productivity and decision-making capabilities. The dual focus on implementation and skilling reflects a broader shift toward sustainable digital transformation models.

The partnership positions Andhra Pradesh as an early mover in regional AI adoption, aligning education, innovation, and enterprise needs. By integrating capability building with real.

DOCOMO Deploys Agentic AI for Autonomous Network Maintenance

NTT DOCOMO has initiated the deployment of an agentic AI system to automate network maintenance operations, marking a significant advancement in telecom infrastructure management. Built on AWS-managed services, the system leverages intelligent AI agents capable of analyzing network conditions, detecting anomalies, and executing corrective actions with minimal human intervention. This approach is expected to enhance network reliability while reducing operational complexity.

As telecom networks become increasingly complex with rising data consumption, the need for intelligent automation is growing rapidly. Agentic AI enables real-time decision-making, allowing operators to respond faster to disruptions and improve overall service quality. The deployment reflects a broader industry shift toward self-healing networks powered by embedded intelligence.

For DOCOMO, the initiative represents a move toward operational efficiency and improved customer experience. It also signals the growing maturity of AI technologies in critical infrastructure environments. As global telecom providers explore similar capabilities, the adoption of agentic AI is expected to redefine network management, setting new benchmarks for resilience and scalability in the digital communications landscape.

Nutanix Survey Flags AI-Led Surge in Container Adoption

Nutanix has highlighted a sharp increase in container adoption driven by artificial intelligence workloads, according to its latest Enterprise Cloud Index survey. The findings indicate that a majority of Indian enterprises are planning to expand their use of containers as they scale AI deployments, reflecting a shift toward cloud-native architectures. Containers are increasingly favored for their flexibility, scalability, and ability to support dynamic workloads.

However, the report also points to emerging challenges, including the risk of shadow IT and operational silos that can impact governance and security. As organizations accelerate their AI initiatives, the need for integrated infrastructure and visibility becomes critical. Nutanix emphasizes the importance of balancing agility with control to ensure sustainable growth.

The insights underscore the evolving complexity of enterprise IT environments, where innovation must be matched with robust management frameworks. For India's digital ecosystem, the findings reinforce the importance of building resilient, secure, and scalable foundations to support the next phase of AI-driven transformation across industries.

HID's 2026 State of Security and Identity Report: Identity Convergence Drives New Focus on Trust

The latest 2026 State of Security and Identity Report from HID highlights a transformative shift toward identity convergence. As organizations grapple with fragmented digital landscapes, the report emphasizes that integrating physical and logical security is no longer optional. This trend is largely driven by the necessity for enhanced trust and protection in an era where user choice and seamless access are paramount. Key findings suggest that biometric authentication and mobile-first identities are becoming the gold standard for enterprise security. Furthermore, the report explores how artificial intelligence is being leveraged to predict credential vulnerabilities before they are exploited. As businesses move toward a zero-trust architecture, the ability to unify disparate identity systems becomes a critical competitive advantage. HID experts suggest that the future of security lies in creating a frictionless experience that does not compromise on safety. For channel partners, this evolution presents a massive opportunity to provide consultative services that help clients navigate.

Kaspersky Deepens India Bet with New Cyber Investigation Centre in Delhi NCR for Literacy

Kaspersky has significantly expanded its footprint in the Indian market by inaugurating a state-of-the-art Cyber Investigation Centre in the Delhi NCR region. This move underscores the company's long-term commitment to the country, which is increasingly becoming a hub for digital innovation and, consequently, cyber threats. The new facility is designed to provide advanced threat intelligence and forensic capabilities to local enterprises and government agencies. Beyond technical support, Kaspersky is also targeting early-age digital literacy through specialized training programs aimed at students and young professionals. By fostering a culture of cybersecurity from the ground up, the company hopes to build a more resilient digital ecosystem. This investment comes at a time when ransomware and sophisticated phishing attacks are at an all-time high in the region. For the channel community, Kaspersky's enhanced presence means better access to localized support and a stronger portfolio of tools to defend against complex regional threats. The center will also serve as a collaborative hub for knowledge sharing.

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www.sophos.com/MDR

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Barracuda Unveils BarracudaONE Cybersecurity Platform Innovations and Enhanced Global Partner Program

Barracuda has announced major updates to its BarracudaONE cybersecurity platform, aimed at simplifying security management for managed service providers (MSPs) and their customers. The innovations focus on delivering a unified view of the entire threat landscape, integrating email, network, and data protection into a single, cohesive interface. Accompanying these technical updates is an enhanced global partner program designed to reward high-performing partners and provide better technical enablement. The new program structure offers tiered benefits that help partners scale their businesses more effectively while delivering superior protection. By prioritizing automation and AI-driven detection, Barracuda seeks to reduce the operational burden on IT teams who are often stretched thin. The platform's new features also include improved incident response workflows, allowing for faster mitigation of live threats. For partners, these changes represent a strategic move to provide more value-driven services rather than just selling standalone products. The focus remains on empowering the channel to become true security advisors in an increasingly dangerous and complex digital environment.

SonicWall Flags 'Seven Deadly Sins' as SMB Cyber Failures Surge in Age of AI Attacks

SonicWall has released a provocative new analysis identifying the "Seven Deadly Sins" of SMB cybersecurity. According to the report, small and medium businesses are increasingly falling victim to AI-driven attacks because they continue to neglect fundamental security hygiene. Common failures include using outdated software, lack of employee training, and the absence of robust multi-factor authentication. As attackers use generative AI to craft more convincing phishing emails and automated malware, the gap between SMB defenses and threat sophistication is widening. SonicWall emphasizes that many organizations suffer from "security complacency," assuming they are too small to be targeted. The report serves as a wake-up call, urging SMBs to adopt proactive threat hunting and automated patching. For channel partners, this presents a clear roadmap for engagement. By addressing these specific "sins," partners can help their clients build a more resilient infrastructure. The goal is to move SMBs away from reactive fire-fighting toward a more strategic, AI-aware security posture that can withstand the evolving tactics of modern cybercriminals.

Dell Technologies Expands Cybersecurity and Resilience for AI Era and Emerging Quantum Risks

Dell Technologies is taking a proactive stance against future threats by expanding its cybersecurity and resilience portfolio to address the risks posed by AI and quantum computing. As AI becomes a tool for both defense and offense, Dell is integrating advanced machine learning capabilities into its PowerProtect and Apex offerings to detect anomalies in real-time. Perhaps more strikingly, the company is preparing for the "post-quantum" era, where traditional encryption could be rendered obsolete. Dell's new resilience framework focuses on data immutability and rapid recovery, ensuring that even if a breach occurs, the core business can stay operational. The expansion also includes new specialized services designed to help organizations assess their "quantum readiness." For the channel, this move signifies a shift toward high-level strategic planning. Partners are encouraged to lead conversations about long-term data sovereignty and the future-proofing of infrastructure. By staying ahead of the quantum curve, Dell and its partners aim to provide peace of mind to enterprises that are increasingly reliant on massive datasets.

AI Acceleration in APAC Exposes Growing API Security Gap According to Akamai Study

A recent study by Akamai has revealed a startling security gap in the Asia-Pacific region, driven by the rapid acceleration of AI adoption. As organizations in APAC rush to implement AI-first strategies, they are relying heavily on APIs to connect various services and data sources. However, this reliance has turned APIs into the primary attack surface for hackers. The study found that many companies lack the visibility and control needed to secure these critical endpoints effectively. Traditional security measures are often insufficient for the dynamic and high-frequency nature of API traffic. Akamai warns that without a dedicated API security strategy, businesses risk exposing sensitive customer data and intellectual property. The report suggests that AI-powered security tools are the only way to keep up with AI-powered threats. For partners, this is a prime opportunity to offer API-specific security audits and implementation services. As the digital economy in APAC continues to boom, securing the "connective tissue" of the internet has become a top priority for CIOs across the continent.

CrowdStrike and HCLTech Expand Strategic Partnership with AI-Powered Threat Management

CrowdStrike and HCLTech have announced a significant expansion of their strategic partnership, focusing on AI-powered continuous threat exposure management (CTEM). This collaboration combines CrowdStrike's industry-leading Falcon platform with HCLTech's extensive managed services expertise. The goal is to provide global enterprises with a proactive way to manage their attack surface, moving beyond traditional vulnerability scanning to a more holistic view of risk. By leveraging AI-driven threat detection, the partnership enables organizations to operationalize real-time intelligence and prioritize the most critical threats. This expansion is particularly relevant for large-scale digital transformation projects where security often struggles to keep pace with change. HCLTech will integrate CrowdStrike's technology into its core cybersecurity offerings, providing customers with a seamless, end-to-end security experience. For the channel, this partnership serves as a blueprint for how technology vendors and service providers can collaborate.

CrowdStrike Launches Flex for Services, Bringing Flexible Consumption to the Agentic Era

In a move to modernize how cybersecurity services are consumed, CrowdStrike has launched “Falcon Flex for Services.” This new model allows organizations to apply the flexible consumption model of the Falcon platform to the company’s full suite of professional and managed services. As the industry enters the “agentic era”—where AI agents play a larger role in security operations—the need for adaptable service models has never been greater. Falcon Flex removes the rigid barriers typically associated with long-term service contracts, allowing customers to scale their security resources up or down based on current needs. This is particularly beneficial for organizations facing seasonal spikes in threat activity or those undergoing rapid mergers and acquisitions. For partners, this provides a more versatile toolset to meet client demands, making it easier to bundle services with software licenses. The initiative reflects a broader trend toward “everything-as-a-service” in the enterprise tech space, prioritizing agility and cost-efficiency without sacrificing the quality of protection or the depth of expert support.

Kaspersky Discovers Infostealers Mimicking Claude Code, OpenClaw and Other AI Tools

Kaspersky researchers have uncovered a new malicious campaign targeting developers by mimicking popular AI developer tools like Claude Code and OpenClaw. The attackers are creating highly convincing installation instructions and fake repositories that trick users into downloading infostealer malware. Once installed, the malware can harvest sensitive data, including login credentials, API keys, and source code. This campaign highlights a growing trend where cybercriminals exploit the hype surrounding generative AI to target high-value users like software engineers. Developers often have elevated access rights, making them ideal targets for lateral movement within a corporate network. Kaspersky advises developers to only download tools from official sources and to remain vigilant when following third-party installation guides. For the channel, this discovery underscores the need for “developer-centric” security training and the implementation of robust endpoint protection for technical teams. As AI development continues to surge, the tools used to build these models will increasingly.

Akamai Guardicore Segmentation Transforms Zero Trust with New AI-Powered Capabilities

Akamai has announced significant enhancements to its Guardicore Segmentation platform, introducing new AI-powered capabilities designed to simplify the implementation of zero-trust architectures. One of the biggest hurdles in adopting micro-segmentation is the complexity of managing thousands of security rules across a hybrid environment. Akamai’s new AI engine automates the process of identifying assets and suggesting optimal segmentation policies, significantly reducing the time and manual effort required. This allows organizations to isolate compromised systems more quickly and prevent lateral movement by attackers. The platform also features improved visibility into cloud-native workloads, providing a unified view of security across on-premises and multi-cloud infrastructures. For channel partners, these updates make it much easier to sell and deploy segmentation projects, which were previously seen as too labor-intensive for many SMBs. By making zero trust more accessible and manageable, Akamai is helping businesses of all sizes move toward a more resilient security posture. The focus is on making security “silent” and efficient through intelligent automation.

TechOwl Infosec Achieves Fortinet’s Engage Preferred Services Partner Designation

TechOwl Infosec has reached a significant milestone by achieving Fortinet’s Engage Preferred Services Partner (EPSP) designation. This prestigious status is awarded to partners who demonstrate exceptional technical expertise and a proven track record in delivering complex security solutions. As an EPSP, TechOwl gains access to specialized training and advanced support from Fortinet, allowing them to offer even more robust services to their clients. This designation is particularly important in the Indian market, where the demand for managed security services is skyrocketing. TechOwl’s focus on high-quality implementation and post-deployment support has been key to securing this partnership. For customers, this means they can rely on TechOwl for expert guidance on deploying Fortinet’s broad portfolio, from next-generation firewalls to secure SD-WAN. The achievement also highlights the importance of deep technical specialization in the channel. As security threats become more sophisticated, vendors are increasingly looking for partners who can go beyond simple product fulfillment to provide high-value, end-to-end security consultancy.

World Leaders Summit 2026 Honors Ingram Micro’s Sanjib Sahoo for AI Leadership

At the World Leaders Summit 2026, Sanjib Sahoo, EVP and Chief Digital Officer at Ingram Micro, was honored for his outstanding leadership in AI and platform innovation. Sahoo has been a driving force behind Ingram Micro’s transformation from a traditional distributor to a platform-centric digital giant. His work on the Xvantage platform has revolutionized how partners interact with the technology ecosystem, using AI to provide personalized insights and streamline operations. The award recognizes Sahoo’s ability to bridge the gap between complex technology and practical business outcomes. Under his leadership, Ingram Micro has integrated AI across its supply chain and partner tools, making it easier for resellers to identify opportunities and manage their businesses more profitably. For the channel community, Sahoo’s recognition is a testament to the power of digital transformation. It highlights the shifting role of distribution in the modern era, where data-driven platforms are becoming the primary engine of growth. His vision continues to shape how the global channel navigates the challenges and opportunities of the AI age.



HARIKRISHNA PRABHU
COO, Technobind Solutions

PROFILE

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

SIMPLIFYING APPLE DEVICE SECURITY FOR SMBs WITH CENTRALIZED MANAGEMENT AND MINIMAL IT LOAD

The real challenge is not just securing Apple devices, but doing so without building large IT teams or overburdening existing resources and this is where centralized device management becomes not just useful, but essential

Small and medium businesses today are navigating a paradox. On one hand, Apple devices are increasingly preferred for their user experience and built-in security architecture. On the other, the rise in sophisticated cyber threats is making endpoint security more complex than ever. The real challenge is not just securing devices, but doing so without building large IT teams or overburdening existing resources. This is where centralized device management becomes not just useful, but essential.

Apple has long embedded strong native security controls such as Gatekeeper, XProtect, and sandboxing. However, the evolving threat landscape demands more than just built-in protections. According to Jamf's 2025 Security 360 report, threats such as credential-stealing malware and phishing attacks are rising sharply, with infostealers alone increasing by over 28 percent year on year.

For SMBs, this means that relying solely on device-level security is no longer sufficient. What is required is visibility, control, and automation across the entire device fleet.

Why Centralized Management is the Game Changer

The traditional approach to device security involves fragmented tools, manual configurations, and reactive troubleshooting. This model is not scalable, especially for SMBs operating with lean IT teams. Centralized Mobile Device Management transforms this paradigm.

With a unified platform, businesses can:

- Configure devices remotely from a single console
- Enforce consistent security policies across all endpoints
- Automate updates, patching, and compliance
- Monitor threats in real time and respond proactively

The importance of this shift is reflected in the

market itself. The global MDM segment accounted for nearly 46.5 percent of the device management market share in 2024, underlining how critical centralized management has become for modern IT environments.

For SMBs, this is not about adopting more tools. It is about simplifying operations while strengthening security.

Reducing IT Load Without Compromising Security

One of the biggest misconceptions is that strong security requires heavy IT involvement. In reality, modern Apple device management platforms are designed to reduce IT dependency.

Capabilities such as zero-touch deployment allow devices to be shipped directly to employees with pre-configured settings, applications, and security controls. This eliminates manual setup and reduces onboarding time drastically.

Automation further ensures that:

- Security policies are enforced consistently
- Updates happen without user intervention
- Compliance requirements are met continuously

This is particularly important in hybrid and remote work environments, where devices are no longer within the physical perimeter of the organization.

In essence, centralized management shifts IT from a reactive function to a strategic enabler.

Security Must Be Invisible, Not Intrusive

A key principle that SMBs must embrace is that security should not disrupt productivity. Apple users value seamless experiences, and any security framework must align with that expectation.

Modern MDM solutions achieve this by operating in the background. Employees get instant access

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<https://www.smechannels.com>



ELIA ZAITSEV

Chief Technology Officer, CrowdStrike

PROFILE

Elia Zaitsev serves as the Global Chief Technology Officer (CTO) at CrowdStrike, where he is responsible for shaping and executing the company's technology vision and strategy. He leads critical areas such as data science, artificial intelligence, machine learning, and malware research, which form the backbone of CrowdStrike's innovation engine.

Elevated to the CTO role in 2023, Zaitsev's journey reflects a long-standing association with the company. He became part of the Office of the CTO in 2020 after heading the Americas Sales Engineering team. His tenure at CrowdStrike dates back to 2013, when he joined as the company's first sales engineer—underscoring his foundational role in its evolution.

ANTHROPIC CLAUDE MYTHOS PREVIEW: THE MORE CAPABLE AI BECOMES, THE MORE SECURITY IT NEEDS

The author outlines how CrowdStrike, in collaboration with Anthropic, is securing frontier AI models like Mythos Preview by combining model innovation with real-time enterprise visibility and governance.

The Claude Mythos Preview matters for every enterprise. Frontier models raise the ceiling for both offense and defense. Our job is to make sure defenders hold the advantage. That is what we have always done. That is what we do today.

Today, CrowdStrike is a founding member of Project Glasswing. Anthropic builds the model. CrowdStrike secures AI where it executes. That's the division of labor the industry needs.

CrowdStrike evaluated the security implications of this model and brings something no other coalition member has: sensor-level visibility across every endpoint in the enterprise. A trillion events a day. 280+ tracked adversary groups. 1,800+ AI applications already discovered across customer environments. This data is what makes AI governance enforceable.

CrowdStrike's assessment of Mythos Preview confirms Frontier AI capabilities compound when paired with real-world threat intelligence, enterprise-scale visibility, and machine-speed enforcement.

Why This Matters

Frontier AI is not a single product. It is a new category of enterprise infrastructure.

Claude Code is changing how developers build software. AI agents are reshaping how enterprises automate operations. Anthropic's Mythos Preview expands the reasoning, planning, and execution capabilities of AI agents. They all touch the endpoint — where data is accessed, decisions are made, value is delivered, and risk is born.

New models are also where opportunity is the largest. The same frontier models that expand the attack surface give defenders a capability advantage that did not exist a year ago: discovering vulnerabilities, detecting threats, and responding to incidents faster than ever before.

Adversaries will continue to look to use the same capabilities for malicious purposes. CrowdStrike's 2026 Global Threat Report found an 89% increase

in attacks by adversaries using AI year-over-year. The use of AI for vulnerability discovery and exploit development is accelerating on both sides.

The Division of Labor

Model safety is the builder's responsibility. Deployment governance is ours.

Anthropic develops frontier models under its Responsible Scaling Policy, evaluating capabilities before release and red-teaming for dangerous behaviors.

This work addresses what the model can do. It does not address what happens when the model runs inside an enterprise with access to customer data, financial systems, and thousands of users deploying the model without governance. When an AI agent connects to a CRM, queries a database, or triggers a workflow, it's not a model safety question. That is a deployment governance question.

CrowdStrike secures AI where it executes. Discovery of every AI agent in the environment. Visibility into what those agents access and what they do. Protection of sensitive data flowing through AI workflows. Runtime protection for AI agents connecting to enterprise systems.

What CrowdStrike Brings

A frontier model is the engine. Data is the fuel. The platform is how you operationalize it.

CrowdStrike's role in this coalition is grounded in capabilities no other member has:

Threat Intelligence: 280+ tracked adversary groups. Real-world attack data that informs how frontier AI is weaponized and how to defend against it. This intelligence determines which vulnerabilities matter most: not just what exists, but what adversaries are actively targeting right now.

AI Detection and Response (AIDR): Secures all agents — homegrown, third-party, and local — at runtime and discovers and governs AI applications

To access more info login to:

<https://www.smechannels.com>

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SEKAR VEMBU
FOUNDER & CEO
VEMBU TECHNOLOGIES

"THE GOAL IS SIMPLE – DELIVER ENTERPRISE-GRADE DATA PROTECTION WITH BDRSHIELD AT A PRICE POINT THAT MAKES SENSE FOR INDIAN BUSINESSES, THROUGH PARTNERS WHO UNDERSTAND THEIR MARKET."

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GANESAN VELUSAMY
CEO, INDSYS TECHSERVICES

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DELL'S BIG INDIA BET: WHY AI, ECOSYSTEM DEPTH, AND 'PARTNER FIRST' WILL DRIVE ITS NEXT GROWTH CURVE

As enterprise tech demand recalibrates amid cost pressures and AI disruption, Dell Technologies is not rewriting its India strategy—it is refining it. Channel Chief Atul Mehta outlines how sharper execution, deeper partner alignment, and a full-stack portfolio could power Dell's next phase of growth.

MANASH RANJAN DEBATA
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Dell Technologies is not rewriting its channel playbook—it is refining it. In an industry obsessed with reinvention, it is taking a contrarian path in India—stay consistent, but execute harder.

The Power of Staying the Course

"Our long-term channel philosophy does not change. We continue to focus on expanding the customer base, strengthening our core business, and unlocking new opportunities through deeper engagement with partners," says Atul Mehta, Senior Director and General Manager - India Channels at Dell Technologies.

Even as market momentum has been uneven, the company is resisting the urge to overhaul its partner-led strategy. Instead, it is doubling down on fundamentals: expanding its customer base, strengthening core business lines, and unlocking new growth through deeper partner collaboration.

But beneath this apparent continuity lies a more nuanced shift—precision-led execution.

Targeted incentives for top-tier partners, sharper account mining strategies, and renewed competitive focus signal a company that is fine-tuning its growth engine rather than rebuilding it.

The company is choosing continuity over disruption, while intensifying execution in high-impact areas. What is changing, however, is the precision of interventions. Dell is rolling out targeted programs for top-tier Titanium partners, reintroducing incentive-led rebates, and pushing for deeper account mining to win competitive deals.

Commenting on the new thought in Dell's channel strategy circles, Atul says, "What is evolving is how sharply we are executing against these priorities. For FY27, we are introducing more targeted interventions—especially for our top-tier partners."

"We are rolling out focused client and storage programs for a select set of Titanium partners; reintroducing rebate structures to drive competitive account wins; and incentivising deeper account penetration, encouraging partners to build long-term customer relationships." Adds Atul.

At a broader level, the company is doubling down on what has worked well—market expansion, ecosystem enablement, and partner-led growth.

"So while the strategy is stable, the execution is becoming far more aggressive and opportunity-driven," says Atul.

The India Context: Cost Pressures Meet AI Ambition

Indian enterprises today are navigating a complex intersection of challenges.

On one hand, inflationary pressures are forcing CIOs to defer technology refresh cycles. On the other, the rapid rise of AI is creating urgent demand for faster, more intelligent, and intuitive systems.

"The future will be shaped by the intersection of AI, cost efficiency, and future-ready infrastructure," says Atul. "Instead of looking at trends in isolation, we look at the real challenges customers are facing today."

While organizations are grappling with exploding data volumes; rising cybersecurity risks; and the need for scalable, future-ready infrastructure. Against this backdrop, Dell's response is rooted in its biggest strength—end-to-end capability.

Dell is aligning its strategy across four key pillars:

- **Modern Workplace:** Delivering integrated client devices and peripherals for enhanced user experience
- **Modern Data Center:** Building infrastructure that is not just current-ready but

future-ready

- **AI Adoption (Dell AI Factory):** Enabling customers to operationalise AI at scale
 - **Cybersecurity & Sustainability:** Embedding zero-trust principles and circular IT practices
- "Our differentiation lies in delivering all of this as an integrated, end-to-end solution," adds Atul.

This makes it evidently clear that from modern workplace solutions to AI-enabled infrastructure, and from zero-trust security to sustainable IT practices, the company is positioning itself as a holistic transformation partner, not just a hardware vendor.

Inside the Strategy: Blending Stability with Tactical Aggression

Dell's FY27 channel strategy reflects a clear philosophy: don't fix what isn't broken—scale what works. A closer analysis reveals that the core pillars of its business remain intact. Customer base expansion; core business growth; and ecosystem enablement are stable. However, the execution is becoming more surgical.

In recent times, the company has added new thrust on select areas such as selective partner programs for high-performing Titanium partners; reintroduced rebates and incentives to win competitive accounts; and deeper engagement models to drive account stickiness.

The result is a strategy that blends stability with tactical aggression.

The Ecosystem Advantage: Betting on Collective Growth

Given the complexity of the India market, it's uneven to bait on a particular partner segment to drive the next phase of growth. Whether it's large SIs, mid-market partners, or cloud-native players – no single segment alone is a safe bait. Unlike competitors chasing specific partner segments, Dell is playing a broader game—orchestrating



ATUL MEHTA,
SENIOR DIRECTOR AND GENERAL MANAGER - INDIA CHANNELS AT DELL TECHNOLOGIES

"THE FUTURE WILL BE SHAPED BY THE INTERSECTION OF AI, COST EFFICIENCY, AND FUTURE READY INFRASTRUCTURE. INSTEAD OF LOOKING AT TRENDS IN ISOLATION, WE LOOK AT THE REAL CHALLENGES CUSTOMERS ARE FACING TODAY."

growth across the entire ecosystem.

"Growth in India will not come from one segment—it will come from the entire ecosystem. India is a highly diverse market, and each partner segment plays a distinct role," says Atul.

In India, SMB and mid-market segments remain heavily partner-driven, while large enterprises depend on system integrators for complex deployments. When it comes to hyperscalers, even though they enable scale, still they rely on partner-led execution.

"Even in large deals, last-mile delivery is almost always partner-led. So it's not about choosing one segment—it's about enabling all segments to grow together," he adds.

The insight is simple but powerful: India's diversity demands an inclusive channel strategy and Dell has in place just that. In fact, a very potent one.

Dell believes growth, therefore, will not come from one segment—but from the interplay of many.

AI as a Catalyst: From Product to Operating Model

For Dell, AI is not just a market opportunity—it is becoming an operational philosophy. "AI for us is not just a product—it is a way to transform how partners operate. We are embedding AI across the partner lifecycle to drive efficiency and intelligence," affirms Atul.

This is evident in two key areas:

1. AI-Driven Customer Solutions

Through initiatives like the Dell AI Factory, the company is enabling enterprises to adopt, scale, and operationalize AI workloads.

2. AI-Led Partner Experience

Dell is embedding intelligence into its partner ecosystem:

- Demand forecasting to navigate supply constraints
- Faster, AI-driven quoting systems
- Tools to improve productivity and responsiveness

The goal is clear: turn partners into intelligent, agile growth engines. "We are helping partners adopt AI internally to improve efficiency; enhance responsiveness; and enable cross-learning. Ultimately, we want our partners to be faster, smarter, and more productive," Atul adds.

Upskilling the Channel: Building Future-Ready Capabilities

As technology complexity rises, Dell is making targeted investments in partner readiness.

Rather than spreading resources thin, the company is prioritizing:

- Partners already aligned with AI and multi-cloud trends
- Certification-led training programs
- Structured initiatives like VxRail transitions

These programs go beyond training—offering migration support, financial incentives, and end-to-end enablement. The strategy reflects a pragmatic belief: future growth will be driven by partners who invest early in capability building.

The Loyalty Question: Navigating a Multi-Vendor World

Against the backdrop of a highly contested tech landscape, increasingly, the traditional idea of a "pure-play partner" is fading. Dell is very much cognizant of the sordid realities.

Today's partners are increasingly vendor-

agnostic, assembling best-of-breed solutions for customers. Dell recognizes this shift—and is adapting accordingly.

"We recognise this reality—and we focus on building loyalty through value, not restriction. Partners will always offer integrated solutions, and we respect that—especially in non-competing areas," states Atul.

Dell's response lies in strengthening its Partner Program (DTPP):

- Tiered progression (Gold, Platinum, Titanium)
- Performance-linked rewards
- Dedicated engagement teams

Rather than enforcing exclusivity, Dell is creating aspiration and economic incentives that naturally drive loyalty. "There is a strong aspirational element. Partners want to move up the tier because it brings market recognition; higher rewards; and deeper engagement with Dell," he says.

Additionally, the company provides dedicated partner account managers; and it's investing in capability building and new technologies. "Loyalty is a byproduct of consistent value creation," he says.

Hyperscalers vs Channels: A False Debate

The rise of hyperscalers has triggered concerns about channel relevance—but Dell sees no conflict. In reality, hyperscalers expand the market while partners enable last-mile execution and large deals often require collaborative delivery

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BREAKTHROUGH MOMENT FOR INDIAN DRONE TECH: IDEAForge LANDS FIRST U.S. SCHOOL SECURITY DEAL

In a landmark breakthrough, ideaForge Technology Ltd. secures its first U.S. order to deploy advanced UAVs for campus security across a Texas school district. signalling India's growing footprint in global aerial intelligence and public safety solutions.

In a first, an Indian drone will help secure a school district in the United States, marking a significant milestone in India's deep-tech export journey. ideaForge Technology Limited has received a PO for its integrated autonomous unmanned systems to support campus security through aerial monitoring at schools in Texas, USA. ideaForge UAVs were impressive during the demo and instantly shortlisted by the Lamar Consolidated Independent School District Police Department.

Strengthening Campus Security with Aerial Intelligence

The company will deploy NDAA-compliant SWITCH and Q6 V3 to provide surveillance coverage across 20–25 schools, to monitor campus infrastructure enabled by cutting-edge technology and data analytics. This will empower authorities to have real-time situational awareness and respond to any security threats, suspicious activities and unauthorised invasions across the campuses more promptly and diligently.

ideaForge's autonomous UAV systems will provide real-time aerial monitoring, enabling faster threat detection, enhanced situational awareness, and improved response times.

Advanced UAV Platforms Powering Surveillance

With the growing need of proactive monitoring and quick response capabilities in the country, advanced tools for enhancing situational awareness are being integrated across public institutions, particularly educational campuses. The deployment of ideaForge UAV in the schools will support campus security teams with a broader aerial overview, to assess the potential risks fast. The Lamar CISD Police Department also plans to extend these platforms in coordination with the City Police Department for search and rescue and surveillance missions, as and when required.

The deployment will feature SWITCH and Q6 V3 drones, equipped with long endurance,

real-time tracking, thermal imaging, and autonomous mission capabilities for round-the-clock surveillance.

SWITCH UAVs are designed to function with long-endurance capabilities, enabling better precision surveillance through advanced features like Moving Target Indicator (MTI), real-time target tracking, and autonomous mission workflows. Security teams can monitor large school perimeters with great reliability because of its over the top 120-minute flight time and an exceptional 15-kilometer operational range for quick deployment in any environment.

From Monitoring to Mission-Critical Response

Beyond campus security, these UAVs are expected to support broader applications such as search and rescue operations in coordination with local law enforcement agencies.

Real-Time Data & AI Integration

With integrated platforms like BlueFire Live!, the drones will enable real-time situational awareness by seamlessly streaming live aerial feeds to command centres, ensuring seamless coordination and faster on-ground decision-making.

Speaking on this development, Ankit Mehta, CEO and Co-founder of ideaForge Technology Ltd., said, "Deep tech is changing the way institutions around the world are approaching surveillance and security. With mission-centric engineering, ideaForge UAV platforms are designed to deliver reliable aerial intelligence in environments where timely situational awareness can make a significant difference. Initiatives like these show how integrated AI-enabled autonomous unmanned systems with a persistent 'eyes in the sky' capability enables faster monitoring of large perimeters and improves response preparedness."

"At ideaForge, we believe secure & reliable drone platforms are an integral part of strengthening public safety. We are encouraged to see



ANKIT MEHTA
CEO AND CO-FOUNDER
IDEAForge TECHNOLOGY LTD

"WITH MISSION-CENTRIC ENGINEERING, IDEAForge UAV PLATFORMS ARE DESIGNED TO DELIVER RELIABLE AERIAL INTELLIGENCE IN ENVIRONMENTS WHERE TIMELY SITUATIONAL AWARENESS CAN MAKE A SIGNIFICANT DIFFERENCE. INITIATIVES LIKE THESE SHOW HOW INTEGRATED AI-ENABLED AUTONOMOUS UNMANNED SYSTEMS WITH A PERSISTENT 'EYES IN THE SKY' CAPABILITY ENABLES FASTER MONITORING OF LARGE PERIMETERS AND IMPROVES RESPONSE PREPAREDNESS."

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As the world grapples with uncertainty, economic strain, and geopolitical tensions, India and South East Asia are emerging as new pockets of confidence and rare hubs of optimism

THE NEW NERVE CENTRE OF HOPE: HOW INDIA & SOUTHEAST ASIA ARE POWERING GLOBAL OPTIMISM

Most Global Markets Remain Downbeat, with Widespread Concern About the Future, India's relative confidence is attributed to its neutral geopolitical stance and efforts to manage global disruptions, including energy supply challenges linked to tensions around the Strait of Hormuz

Amid a world grappling with uncertainty, economic strain, and geopolitical tensions, a surprising pocket of confidence is emerging. A new Ipsos Global Advisor report finds that India and Southeast Asia are standing apart as rare hubs of optimism, with citizens expressing stronger belief in their countries' direction even as sentiment weakens across much of the globe. This divergence underscores not just regional resilience, but a shifting centre of confidence in an otherwise divided global landscape.

The March 2026 Ipsos Global Advisor report, *What Worries the World*, highlights that the epicentre of global optimism is concentrated in Southeast Asia and India. Across five key markets of Singapore, Malaysia, India, South Korea, and Thailand, citizens are more likely to believe that their countries are heading in the right direction.

In contrast, 25 out of the 29 markets surveyed report a majority of citizens who feel their countries are on the wrong track. France and Peru recorded the lowest levels of optimism, at 9% and 13% respectively.

"2026 has been marked by significant disruption, including the outbreak of a new conflict in West Asia. The Strait of Hormuz has emerged as a critical flashpoint, exacerbating challenges for global economies. India's neutral geopolitical stance, coupled with its proactive efforts to mitigate the impact of the global fuel crisis, has contributed to its relative resilience. Although the survey was conducted between late February and early March, prior to further escalation observed by mid-March; factors such as local governance and geographic positioning may be helping insulate India and other Southeast Asian markets. However, with oil and gas supplies increasingly

affected by the conflict in West Asia, the situation is rapidly evolving into a broader global crisis, unless there is a de-escalation in hostilities," said Suresh Ramalingam, CEO, Ipsos India. India is actively diversifying its oil import sources to mitigate supply risks and enhance energy security.

What Worries Indians

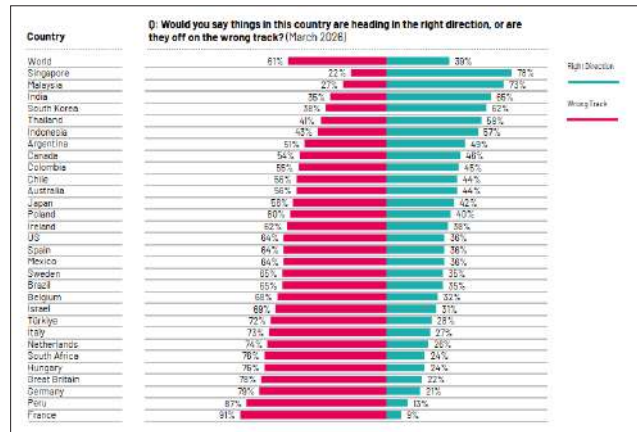
The survey also captures citizens' perceptions of the key national issues that directly impact their daily lives. Inflation, unemployment, education, crime and violence, and financial and political corruption remain the top concerns among Indians.

"Inflation, unemployment, education, crime and violence, and corruption remain key concerns for Indians, shaped not just by domestic challenges but also by global disruptions. Ongoing conflicts in West Asia and related energy and supply chain uncertainties are adding to inflationary pressures



SURESH RAMALINGAM
CEO, IPSOS INDIA

"INDIA'S NEUTRAL GEOPOLITICAL STANCE, COUPLED WITH ITS PROACTIVE EFFORTS TO MITIGATE THE IMPACT OF THE GLOBAL FUEL CRISIS, HAS CONTRIBUTED TO ITS RELATIVE RESILIENCE. ALTHOUGH THE SURVEY WAS CONDUCTED BETWEEN LATE FEBRUARY AND EARLY MARCH, PRIOR TO FURTHER ESCALATION OBSERVED BY MID-MARCH; FACTORS SUCH AS LOCAL GOVERNANCE AND GEOGRAPHIC POSITIONING MAY BE HELPING INSULATE INDIA AND OTHER SOUTHEAST ASIAN MARKETS."



Source: Ipsos Global Advisor

and influencing perceptions of instability, including concerns around violence. Despite this, India's relative optimism reflects confidence in its resilience, although prolonged geopolitical tensions could test this momentum," added Ramalingam.

Worries of Global Citizens - global average

Across the 29 markets surveyed, global concerns are led by crime and violence, unemployment, inflation, poverty and social inequality, and financial and political corruption. While India reflects a similar set of anxieties, the order of priorities differs, underscoring the influence of local context. Taken together, these concerns point to a shared global unease, shaped in large part by ongoing conflicts that have disrupted economies, strained supply chains, and created difficult conditions for citizens already grappling with the fallout of geopolitical instability.

This 29-country Global Advisor survey was conducted between February 20th 2026 and March 6th 5th 2026 via the Ipsos Online Panel system among 500 adults aged 18-74 in Canada, Israel, Malaysia, South Africa, Türkiye and the

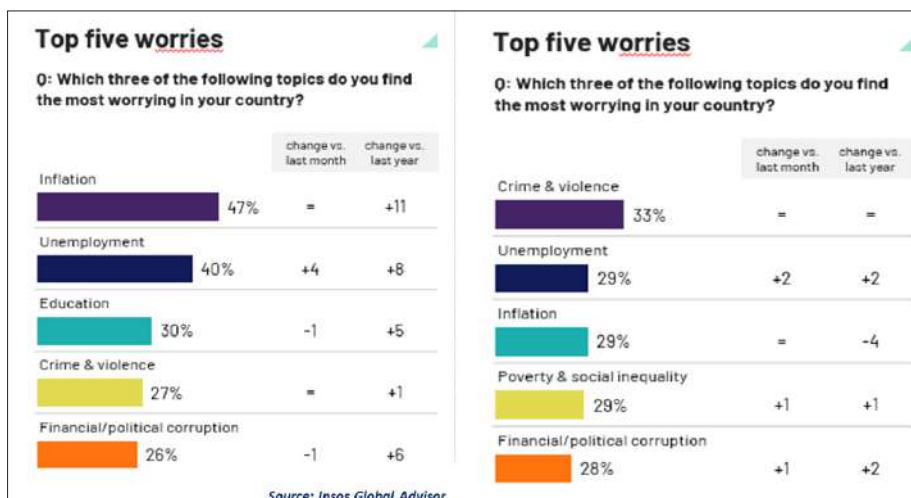
United States, 20-74 in Indonesia and Thailand, 21-74 in Singapore, and 16-74 in all other nations.

The "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result."

The sample consists of approximately 1000+ individuals in each of Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Spain, Sweden, and the US, and approximately 500+ individuals in each of Argentina, Chile, Colombia, Hungary, Indonesia, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Thailand and Türkiye.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the US can be taken as representative of these countries' general adult population under the age of 75. The samples in Brazil, Chile, Colombia, India, Indonesia, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of these populations

India's sample represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3 town classes across all four zones. Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent census data. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate



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THE EPIC RISE OF SRIPERUMBUDUR – INDIA'S VERY OWN SHENZHEN

From a yet another typical Indian sleepy town to one of India's most powerful manufacturing clusters and the beating industrial heart of Tamil Nadu, the rise of Sriperumbudur is driven by land availability, proximity to Chennai's ports and airport, strong road connectivity, and a skilled workforce produced by Tamil Nadu's vast network of engineering and technical institutes. Read to know more...

Two decades ago, Sriperumbudur was little more than a sleepy town on the outskirts of Chennai—known more for its fields and highways than for factories and global business. Today, it has become one of India's most powerful manufacturing clusters and the beating industrial heart of Tamil Nadu's economic rise.

The Foundations of Transformation

The transformation did not happen overnight. It began when global manufacturing giants started looking beyond traditional production bases and identified southern India as a promising alternative. Sriperumbudur offered something rare: land availability, proximity to Chennai's ports and airport, strong road connectivity, and a skilled workforce produced by Tamil Nadu's vast network of engineering and technical institutes.

The Arrival of Global Giants

Once the first large factories came up, the change was dramatic.

Electronics and automotive giants including Samsung, Foxconn, and Dell, along with their network of component suppliers for the domestic as well as overseas markets began establishing massive production facilities in the region. What followed was a powerful ripple effect. Wherever

a large manufacturer arrives, dozens—sometimes hundreds—of smaller suppliers follow. Component makers, logistics firms, packaging companies, warehousing providers, and service businesses began clustering around the industrial hub.

From Sleepy Town to Manufacturing Powerhouse

Soon, the once-sleepy town evolved into a bustling manufacturing ecosystem.

"The Sriperumbudur story reinforces a critical policy insight - manufacturing-led growth delivers its greatest impact when job creation is paired with skill development, fair wages and long-term workforce investment," says ManpowerGroup India Brand Lead Shailesh Khanna.

"Companies like Samsung Electronics demonstrate how early, sustained industrial investments can transform regional economies - not just by creating employment but by formalising livelihoods, raising income and improving workforce productivity," Shailesh further adds.

Setting Industry Benchmarks

Industry pundits claim that global MNCs like Hyundai and Samsung helped establish wage and welfare benchmarks that influenced the broader ecosystem.



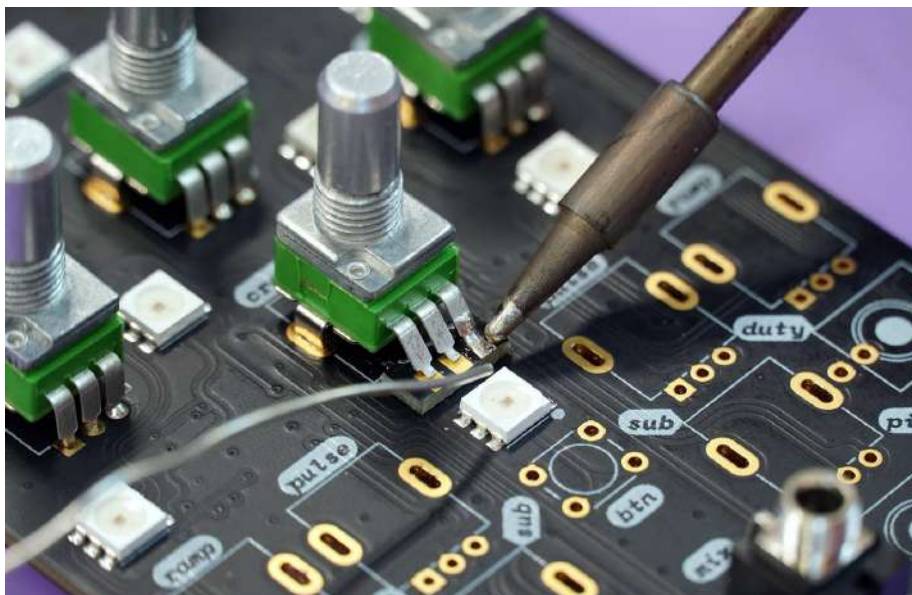
SHAILESH KHANNA
BRAND LEAD, MANPOWERGROUP INDIA

"THE SRIPERUMBUDUR STORY REINFORCES A CRITICAL POLICY INSIGHT - MANUFACTURING-LED GROWTH DELIVERS ITS GREATEST IMPACT WHEN JOB CREATION IS PAIRED WITH SKILL DEVELOPMENT, FAIR WAGES AND LONG-TERM WORKFORCE INVESTMENT."

Jobs, Growth, and Local Transformation

Today, thousands of workers travel daily to the industrial belt around Sriperumbudur. The factories have created more than 70,000 direct jobs, while many more livelihoods depend indirectly on the manufacturing boom. Restaurants, transport services, hostels, training centers, and housing complexes have mushroomed across the





area, turning the region into a thriving economic corridor.

Tamil Nadu's Economic Engine

For Tamil Nadu, the impact has been profound. The state has long cultivated a reputation for industrial discipline, skilled manpower, and stable governance. Sriperumbudur has become the perfect example of how these strengths translate into real economic momentum. Manufacturing output from this region contributes significantly to the state's robust growth, helping Tamil Nadu emerge as one of India's fastest-growing economies.

Integration with Global Supply Chains

Another crucial factor behind the region's rise is its integration with global supply chains. Products manufactured here—from electronics to automotive components—are shipped across international markets. In an era when companies are diversifying production beyond traditional manufacturing hubs, Sriperumbudur has positioned itself as a key destination.

The Power of Industrial Gravity

The success of the cluster has also created a powerful "industrial gravity." Once a region reaches a certain scale, it begins attracting even more investment. Companies prefer locations where suppliers, skilled workers, infrastructure, and logistics networks are already available. Sriperumbudur has now reached that stage—where growth feeds further growth.

The Human Story Behind the Boom

But perhaps the most compelling part of the story lies in its human dimension.

For thousands of young workers from nearby towns and villages, the factories represent opportunity—steady employment, skill development, and upward mobility. What was once an agricultural belt is now a place where global manufacturing meets local ambition.

A Blueprint for India's Manufacturing Future

Sriperumbudur's journey is more than just an industrial success story. It is a powerful example of how the right mix of infrastructure, policy support, talent, and global investment can transform a small town into a strategic engine of economic growth.

And if current trends continue, this industrial hub near Chennai may not just power Tamil Nadu's growth—it could become one of India's most important manufacturing gateways to the world. **SME** Courtesy: Inputs from PTI)

AWS COLLABORATES WITH SHI INDIA TO ENABLE AI INFRASTRUCTURE FOR INDIAAI MISSION

AWS' collaboration with SHI India will help to strengthen AI adoption by government departments and enterprises, accelerate their digital transformation and build AI solutions tailored to India's unique needs, across sectors.



SANDEEP DUTTA
PRESIDENT, AWS INDIA AND SOUTH ASIA

"OUR COLLABORATION WITH SHI INDIA IS DESIGNED TO ENSURE THAT ORGANIZATIONS ACROSS THE COUNTRY HAVE BOTH THE INFRASTRUCTURE AND THE CAPABILITY TO TURN AI FROM EXPERIMENTATION INTO REAL-WORLD IMPACT."

Amazon Web Services (AWS) entered into a collaboration with SHI India (formerly Locuz), an AWS Partner Network (APN) Partner, to support indigenous AI model development under the IndiaAI Mission. This initiative makes AI capabilities accessible to government departments, start-ups, enterprises, academic institutions, and R&D organizations across India. SHI India, empaneled under the IndiaAI Mission, has provisioned AWS AI services including Amazon SageMaker, giving organizations an option to train and customize Large Language Models without requiring complex AI infrastructure expertise.

Addressing operational challenges of GPU-based model training

AWS's generative AI technologies leveraging Amazon Bedrock and Amazon SageMaker along with SHI's local implementation capabilities, will support India's push for technological self-reliance and AI leadership. Amazon SageMaker addresses operational challenges of GPU-based model training at scale through automated cluster setup, checkpoint-less training, and self-healing node recovery. This automation eliminates the

complexity of managing large GPU clusters, enabling organizations to maintain continuous training operations without manual intervention even during node failures, significantly reducing training time and operational overhead for foundation model development.

Where innovation becomes the core

"India's ambition to lead in AI is not simply about access to technology, it is about building an environment where innovation becomes the core and provides the groundwork across sectors; from government institutions to enterprises and the startups that are reimagining what's possible," said Sandeep Dutta, President, AWS India and South Asia. "What truly inspires me about the IndiaAI Mission is its clarity of purpose - that real technological leadership is earned by empowering India's innovators to solve challenges that are unique to India. Our collaboration with SHI India is designed to ensure that organizations across the country have both the infrastructure and the capability to turn AI from experimentation into real-world impact. This is how India will build solutions that serve citizens and set global standards."

Adopting AI with confidence

"The IndiaAI Mission represents a transformative opportunity for India's technology sector, and SHI India is honored to collaborate with AWS in this national initiative," said Uttam Majumdar, SVP, SHI India. "By combining AWS's AI services with our deep understanding of Indian enterprise needs and regulatory requirements, we're enabling organizations to adopt AI with confidence. Our focus is on making enterprise-grade AI accessible, practical, and impactful for Indian organizations across multiple sectors."

AWS' collaboration with SHI India will help to strengthen AI adoption by government departments and enterprises, accelerate their digital transformation and build AI solutions tailored to India's unique needs, across sectors.

AWS India Private Limited undertakes the resale and marketing of AWS Cloud services in India. Guided by customer obsession, pace of innovation, AWS is committed to operational excellence, and long-term thinking. By democratizing technology for nearly two decades and making cloud computing and generative AI accessible to organizations of every size and industry, AWS has built one of the fastest-growing enterprise technology businesses in history.

Millions of customers trust AWS to accelerate innovation, transform their businesses, and shape the future. **SME**

AWS's generative AI technologies leveraging Amazon Bedrock and Amazon SageMaker along with SHI's local implementation capabilities, will support India's push for technological self-reliance and AI leadership.



PM Modi inaugurated Micron Semiconductor Technology India Pvt Ltd's Semiconductor Assembly and Test Facility in Sanand in Gujarat

MICRON CELEBRATES OPENING OF INDIA'S FIRST SEMICONDUCTOR ASSEMBLY AND TEST FACILITY

Micron's State-of-the-art site in Sanand, Gujarat, expands Micron's global footprint and advances India's semiconductor ecosystem

Micron Technology, Inc. celebrated the grand opening of its semiconductor assembly and test facility in Sanand, Gujarat, India. Inaugurated by none other than Prime Minister Shri Narendra Modi himself, the landmark event, marks the commencement of commercial production, and signifies a historic milestone in India's journey toward global technology leadership.

Testament to India's Tech Leadership

The Prime Minister noted that after the world's largest and most successful AI Summit, today we are witnessing another historic milestone. "While the AI Summit introduced the world to India's AI prowess, today is a testament to India's commitment to technology leadership", PM Modi remarked.

The Prime Minister noted that while India was once primarily known for software and IT services, it is now rapidly strengthening its identity in the hardware sector. "Today, in Sanand, we see the dawn of a new future. The commencement of commercial production at Micron's ATMP Facility is set to bolster India's role in the global technology value chain", the PM emphasised.

World's Largest Single-floor Assembly & Test Cleanrooms

The state-of-the-art facility converts advanced DRAM and NAND wafers from Micron's global manufacturing network into finished memory and storage products. Once fully ramped, the first phase of Micron's Sanand operation will feature more than 500,000 square feet of cleanroom space, making it one of the world's largest single-

floor assembly and test cleanrooms. The site serves customers worldwide to meet the growing global demand for memory and storage fueled by AI.

Sprucing up India's Semicon Manufacturing Capabilities

The facility represents a combined investment of approximately \$2.75 billion by Micron and its government partners, advancing semiconductor manufacturing capabilities in India. Micron Chairman, President and CEO Sanjay Mehrotra and other executives witnessed the opening ceremony with Prime Minister Narendra Modi, Chief Minister of Gujarat Bhupendra Patel, Union Minister for Railways, Communications, Electronics & IT Ashwini Vaishnaw, U.S. Ambassador to India Sergio Gor and other distinguished gov-

ernment officials and guests.

"Today is a proud moment for Micron and India's growing semiconductor industry," said Sanjay Mehrotra, Chairman, President and CEO of Micron Technology. "This pioneering facility, the first assembly and test site of its kind in the country, helps build a resilient ecosystem that underpins the global AI economy. We are deeply grateful to the government of India, the Gujarat government and all of the partners involved for their steadfast support in making this achievement possible."

Commercial Production Begins

The Sanand site is ISO 9001:2015 certified and has begun commercial production. To mark the grand opening of the site, Micron presented its first shipment of made-in-India memory modules to Dell Technologies for its laptops made in India for India. Micron expects to assemble and test tens of millions of chips at Sanand in 2026, scaling to hundreds of millions in 2027. The expansion of conventional assembly and test operations in India complements Micron's planned development of advanced manufacturing and packaging capabilities in the United States and strengthens the company's global assembly and test network.

India's First Commercial Semiconductor Chip Production



ASHWINI VAISHNAW
UNION MINISTER FOR RAILWAYS,
COMMUNICATIONS, ELECTRONICS & IT

**"THE INAUGURATION
OF MICRON'S
SEMICONDUCTOR
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SANJAY MEHROTRA
CHAIRMAN, PRESIDENT AND CEO OF
MICRON TECHNOLOGY

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ARE DEEPLY GRATEFUL
TO THE GOVERNMENT
OF INDIA, THE GUJARAT
GOVERNMENT AND
ALL OF THE PARTNERS
INVOLVED FOR
THEIR STEADFAST
SUPPORT IN MAKING
THIS ACHIEVEMENT
POSSIBLE."**



From left to right, Union Minister for Railways, Communications, Electronics & IT Ashwini Vaishnaw, Chief Minister of Gujarat Bhupendra Patel and other distinguished government officials



"The inauguration of Micron's semiconductor facility in Sanand marks a historic milestone as Bharat begins its first commercial semiconductor chip production," said Union Minister Ashwini Vaishnaw. "This is a decisive step towards building a trusted, resilient and self-reliant semiconductor ecosystem under the leadership of Hon'ble PM Shri Narendra Modi Ji. India is now moving from being a consumer of chips to becoming a global hub for semiconductor manufacturing and innovation."

Micron is building India's next generation of semiconductor talent to support its operations in India. Through partnerships with Pandit Deendayal Energy University (PDEU), Namtech,



leading universities nationwide and government-sponsored skills development programs, Micron is supporting STEM education, specialized training, workforce readiness for advanced manufacturing roles and community initiatives, including digital and AI literacy programs across the region.

Micron built and is operating the assembly and test facility in accordance with the company's sustainability goals, rigorous health and safety standards, and with local and global environmental commitments. The facility is designed to meet or exceed Leadership in Energy and Environmental Design (LEED) Gold standards. Additionally, the facility uses advanced water-saving technologies to enable zero liquid discharge.

Embodies the "New India" Mindset



The Prime Minister highlighted the "New India" mindset, where the transition from policy to production is happening at unprecedented speed. The Prime Minister emphasised the project's rapid progression, noting that the Memorandum of Understanding was signed in June 2023, followed by the groundbreaking in Sanand in September 2023. "By February 2024, machine installation in the pilot facility had begun, leading to the commencement of commercial production in February 2026", Shri Modi added.

Shri Modi stated that India has significantly streamlined complex regulatory processes, successfully clearing Advanced Pricing Agreements (APAs) in just a few months. He noted that this same procedure typically takes between three and five years to complete, even in developed nations.

"When the intent is clear and the dedication is toward the nation's rapid development, policies become transparent and decisions gain momentum," the Prime Minister remarked.

Testament to Robust Indo-US Partnership

The Prime Minister emphasized that this facility is a testament to the robust partnership between India and the USA, particularly in AI and chip technology. He mentioned that two of the world's largest democracies, India and the USA are working continuously to secure the global supply chain, citing the Pax Silica agreement signed during the AI Summit as a key effort to make the supply chain for critical minerals more reliable.

Noting this century as the century of the AI Revolution, the Prime Minister called semiconductors a bridge to this change. Comparing historical shifts, Shri Modi stated that if oil was the regulator of the 20th century, the micro-chip is the regulator of the 21st century. A tiny chip is the

NARENDRA MODI PRIME MINISTER OF INDIA

**"THE INAUGURATION OF
MICRON'S SEMICONDUCTOR
FACILITY MARKS A
MILESTONE IN INDIA'S
JOURNEY TOWARDS
TECHNOLOGY LEADERSHIP!"**



FROM LEFT TO RIGHT, MICRON CHAIRMAN, PRESIDENT AND CEO SANJAY MEHROTRA, U.S. AMBASSADOR TO INDIA SERGIO GOR AND OTHER INTERNATIONAL GUESTS

medium connecting the Industrial Revolution to the AI Revolution. “With this vision, India decided to move forward aggressively in the semiconductor sector. Recall that when the world was struggling with the havoc of Covid, India announced its Semiconductor Mission. During the pandemic, when everything felt like it was falling apart, the seeds we planted with conviction are now growing and bearing fruit.” PM Modi highlighted.

Three More Semicon Facilities to Begin Production Soon

The Prime Minister reiterated India’s commitment to the semiconductor sector, noting that while 10 projects have been approved under the Semicon India program, three more are set to begin production soon across various states, including Uttar Pradesh, Assam, Odisha, and Punjab. “This ecosystem we are building is not limited to one region; it is Pan-India. New tech hubs for a ‘Viksit Bharat’ are being developed in every corner of the country,” PM Modi stated.

The Prime Minister noted that a semiconductor ecosystem is far more than just a factory; it is a multi-layered system comprising machine manufacturers, design engineers, research institutions, logistics networks, and skilled technicians. A chip is produced through the seamless coordination of all these elements. “India is focusing on the entire value chain. In this year’s budget, we announced the ‘India Semiconductor Mission 2.0’ for this very purpose,” the PM stated. Highlighting the scale of the growth, PM Modi added, “As production increases, the demand for materials, components, and services within India will also grow. This is the greatest opportunity.”

“Make in India” in full swing

PM Modi highlighted, “A massive portion of India’s population is becoming first-time gadget users. Whether it is electronics, automobiles, or other technologies, demand is constantly rising. “Make in India” is now in full swing.” Stating the manifold growth in the production and exports

of the electronics sector in the last 11 years, Shri Modi pointed out that, “For investors, both the domestic market and global opportunities stand ready.”

Producing D-RAM and NAND Solutions

Drawing parallels to Sanand’s transformation into an automobile hub, the Prime Minister expressed confidence that the Micron facility would anchor a new semiconductor ecosystem. The plant will produce D-RAM and NAND solutions to power global data centers, AI applications, and mobile devices. He also lauded the facility for housing one of the world’s largest ATMP cleanrooms and its focus on environmental sustainability through minimized water consumption.

Praising the policies of the Gujarat government, PM Modi noted that the policies created for the semiconductor sector are now yielding results on the ground. The Prime Minister highlighted that Gujarat is advancing rapidly in technology. “Simplifying processes like approvals, land allotment, and utilities has strengthened investor confidence. Dholera and Sanand are developing as the semiconductor clusters of Western India,” noted Shri Modi. The Prime Minister further stated that industries related to the inputs required for the semiconductor sector, such as chemicals and petrochemicals, along with skill centers and training initiatives, are being developed simultaneously.

Unwavering Governmental Support

The Prime Minister concluded with a powerful message to global investors, asserting, “India is ready. India is reliable. India delivers.” He assured global partners and investors of unwavering support from both the Central and State governments, marking this decade as a historic turning point for India’s technological trajectory. His address resonated globally with a clear, firm commitment: “India is Capable. India is Competitive. India is Committed.”

Fuelling the Data Economy

A leading provider of innovative memory and storage solutions, Micron has been transforming how enterprises use information to enrich life for all. With a relentless focus on its customers, technology leadership and manufacturing and operational excellence, Micron delivers a rich portfolio of high-performance DRAM, NAND and NOR memory and storage products. Every day, the innovations that it creates fuel the data economy, enabling advances in AI and compute-intensive applications that unleash opportunities — from the data center to the intelligent edge and across the client and mobile user experience. **SME**

INDIA'S CLOUD BOOM: POWERING THE NEXT DIGITAL DECADE

From AI-driven innovation to hyperscale infrastructure, India's cloud ecosystem is accelerating at an unprecedented pace. As enterprises race toward agility and scale, the cloud is fast becoming the backbone of the nation's digital economy.

BY MANASH RANJAN DEBATA
manash@accentinfomedia.com

In recent years, AI-powered cloud computing has merged with artificial intelligence (AI) to redefine business operations across industries. India has emerged as one of the important cloud hubs in the global cloud services market. Startups, small and medium companies, as well as big organizations of all shapes and sizes, are turning to cloud computing for scalability to previously unimaginable levels, cost reduction,

and optimized operations. Multiple factors have stood behind India's growing reputation in the market, from a robust digital infrastructure to supply smooth state policy and lots of talent.

Indian cloud market: Scaling up

If you look at the current cloudscape, you will have every reason to be delighted. The Indian cloud computing market is estimated to be worth

approximately USD 29.5 billion in 2024. According to research by IMARC Group, it's expected to surge to around USD 232.8 billion by 2033, implying a robust compound annual growth rate (CAGR) of about 25.8% between 2025 and 2033. But other reputable sources offer slightly different projections, particularly concerning shorter-term spans. Mordor Intelligence estimates a market size of USD 21.82 billion in 2025, growing to USD

"INDIA'S ONLINE RETAILING MARKET IS EXPECTED TO REACH \$350 BILLION BY 2030, AND CLOUD HOSTING WILL BE A KEY ENABLER FOR HIGH-TRAFFIC APPS."

58.73 billion by 2030 (CAGR of ~21.9%).

Scripting Remarkable Growth

Cloud service providers (CSPs) are the drivers for enabling the digital economy by offering computing power, storage, and emerging technologies such as artificial intelligence and machine learning. The Indian cloud market is expanding due to increasing digital adoption and elastic IT service needs.

The Indian public cloud services market is expected to grow to \$13.5 billion by 2026, with a compound annual growth rate (CAGR) of 24% from 2021, according to IDC. Furthermore, India

has over 100 million cloud professionals, and therefore it has one of the largest talent pools for cloud computing in the world. The rich Indian talent pool is attracting global CSPs to India to set up shop and data centers.

Cloud Hosting: Transforming Business Operations

Cloud hosting services are redesigning business operations with improved scalability, flexibility, and reliability compared to the conventional hosting methods. India being in the top 10 nations in cloud readiness according to a rating by the Asia Cloud Computing Association also appreciates it as a prospective venue for cloud hosting.

A report by EY indicates that 70% of Indian businesses plan to grow their cloud expenditure in 2024 in terms of multi-cloud and hybrid cloud structures. They are motivated by the demand for increased agility, lower costs, and better customer experience.

Private Cloud Hosting: The Secure Alternative

Although public cloud hosting continues to be in general usage, private cloud hosting is increasing in popularity, particularly in the case of organizations emphasizing security and compliance. Private clouds provide individual infrastructure, permitting improved application control and data management.

The Indian private cloud market is projected to register a 22% CAGR from 2023-2028. Verticals like banking, healthcare, and government are driving private cloud growth, where data security needs and regulations are high and require exclusive cloud environments. Indian banks, for instance, are increasingly using private cloud solutions to meet the Reserve Bank of India's data localization guidelines.

Cloud Web Hosting Services: Powering the Digital Economy

Cloud web hosting services are the key drivers for driving India's digital economy. The fast growth of industries like e-commerce, online learning, and digital content websites has fueled demand for scalable and high-performance web hosting solutions.

India's online retailing market is expected to reach \$350 billion by 2030, and cloud hosting will be a key enabler for high-traffic applications. Moreover, more companies are seeking green cloud services, and 60% of Indian businesses are implementing green cloud initiatives to lower carbon emissions.



HANS DEKKERS
General Manager, IBM Asia Pacific

"IBM INDIA CLIENT EXPERIENCE CENTRE REINFORCES OUR COMMITMENT IN HELPING ADVANCE INDIA'S JOURNEY IN AI, HYBRID CLOUD, AND QUANTUM COMPUTING."

Factors Driving India's Cloud Industry Growth

India's cloud ecosystem is distinct due to the union of talent, infrastructure, and innovation. Here are a couple of reasons India is becoming the world's hub for cloud services:

What Fuels the Growth

There are several factors behind this phenomenal growth. Amongst these, Cost-Effectiveness, mushrooming Startup Ecosystem, and Data Localization tops the chart. Cloud hosting services in India are often more cost-effective than in Western markets, making the country an attractive location for global enterprises. India is also home to a robust Startup Ecosystem. With over 100 unicorns, India's startup landscape is the prime mover and that's why driving the uptick in demand for scalable cloud solutions. More important, Data Localization is also playing a vital role. Regulatory measures mandating local data storage are prompting international companies to establish data centers in India, which in turn has given a shot in the arm to the cloud industry.

Other than these, there are some other great growth drivers behind India's cloud surge right



OCTAVIAN TANASE
chief product officer, Hitachi Vantara

“OUR PARTNER ECOSYSTEM PLAYS A CRITICAL ROLE IN ENABLING THAT FLEXIBILITY BY HELPING ORGANIZATIONS MOVE AT THEIR OWN PACE WHILE KEEPING COSTS AND COMPLEXITY IN CHECK.”

now:

- Digital Public Infrastructure (DPI) flywheel — India Stack (Aadhaar e-ID, UPI payments, data-sharing layers) has supercharged digitization across government and industry, creating massive cloud-ready transaction volumes and identity rails
- Pro-cloud public sector procurement — MeitY's cloud service provider empanelment and procurement guidelines make it easier for ministries, PSUs and banks to buy compliant cloud, pushing demand into regulated sectors. Amazon Web Services, Inc., Google Cloud, Microsoft Learn, and IBM have been the prime beneficiaries of this.
- Data-governance rules (especially in



JAKE ZBOROWSKI
general manager, Microsoft Azure Platform at Microsoft Corp

“THANKS TO AZURE MARKETPLACE AND OUR VALUED PARTNERS LIKE HITACHI VANTARA, CUSTOMERS CAN DO MORE WITH LESS BY INCREASING EFFICIENCY, BUYING CONFIDENTLY AND SPENDING SMARTER.”

finance) — RBI's 2018 circular mandates that payment system data be stored in India, nudging BFSI and fintech toward domestic cloud/data centers; the DPDP Act (2023) adds modern privacy obligations while allowing cross-border transfers except to any future “negative-list” countries.

- Hyperscaler build-outs and capex — Global clouds are also pouring investment into Indian regions and capacity. AWS alone has committed approximately \$12.7–13B through 2030. This lowers latency/costs and expands available services.
- 5G rollout, exploding data usage and edge computing — Rapid 5G adoption and world-



AJAY BALIRAM SAWANT
Chairman & Managing Director, Orient Technologies

“OUR SIGNIFICANT EXPANSION IN CLOUD COLLABORATION AND CLOUD INFRASTRUCTURE ALONG WITH STRATEGIC WINS IN AI INFRASTRUCTURE AND CYBERSECURITY, ARE FUELING THE DIGITAL TRANSFORMATION OF OUR CLIENTS.”

leading mobile data consumption are pushing workloads to the cloud/edge; India's edge DC capacity is projected to triple by 2027

- Booming data center ecosystem — Large-scale core and edge DC expansion (e.g., power, real estate, interconnect) gives enterprises more on-shore options for compliant, low-latency architectures.
- AI/analytics modernization — Enterprises are re-platforming for AI/ML and data lakes; industry and investors highlight AI as a primary cloud growth vector in India, says research by Mordor Intelligence.
- Startup/MSME digitization and Rise of SaaS — A deep startup base and fast-growing SaaS sector (serving both domestic and export markets) naturally build on cloud infrastructure.
- Cost, agility and resilience goals — Post-pandemic IT strategies emphasize faster product launches, scalable spend, and improved DR/security, which are classic reasons Indian firms are accelerating cloud adoption.
- Sovereign/“India-first” offerings — Growing interest in sovereign clouds and localized solutions (often at lower price points) aligns with data-residency needs for sensitive sectors.

CLOUD SERVICE	APPROX. MARKET SHARE / VALUE (INDIA)	GROWTH HIGHLIGHTS
SaaS	~54% share of public cloud; > USD 15 B in FY 24 revenue	Largest segment; robust growth
IaaS	~USD 5.7 B projected in 2025	Fastest-growing segment by rate
PaaS	USD 4.50 B in 2024 → USD 20.14 B by 2030 (28.6% CAGR)	Rapid adoption despite smaller base

**CHARLIE LI**

Head of Cloud and Security Services,
NTT DATA, Inc.

"THROUGH OUR GLOBAL BUSINESS UNIT FOR MICROSOFT CLOUD, WE'RE BRINGING TOGETHER THE STRENGTHS OF BOTH ORGANIZATIONS TO SOLVE MODERN PROBLEMS USING ADVANCED CLOUD AND AI TECHNOLOGIES."

Market Share by Cloud Service

SaaS, the Market Leader

In 2024, SaaS held the largest share of India's cloud services revenue, well ahead of IaaS and PaaS, according to Grand View Research. For FY 2024–25 estimates, SaaS covers around 54% of public cloud services in India. As of FY 2024, India's SaaS ecosystem generated over USD 15 billion in annual revenue, showcasing its rapid growth and global footprint.

IaaS, the Fastest Growth Segment

IaaS trails SaaS in absolute share but is the fastest-growing segment, particularly within the public cloud domain, says Grand View Research. Projections from Statista show that by 2025, IaaS revenue in India is expected to reach USD 5.70 billion.

PaaS: Rapid Rise

Platform as a Service (PaaS) remains smaller in share but is growing at a strong pace—it's labeled as "rapid adoption" in segment analyses. Specifically, in 2024, the India PaaS market was valued at USD 4.4985 billion, projected to balloon to USD 20.14 billion by 2030, growing at a CAGR of 28.6%, as per an estimate by Grand View Research.

Key Takeaways

- SaaS leads the Indian cloud ecosystem in revenue by a significant margin, driven by productivity tools, CRM, ERP, and the thriving SaaS startup landscape.
- IaaS, while smaller in current scale, is experiencing the most aggressive growth, as businesses ramp up infrastructure modernization and new build-outs.
- PaaS remains an emerging segment, gaining traction as organizations build cloud-native applications and focus on development efficiency.

WHAT'S TRENDING NOW

Let's have a look at the major cloud computing trends shaping the Indian market—right now and heading into the near future:

Sovereign Cloud and Localized Solutions

Indian cloud firms are gaining traction with sovereign cloud offerings, storing data and infrastructure domestically at lower cost compared to global hyperscalers. This is resonating strongly amid rising demand for data localization. India's central bank The Reserve Bank of India is also launching a pilot in 2025 to offer an affordable, homegrown cloud platform for financial firms—especially smaller ones unable to afford global services. This initiative will leverage local IT companies and is seen as a step toward financial-sector data localization.

Hyperscaler Investments Fueling Infrastructure Buildout

To maintain the high growth streak, there has been constant inflow of investments from major global cloud players into the India market. In line with this, AWS has committed to investing \$12.7 billion by 2030 in cloud and AI infrastructure across India—spurring regional expansion, AI tools, and developer programs. Similarly, Microsoft is also investing \$3 billion over two years to expand Azure data centers and AI infrastructure in India, plus train 10 million people in AI by 2030. Overall, India is seeing a surge in data center construction and modernization. Over \$2 billion in investment, over 100 new data centers by 2025, and projected market value nearing \$8 billion by 2026. A strong push toward sustainability is also underway.

Multi-Cloud & Hybrid Strategy Adoption

Businesses are increasingly deploying multi-cloud and hybrid architectures to boost flexibility, reduce vendor lock-in, and optimize costs. This includes combining public and private clouds for compliance-sensitive workloads. In fact, nearly

44% of Indian enterprises now operate hybrid multi-cloud environments—leading globally.

Edge Computing, 5G & Real-Time Capabilities

Integration with 5G, adoption of IoT, and low-latency demands are driving edge computing adoption—processing data closer to its source (e.g., in smart cities, autonomous vehicles). Edge helps meet data sovereignty and latency challenges, especially for India's Digital Personal Data Protection regime and real-time use cases.

AI/ML Integration & AI-as-a-Service

AI-driven cloud services (AIaaS) are becoming mainstream: cloud platforms now offer embedded AI tools for analytics, automation, and smart infrastructure. Generative AI workloads are pushing demand for GPU-rich scalable cloud infrastructure. Indian public-private efforts are gearing up to scale AI usage, with hyperscalers supporting DevOps, accelerators, and training programs.

Security, Zero-Trust and AI-Powered Defenses

As cloud usage grows, security enhancements are imperative. India's trend is toward zero-trust architectures, homomorphic encryption, and AI-based threat detection to strengthen compliance and resilience. Academic research highlights the trend of AI-powered security systems that detect threats in real time and respond proactively—crucial for cloud data contexts.

Green and Sustainable Cloud Infrastructure

Sustainability is rising as a key differentiator. Cloud providers and data centers are increasingly investing in renewable energy, energy-efficient design, and transparent carbon metrics (e.g., PUE/WUE). Enterprises are now evaluating cloud services partly on ESG performance.

Verticalized, Industry-Specific Cloud Offerings

Specialized cloud solutions are emerging for regulated sectors like healthcare, BFSI, manufacturing, and retail—delivering compliance-ready infrastructure, tools, and AI models tailored to vertical needs.

WHAT'S NEXT FOR CLOUD SERVICES IN INDIA

With the growth in cloud adoption, security is not too far behind. In a survey by PwC, 68% of Indian businesses reported at least one cloud security incident in the previous year. Therefore,



cloud providers are strengthening security controls such as encryption, multi-factor authentication, and AI-powered threat detection. India's share in the market for cloud services is constantly increasing with strong infrastructure, skilled people, and a regulatory environment. With the digital revolution at the top of the agenda of business enterprises, cloud options continue to be

central to making business processes streamlined and securing data.

SIGNING OFF

India's cloud infrastructure is changing day by day with regard to technology developments and growing digital adoption. Businesses of all sectors are adopting cloud technology in order to

attain scalability, security, and efficiency. Cloud hosting solutions are increasingly getting specially designed to enable businesses to attain these requirements within security and compliance levels. As more and more clouds are utilized, strong infrastructure and compliance continue to be important to businesses during this shift. **SME**

TREND	KEY INSIGHT
Sovereign / Local Cloud	RBI-backed platforms; Indian cloud firms gaining cost/regulatory edge
Hyperscaler Investment	Massive AWS and Microsoft expansion, plus local data center development
Multi-/Hybrid Cloud	44% of enterprises adopting hybrid models; multi-cloud for flexibility
Edge & 5G	Driving real-time processing and compliance at the network edge
AI/ML & AlaaS	Embedded services, generative AI fueling GPU/cloud infrastructure use
Security & Zero-Trust	AI-enhanced protection, encryption, and zero-trust policy adoption
Green Cloud Initiatives	ESG considerations shaping cloud provider selection and infrastructure design
Verticalized Cloud Solutions	Industry-specific, compliance-aware cloud offerings for regulated sectors

BARRACUDA'S AI-POWERED BARRACUDAONE PUSH: REINVENTING PARTNER PLAYBOOK FOR A ZERO-TRUST FUTURE

Doubling down on AI and platform-led security, Barracuda is tightening cyber resilience across email, networks, and generative AI risks. Its revamped partner program signals a sharper, profit-driven ecosystem built for scale, speed, and sustained growth.

Barracuda Networks, Inc., a leading cybersecurity solutions provider, has announced advancements to the BarracudaONE cybersecurity platform and Barracuda Partner Success Program. The latest innovations strengthen cyber resilience across email, network access and generative AI usage, while the enhanced partner program delivers new benefits, incentives and tools that help partners accelerate growth and profitability.

"Email and identity-based attacks are intensifying at an unprecedented pace, and generative AI is introducing an entirely new layer of risk," said Rohit Ghai, Chief Executive Officer at Barracuda. "With our newest BarracudaONE and partner program enhancements, we're accelerating innovation and delivering on our commitment to provide a platform that is easy to buy, deploy and use as well as being partner-first and partner-only. We're harnessing AI to empower organizations to keep pace with a rapidly evolving threat landscape and build lasting resilience with confidence."

Advancing Cyber Resilience Across the Modern Attack Surface

BarracudaONE delivers true resilience for organizations – including managed service providers (MSPs) and their customers – through an easy, complete, intelligent, and open ecosystem. New advancements include:

- **Email security for Google Workspace:** Barracuda Email Protection neutralizes phishing, account takeover and other attacks with expanded impersonation protection and automated incident response for Google Workspace. Organizations benefit from consistent, compliant email security across both Microsoft 365 and Google Workspace, reducing risk, complexity and recovery time.
- **Network edge security:** Barracuda SecureEdge Access introduces a cloud-delivered, fully integrated secure service edge solution that brings together secure internet access, zero trust application access, firewall-as-a-service, and visibility and policy controls for generative AI usage. This streamlined, easy to deploy offering

strengthens defenses across distributed environments while reducing risk, complexity and tool sprawl.

- **Generative AI risk visibility:** Barracuda AI Security provides safe, compliant oversight of generative AI usage. Included at no additional cost within BarracudaONE, this new capability offers visibility into shadow AI activity, risk scoring and policy enforcement to block or redirect noncompliant use. Centralized, multitenant dashboards help organizations reduce data exposure and improve AI governance.

Accelerating Partner Growth and Profitability

Barracuda has modernized its global Partner Success Program to support how today's partners operate – rolling MSPs and resellers into one unified, flexible program. The new fit-for-purpose model supports multiple routes to market and makes it easier for partners to grow faster with BarracudaONE.

Unified tiering expands benefits and incentives to all partners. A robust set of foundational benefits is available to all partners, with new "boost benefits" tailored to maximize value based on a partner's chosen route to market. A refreshed rebate structure drives predictable profitability, while an overhauled certification curriculum and the new Barracuda Mastery Program deepens technical expertise and sharpens service differentiation. New Partner Success teams and high-value support plans rolling out in the coming months will further strengthen partner engagement and accelerate customer outcomes. The new AI-powered partner portal delivers an integrated experience for all partner types with guided onboarding, automated deal registration, data-driven dashboards, personalized learning paths, simplified MDF tracking, and streamlined access to co-brandable assets and enablement resources. With greater visibility into requirements, benefits, and progression, partners can unlock even more value across the program. AI-driven marketing automation capabilities are also in development to help partners scale their



ROHIT GHAI
CHIEF EXECUTIVE OFFICER AT
BARRACUDA

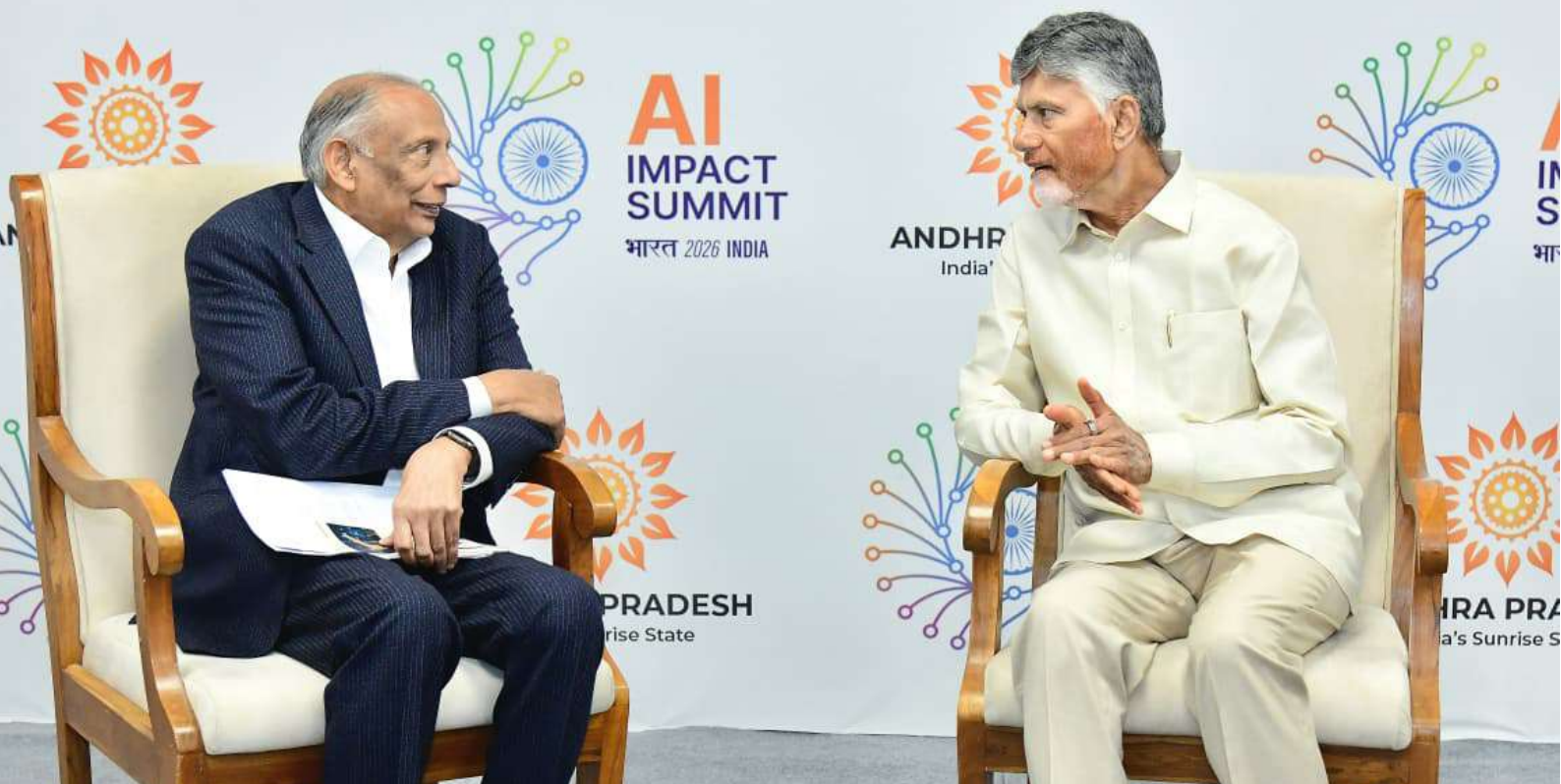
"WITH OUR NEWEST BARRACUDAONE AND PARTNER PROGRAM ENHANCEMENTS, WE'RE ACCELERATING INNOVATION AND DELIVERING ON OUR COMMITMENT TO PROVIDE A PLATFORM THAT IS EASY TO BUY, DEPLOY AND USE AS WELL AS BEING PARTNER-FIRST AND PARTNER-ONLY."

go-to-market efforts.

Strong Market Response

"BarracudaONE's expanded platform and the enhancements to the Partner Success Program give us exactly what we need to stay ahead of fast-moving threats," said Steven Carey, Director, Product Management at Connection. "The uni-

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



Raj Vattikuti (Left), Founder & Executive Chairman, Calibo and N. Chandrababu Naidu (Right), Chief Minister of Andhra Pradesh during the signing of the MoU

ANDHRA PRADESH PARTNERS WITH CALIBO TO ADVANCE BUSINESS INNOVATION WITH BITE SIZE USE CASE LEVERAGING DATA AND AI

The partnership includes establishing the Calibo AI Academy to embed AI-integrated learning across 50+ higher education institutions and deploying the Calibo AI Innovation Sandbox to enable designing, building and secure experimentation of public sector AI use cases

As Calibo, a B2B technology company helping enterprises accelerate data and AI innovation, has signed two Memoranda of Understanding (MoUs) with the Government of Andhra Pradesh to advance rapid use case development with AI-ready talent and responsible AI innovation. The partnership includes deploying Calibo AI Academy, in collaboration with the Andhra Pradesh State Skill Development Corporation (APSSDC), across 50+ higher education institutions, and implementing the Calibo AI Innovation Sandbox with Real Time Governance Society (RTGS) to enable designing, building and secure experimentation of public-sector AI use cases outside production environments.

Together, these partnerships aim to position Andhra Pradesh as a global AI Innovation Hub while strengthening employability and economic outcomes with industry-ready talent pools and bite-sized AI experimentation.

Raj Vattikuti, Founder & Executive Chairman, Calibo, said, "AI adoption at scale depends on AI-ready talent and trusted experimentation environments to innovate quickly, responsibly, and with discipline, to turn small bite-sized use cases into high impact outcomes. Through our partnership with the Government of Andhra Pradesh, we're promoting AI-driven business innovation and applied AI programs by leveraging a secure sandbox outside of production environments to design, develop, test and validate real-world solu-

tions. This is the kind of model that can help both institutions and enterprises build practical capability and accelerate impact."

The Calibo AI Academy

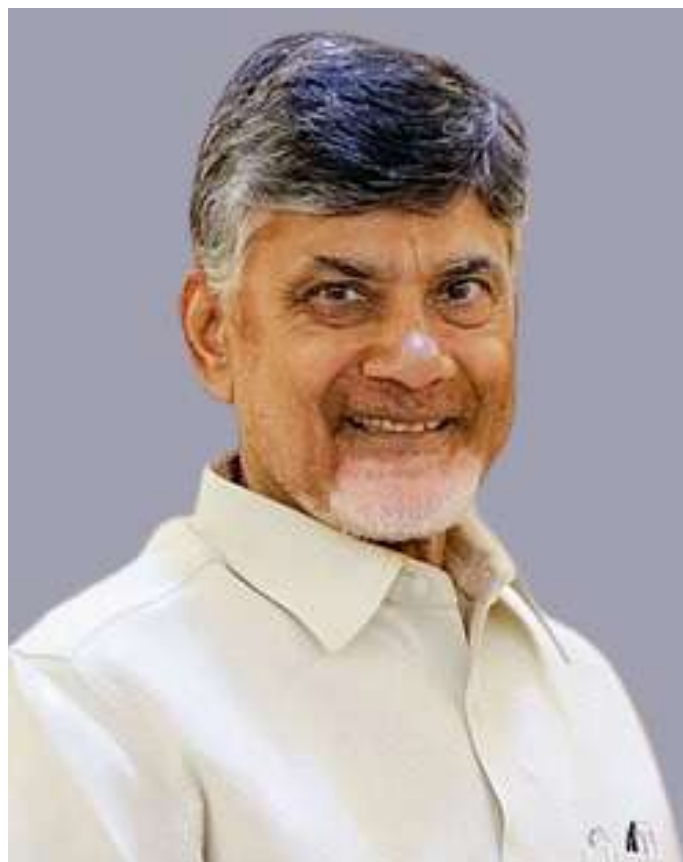
Under the partnership with APSSDC, Calibo will serve as the applied AI programs partner to introduce AI-integrated academic delivery models across the higher education institutions in Andhra Pradesh. The initiative is designed to enhance graduate employability, strengthen faculty capacity, and support the development of AI-driven institutional innovation hubs aligned with evolving industry and government requirements.

Guided by Calibo's Digital Business Innovation Methodology, Calibo will support the design of



RAJ VATTIKUTI
FOUNDER & EXECUTIVE CHAIRMAN, CALIBO

“THROUGH OUR PARTNERSHIP WITH THE GOVERNMENT OF ANDHRA PRADESH, WE’RE PROMOTING AI-DRIVEN BUSINESS INNOVATION AND APPLIED AI PROGRAMS BY LEVERAGING A SECURE SANDBOX OUTSIDE OF PRODUCTION ENVIRONMENTS TO DESIGN, DEVELOP, TEST AND VALIDATE REAL-WORLD SOLUTIONS.”



N. CHANDRABABU NAIDU
CHIEF MINISTER OF ANDHRA PRADESH

“PARTNERING WITH CALIBO, WE WILL STRENGTHEN AI EDUCATION ACROSS 50+ HIGHER EDUCATION INSTITUTIONS THROUGH CURRICULUM FRAMEWORKS AND FACULTY DEVELOPMENT, AND ESTABLISH A STATE-LEVEL AI SANDBOX TO SECURELY VALIDATE AI SOLUTIONS FOR GOVERNANCE AND CITIZEN SERVICES BEFORE THEY SCALE.”

AI curriculum frameworks for industry practices, delivering programs through blended learning models, establishing a secure Calibo AI Innovation Sandbox environment for experimentation, and enabling applied industry and government use cases.

Calibo AI Innovation Sandbox

In partnership with RTGS, Calibo will also deploy and manage the Calibo AI Innovation Sandbox as a secure enterprise experimentation environment

to enable controlled design, development, testing and validation of public-sector AI use cases. This will enable well-managed and auditable development and testing of AI solutions for governance and public service delivery, supporting the lifecycle of approved use cases from problem definition and model development to pilot validation and impact evaluation.

The initiative aligns with the Government of India’s IndiaAI Mission and is intended to strengthen governance efficiency, public service

delivery and data-driven decision-making.

N. Chandrababu Naidu, Chief Minister of Andhra Pradesh, said: “We want Andhra Pradesh to be a place where AI talent is built at scale and responsible innovation moves from ideas to impact. Partnering with Calibo, we will strengthen AI education across 50+ higher education institutions through curriculum frameworks and faculty development, and establish a state-level AI Sandbox to securely validate AI solutions for governance and citizen services before they scale.” **SME**



KUMAR SUBRAMANYAN
Senior Vice President, CPG Products,
Blackstraw AI

PROFILE

Kumar Subramanyan is an experienced R&D leader in Consumer Packaged Goods (CPG), with extensive experience in Data Science and Digital Transformation, complemented with robust expertise in product innovation for the Personal Care and Beauty sector. Demonstrated proficiency in leveraging cutting-edge technologies that drive organizational growth and efficiency. With a proven track-record of spearheading ground-breaking solution design, leading cross-functional global teams, fostering collaborative partnerships and implementing organizational change at scale, he is widely recognized for strong commitment to teamwork, inclusivity, entrepreneurial leadership, and strategic vision.

WHY 95% OF AI PROJECTS FAIL AND WHAT THE WINNERS ARE DOING DIFFERENTLY

Most companies are using artificial intelligence to optimize old processes. The real opportunity lies in reinvention. The artificial intelligence boom has created a curious paradox in corporate America.

Most companies are using artificial intelligence to optimize old processes. The real opportunity lies in reinvention. The artificial intelligence boom has created a curious paradox in corporate America. An MIT study from August 2025 delivered sobering news: over 95% of AI projects are not creating meaningful value. Yet just two months later, a Wharton report told a different story 82% of business leaders are actively using AI, with three-quarters reporting solid returns on investment. Both findings are accurate, and the disconnect between them reveals something crucial about how companies are deploying this technology.

Most organizations are using AI to automate routine tasks, speed up workflows, and trim costs by modest percentages. These improvements are real and measurable, which makes them easy to justify to boards and shareholders. But they are also leaving AI's transformative potential largely untapped. Put simply, companies are using AI to build faster horse-drawn carriages when they should be inventing the automobile.

The Incremental Gains Trap

Customer service is one of the most popular areas where companies deploy AI today, and it illustrates the problem clearly. Chatbots handle basic questions, route complex issues to humans, and give agents faster access to information. Companies love them because the results are obvious: support costs drop 20%, and response times improve. This is optimization: making the current way of doing business 10-20% better. There is nothing wrong with that, except that it falls well short of transformation.

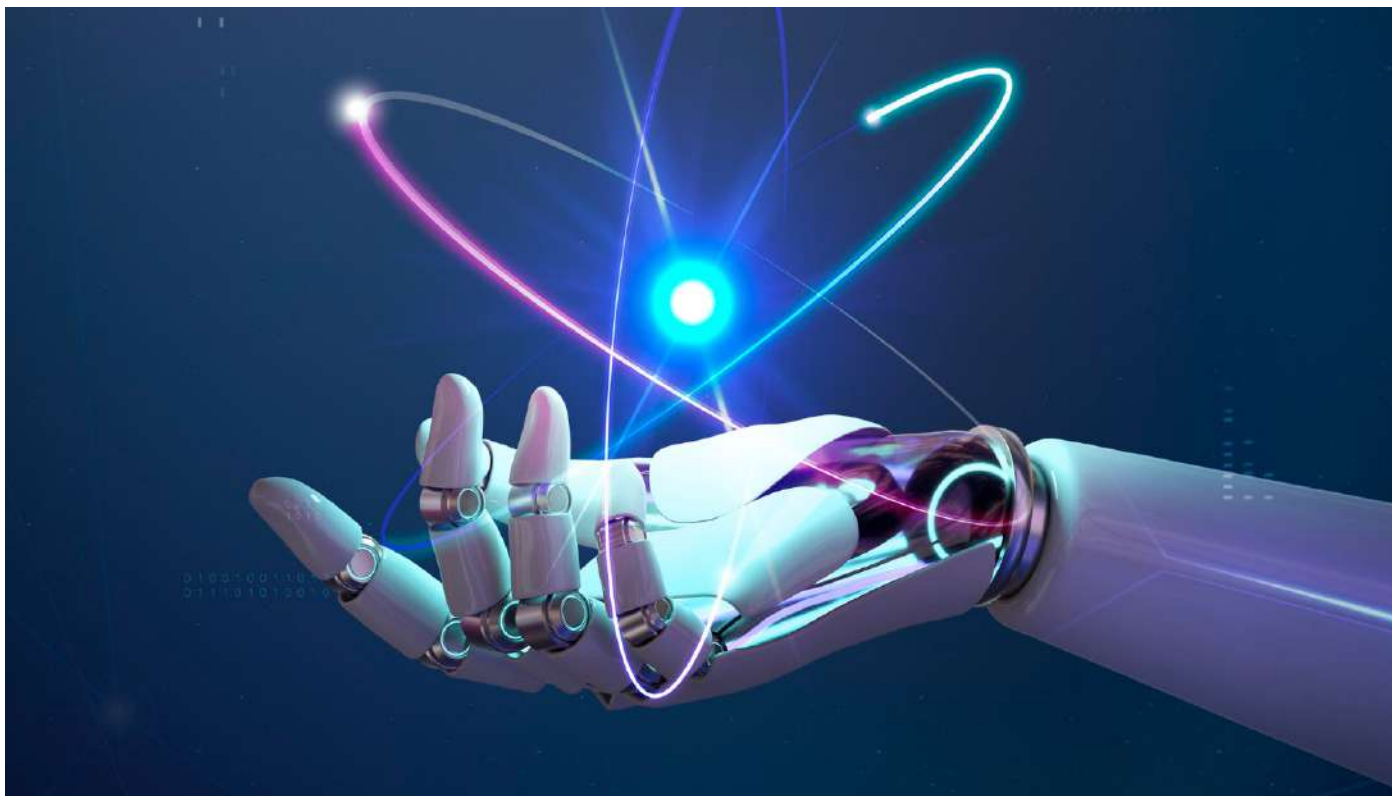
Real transformation looks completely different. In a truly reimagined customer service model, AI analyzes millions of interactions and spots problems before they happen, proactively reaching out with solutions before customers even notice something is wrong. For everyday issues, AI agents with full

memory of a customer's history resolve over 90% of cases entirely on their own, not just suggesting fixes but actually executing them across internal systems. Human agents, meanwhile, focus exclusively on genuinely complex situations, supported by AI copilots that feed real-time guidance. This is not about shaving percentage points off a cost line. It is about creating customer experiences that competitors simply cannot match.

What Transformation Actually Looks Like

The gap between optimization and transformation plays out across every industry. In manufacturing, companies now use AI to predict equipment failures hours or days in advance, allowing maintenance teams to fix problems before production lines go down a meaningful step forward compared to waiting for breakdowns. But transformative AI goes further still. Digital twins of equipment continuously simulate failure scenarios, and when the system detects an issue, it automatically schedules maintenance, optimizes resources across the facility, and generates specific repair instructions. Technicians receive real-time augmented reality guidance that troubleshoots complications on the fly and learns from every repair. The goal is not fewer breakdowns, it is zero unplanned downtime through an entirely different approach to maintenance.

Retail follows the same pattern. AI currently helps shoppers find products they will like, sometimes with virtual try-ons, a genuine improvement for conversion rates. But the transformative version of this is far more ambitious: what if AI did not just recommend existing products, but created entirely new ones? Imagine a fashion company using AI to analyze emerging trends alongside a customer's individual shopping history, designing a unique garment for that person, and triggering a micro-production run. That is not optimization. That is a new paradigm for both supply chains and customer



relationships.

Why Executives Choose the Safe Path

The preference for incremental approaches is entirely rational. Optimization projects offer clear metrics, predictable timelines, and minimal risk. Walking into a board meeting with “we improved efficiency by 15%” is a safe conversation; no one questions it. Transformation, by contrast, means investing in ideas that might not pan out, tolerating uncertainty, and asking people to rethink how they work fundamentally. For organizations focused on hitting quarterly targets, that is a difficult case to make.

Organizational structure compounds the problem. Most companies run their AI efforts in silos, with marketing optimizing targeting, operations streamlining logistics, and customer service automating responses. Each group records wins and moves on. But in doing so, they miss the bigger picture. Real transformation requires step-

ping back to look across functions and identify where reimagining entire workflows can create disproportionate value. More often than not, the organizational barriers turn out to be harder than the technical ones.

Three Shifts That Enable Breakthrough Innovation

Moving from optimization to genuine transformation requires three fundamental shifts in thinking.

The first is changing the questions you ask. Stop asking “how can AI improve this process?” and start asking “what becomes possible with AI that we couldn’t do before?” Instead of “how can AI speed up customer onboarding,” ask whether AI could eliminate the need for traditional onboarding. Instead of “how do we optimize our inventory,” ask whether AI could enable a completely different supply chain model. This kind of thinking requires cross-functional teams willing to reimagine processes from scratch, unconstrained by how things have always been done.

The second is being ruthlessly selective. Attempting to transform everything at once is a reliable recipe for failure. The goal is to identify the specific areas where reinvention aligns with your strategic priorities and creates real, lasting value for customers. Some processes are genuinely fine as they are; a 15% improvement is enough. Others represent opportunities to do something competitors literally cannot replicate. The discipline lies in

knowing which is which.

The third is recognizing that AI alone will not cut it. Real transformation means integrating AI with other technologies, IoT sensors, augmented reality, advanced analytics, and whatever else the situation demands. It also means building partnerships across your value chain, because no single company can reinvent complex processes in isolation. These relationships require investment before you have fully figured out what you are building together. That is uncomfortable, but it is how breakthrough innovation actually happens.

The Survival Imperative

The gap between optimization and transformation is no longer just a competitive issue; it is increasingly a question of survival. Companies using AI to polish existing processes will find themselves outmaneuvered by competitors who use it to create entirely new business models. The decision to adopt AI has already been made across corporate America. What remains undecided is whether organizations will deploy it for incremental gains or fundamental reinvention.

As AI capabilities continue to accelerate, the window for this kind of bold transformation will not stay open indefinitely. The companies making decisive moves now will not simply operate more efficiently than their competitors;

they will be playing an entirely different game. The question is whether your organization will be among them. **SME**

Companies using AI to polish existing processes will find themselves outmaneuvered by competitors who use it to create entirely new business models.

ZOOM EXPANDS ENTERPRISE AGENTIC AI PLATFORM TO ORCHESTRATE WORKFLOWS ACROSS COLLABORATION AND CUSTOMER EXPERIENCE

New innovations include expanding AI Companion 3.0 more broadly across the Zoom platform and introducing custom AI agents to orchestrate workflows in Zoom and third-party systems



VELCHAMY SANKARLINGAM
PRESIDENT OF PRODUCT &
ENGINEERING AT ZOOM

"ZOOM'S AGENTIC AI PLATFORM IS DESIGNED TO ORCHESTRATE ACTION ACROSS SYSTEMS, TURNING EVERY MEETING, CALL, AND CUSTOMER INTERACTION INTO A TRIGGER FOR WORKFLOW AUTOMATION."

Zoom Communications, Inc. expanded its enterprise agentic AI platform, introducing new workflow orchestration capabilities across Zoom Workplace, Zoom Phone, and Zoom CX. The updates extend Zoom's system of action for modern work, enabling organizations to automate tasks, trigger cross-system workflows, and turn meetings, calls, and customer interactions into completed business outcomes.

Embedding workflow automation

As enterprises scale artificial intelligence initia-

tives, many remain limited to AI assistants that summarize conversations but rely on manual follow-through across disconnected systems. Moreover, while collaboration tools capture dialogue and systems of record store data, execution often remains fragmented. Zoom's agentic AI platform is designed to close this gap by embedding workflow automation directly into meetings, calls, chat, and contact center interactions so conversations automatically trigger action across enterprise systems.

"The next phase of enterprise AI will be defined by the ability to move from conversation to action," said Velchamy Sankarlingam, president of Product & Engineering at Zoom. "Zoom's agentic AI platform is designed to orchestrate action across systems, turning every meeting, call, and customer interaction into a trigger for workflow automation."

Zoom enterprise agentic AI 3.0 platform: Key enhancements

The enhancements announced today include:

- Custom and prebuilt AI agents with no-code orchestration
- New third-party integrations for AI Companion, including 10 secure enterprise search connectors
- New AI-first canvases (Zoom AI Docs, AI Sheets, and AI Slides)
- Zoom Phone Mobile
- SMS for Zoom Virtual Agent AI Receptionist
- AI Expert Assist 3.0 for Zoom Contact Center
- Natural-language customer workflow orchestration
- Meeting security enhancements

AI Companion: Premium AI built for businesses

The Zoom AI Companion offering is significantly expanding, with AI Companion 3.0 rolling out across the Zoom Workplace app, Zoom Business Services, and Workvivo, to accelerate conversa-

tion-to-completion workflows via the 3.0 AI tech stack. Previously available only in a web browser, this powerful upgrade leverages Zoom's expanded federated AI platform to securely connect conversations, enterprise data, and apps, and drive meaningful outcomes for organizations. The platform's success is highlighted by the rapid growth of AI Companion Monthly Active Users, having more than tripled year-over-year in Q4 FY26.

Zoom also introduced new capabilities for its Custom AI Companion add-on, empowering organizations to build custom AI agents that act on their behalf — streamlining activities that include retrieving insights, automating tasks, and orchestrating workflows across third-party systems such as Salesforce, Slack, and ServiceNow. New Custom AI Companion capabilities include:

Build custom agents and workflows

Organizations can save time on repetitive tasks by leveraging prebuilt agents for Sales, IT, and Marketing, and deploy their own custom AI agents and workflows — with no coding required.

Connect additional enterprise data

New third-party integrations for personal workflows and agent builder, along with 10 new secure connectors for intelligent retrieval, enable users to synthesize enterprise data across applications to derive actionable insights from multiple data sources, integrating with third-party platforms such as Salesforce, ServiceNow, Box, Google Drive, and OneDrive.

Personalization and memory

AI Companion learns from user context, such as their role, preferences, and focus areas, to deliver tailored insights and recommendations.

Teams will be able to easily convert meeting conversations and insights into structured documents, data analysis, and presentation content with the expansion of new AI canvases, Zoom AI Docs, AI Sheets, and AI Slides, which will work seamlessly within Zoom Meetings for real-time



co-creation without switching tools.

Zoom also announced Zoom AI Services, a new suite of enterprise-grade AI APIs for speech, language, reasoning, and more. These services enable developers to leverage the same transcription, translation, summarization, deep reasoning, and image-processing technologies that power Zoom's own products.

Zoom Workplace: Simplify and unify the workday. The next generation of Zoom Workplace, an all-in-one work platform, introduces agentic AI and a simplified interface.

So, What the new features and UX updates include?

Well, it includes:

- **UX simplification:** A cleaner, more consistent interface across desktop, mobile, and web, reducing friction and cognitive load. AI Companion will have its own tab, providing a central, conversational work surface for real-time queries, writing, and workflow automation.
- **Zoomie group assistant:** A new team facilitator that works across Zoom Rooms, Meetings, and Chat, designed to drive better meeting outcomes by keeping teams aligned, on track, and focused on core objectives.
- **AI-first Chat:** Custom agents available for use in Chat, topic-based summaries, and "For You"

prioritization to surface what matters most.

- **Live voice translator:** Break down language barriers with real-time audio translation for Zoom Meetings, so participants can speak in their native language while others hear the translation in their preferred language. (Available at launch in five languages, with more coming soon.)
- **Deepfake risk detection:** A new advanced meeting security technology intelligently detects synthetic audio or video in meetings and provides real-time alerts.

Zoom Phone

Transform conversations into action To enhance its offering for Zoom Phone, which supports more than 10 million seats globally, Zoom announced new capabilities that prioritize a mobile-first experience and use AI to deliver better customer engagements and automate post-call follow-ups:

- **Agentic workflows:** Automatically execute tasks such as drafting emails or sending out summaries.
- **SMS for Zoom Virtual Agent AI Receptionist (formerly AI Concierge):** New SMS capabilities will enable the 24/7 virtual receptionist to handle customer engagements via text, answer questions, collect information, support scheduling flows, and escalate to a human when needed.
- **Zoom Phone Mobile:** A new, intuitive

mobile experience lets users make business calls from their native dialer while retaining AI calling capabilities wherever work happens.

- **Customer Engagement Pack (formerly Power Pack):** Expanded analytics and AI-driven insights to help customer-facing teams stay responsive by prioritizing high-value calls, enhancing queue visibility, and tracking performance across calls and SMS.

As a result, Zoom Phone now delivers intelligent call summaries, automated follow-ups, and real-time insights across devices.

Zoom CX and Revenue Workflows

AI-Powered Contact Center and Sales Automation Zoom CX and Zoom Revenue Accelerator (ZRA) will soon introduce expanded agentic automation for contact center and revenue workflows, including Zoom Virtual Agent 3.0, to improve resolution speed and customer outcomes.

- **AI Expert Assist 3.0:** A real-time, agentic AI layer for the contact center that acts as an active collaborator, empowering agents and supervisors with contextual guidance, intelligent orchestration, and automated task execution for faster resolutions and measurable operational efficiency.
- **CX Insights:** Helps business and CX leaders ask questions about customer experience, workforce, and automation performance in natural language and receive clear, reasoned insights by analyzing interaction transcripts, operational signals, and CX metrics across a shared context.
- **Customer Workflow Orchestration:** Enables organizations to design and automate customer journeys across systems, channels, and teams using natural-language workflow creation triggered by contact center events or signals from enterprise systems, such as CRM or ERP.
- **Advanced Quality Management for Zoom Virtual Agent:** Provides CX leaders with deeper visibility into automated interactions, performance trends, and resolution outcomes across their entire workforce, both human and virtual agents.

- **Zoom Revenue Accelerator enhancements:** New AI Sales Assist delivers real-time coaching during sales conversations by surfacing prompts, competitive insights, and next best actions directly within the call flow. Ask ZRA introduces conversational intelligence for revenue leaders, enabling natural language analysis across calls and deals.

Zoom Customer Experience continues to see accelerating, high-double-digit growth, with paid AI included in each of Zoom's top ten CX deals this past quarter and growing competitive displacement momentum. **SME**

INDIAN ROBOTICS BREAKTHROUGH: GENROBOTICS BEATS 600 GLOBAL RIVALS TO WIN LANDMARK SINGAPORE GOVERNMENT CONTRACT

The win not only signals the growing global credibility of Indian robotics engineering but also marks a significant step in the company's evolution from a social-impact startup into a global deep-tech exporter.



VIMAL GOVIND M K
CEO AND CO-FOUNDER AT
GENROBOTIC

"WINNING THIS CONTRACT AGAINST 600 INTERNATIONAL FIRMS PROVES THAT INDIAN-MADE ROBOTICS ARE GLOBALLY COMPETITIVE AND READY TO LEAD THE WORLD'S INFRASTRUCTURE TRANSITION. OUR TECHNOLOGY WAS ENGINEERED FOR THE MOST COMPLEX ENVIRONMENTS, AND SINGAPORE'S VALIDATION CONFIRMS THAT OUR SOLUTIONS MEET THE HIGHEST GLOBAL STANDARDS FOR SAFETY AND EFFICIENCY."

In a major global endorsement for India's deep-tech capabilities, Kerala-based robotics innovator Genrobotics has secured a prestigious contract from PUB, Singapore's National Water Agency after outperforming more than 600 international competitors. The win

not only signals the growing global credibility of Indian robotics engineering but also marks a significant step in the company's evolution from a social-impact startup into a global deep-tech exporter.

A Global Validation for Indian Robotics

India's deep-tech ecosystem received a powerful boost after Genrobotics emerged victorious in a highly competitive international evaluation conducted by PUB, Singapore's National Water Agency.

The contract will see advanced robotic systems from the Indian firm deployed in sewer and water management operations in Singapore. The selection followed rigorous technical validation by a government-appointed expert committee that assessed engineering capabilities, reliability in hazardous environments, and operational performance.

According to the company, winning against more than 600 global competitors highlights the growing technological strength of Indian robotics platforms in mission-critical infrastructure management.

From Social Innovation to Global Deep-Tech Leader

Commenting on the achievement, Vimal Govind M K, CEO and Co-Founder of Genrobotics, said the contract represents a turning point for Indian robotics on the global stage.

He noted that the company's technologies were specifically engineered for extreme and hazardous environments, and the endorsement from Singapore validates their safety, precision, and operational efficiency.

The win underscores Genrobotics' transformation from a socially driven innovation tackling manual scavenging into a diversified robotics powerhouse addressing global infrastructure challenges.

Expanding Global Footprint

Singapore now joins a growing list of international markets adopting Genrobotics' technologies. Since 2022, the company has maintained a national-scale partnership with Indah Water Konsortium in Malaysia and has established deployments across the United Arab Emirates, South Africa, and the United Kingdom.

In India, the company's robotic systems are already deployed across 23 states and more than 100 cities, serving over 140 clients globally. This extensive real-world deployment has helped refine its robotics platforms for reliability in mission-critical environments.

Building a Multi-Sector Robotics Ecosystem

Genrobotics' global expansion strategy is anchored around three high-growth technology verticals designed to address critical global challenges such as labour shortages, aging infrastructure, and workplace safety.

1. Cleantech & Mechanised Sanitation

At the heart of this vertical is Bandicoot, widely recognised as the world's first robotic scavenger. The technology eliminates the need for humans to enter toxic sewer environments. In Singapore, the deployment will focus on robotic sewer inspection and cleaning to support smarter and more sustainable urban water management.

2. Healthcare Robotics

Genrobotics is also expanding into rehabilitation and assistive robotics to tackle global shortages of clinical professionals. The systems are designed to support AI-enabled medical care and rehabilitation, particularly in aging societies.

3. High-Risk Industrial Automation

The company is developing specialised robotic systems for hazardous environments such as the oil and gas industry, where autonomous machines can perform high-risk tasks while reducing human exposure to dangerous conditions.

To access more info login to:

<https://www.smechannels.com>

AI ACCELERATION IN APAC EXPOSES GROWING API SECURITY GAP

India: Most Targeted Market in APAC for AI-led Attacks



REUBEN KOH
DIRECTOR OF SECURITY
TECHNOLOGY AND STRATEGY, APJ
AT AKAMAI

“DESPITE RAPID EXPANSION OF DIGITAL SERVICES AND AI ADOPTION IN INDIA, MANY ORGANIZATIONS STILL LACK CLEAR VISIBILITY INTO WHAT THEIR APIS ARE DOING, WHICH MAKES PROTECTING THEM SIGNIFICANTLY HARDER.”

Across Asia-Pacific (APAC) organizations are racing to embed Artificial Intelligence (AI) into core digital services - from customer care to financial management and supply chain automation. However, this “AI-first” momentum is built upon a foundation of APIs (Application Programming Interfaces) that are increasingly under attack. According to new APAC insights from Akamai’s 2026 Apps, APIs and DDoS State of the Internet (SOTI) report, this growing dependence is creating a widening security gap. While innovation is advancing at speed, API security maturity is lagging, exposing a critical layer at the center of the region’s digital growth. The consequences of this gap are already being felt across the region, where businesses have reported experiencing measurable financial and operational impacts.

In 2025 alone, Akamai observed nearly 65 billion web application and API attacks in APAC, a 23% year-over-year increase. Globally, Akamai observed triple-digit growth in daily API attacks, highlighting the scale and consistency of pressure facing organizations across the region. Eighty-seven percent of surveyed organizations globally also reported experiencing an API-related secu-

rity incident in 2025.

Layer 7 DDoS attacks are also tracking significant growth, surging 104% globally over the past two years. Unlike traditional volumetric or “brute force” attacks that overwhelm network bandwidth, Layer 7 attacks target the very processes that handle user requests. Given that APIs operate at this same layer, these attacks can directly disrupt the digital services and transactions that organizations rely on.

Fatal shift toward business logic abuse

The nature of attacks is also changing. In APAC, 61% of API attacks in 2025 involved unauthorized workflows and abnormal activity, signaling a shift toward business logic abuse. This means that rather than exploiting technical vulnerabilities, attackers are increasingly manipulating applications in ways not intended. Examples include automating transactions, scraping data or repeatedly triggering legitimate API calls that disrupt services or exhaust costly AI tokens. AI-powered bots are increasingly targeting APIs directly, mimicking legitimate traffic while evading traditional defenses.

Retail and financial services remain leading tar-

gets due to their heavy reliance on APIs to power digital payments and cross-border services. Telecommunications and high-technology sectors are also experiencing rising pressure as they expand API-driven offerings.

Innovation Velocity vs. Security Maturity

In APAC, digital ambition is high, but the risks differ by market. In highly digitized, mature economies like Singapore and Japan, organizations operate with a much larger API sprawl, and the sheer number of APIs sharply increases the attack surface as the huge volume of endpoints makes visibility the primary challenge. In emerging digital economies such as Vietnam and Thailand, rapid digitization is outpacing the means and know-how to secure it. Shortage of local cybersecurity talent pool is also a key obstacle, resulting in these regions being prime targets for attacks.

At the same time, AI-assisted low-code development (or “vibe coding”) is speeding up how applications and APIs are built. While AI helps developers ship code faster than ever, it often introduces misconfigurations or insecure API defaults that move into production without human oversight. The result, across different starting points, is the same: more APIs in operation, greater complexity, and more opportunity for attackers if security does not keep pace.

Reuben Koh, Director of Security Technology and Strategy, APJ at Akamai said, “In India, the rapid expansion of digital services and AI adoption is increasing reliance on APIs to power everything from financial transactions to e-commerce platforms. However, many organizations still lack clear visibility into what their APIs are doing, which makes protecting them significantly harder.

India: Most Targeted Markets in APAC for AI-led Attacks

At the same time, India has emerged as one of the most targeted markets in Asia Pacific for AI bot activity and application layer DDoS attacks, reflecting the scale and speed of the country’s digital growth. India also appears in the highest attack

To access more info Login to:

<https://www.smechannels.com>

100 BEST SOLUTION PROVIDERS

Supporting a huge but distributed workforce created by the pandemic, Solution Providers came to the forefront, digitally empowering their customers during these trying times. They not only helped them with the right IT products and services tailored to their needs, as an important strategic link of the IT ecosystem, they comprehensively handled the project needs of their clients from concept to installation through support, as vendors, service providers or value-added resellers (VAR). In our Anniversary issue, we have endeavored to catalogue the Leading IT Solution Providers in India 2022 for your perusal.

RAKSHA TECHNOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
V ANAND

TYPE OF THE ORGANIZATION
VAR

WHAT IS YOUR SPECIALIZATION
Cyber Security

BRANDS ASSOCIATED WITH
IBM Security Trend Micro Forcepoint Fortinet McAfee Aruba Sonicwall Palo Alto

TOTAL NO OF HEAD COUNT
85

PRESENCE IN NO OF CITIES IN INDIA
4

CERTIFICATIONS
Iso 9001 and ISO 27001

ADDRESS
29 C Narayana Complex Sarathy Nagar Velachery

TOPSERV INFOTECH (P) LTD.

HEAD OF THE ORGANIZATION
DEEPAK PR

TYPE OF THE ORGANIZATION
SI, service contracts

WHAT IS YOUR SPECIALIZATION
IT infra- service

BRANDS ASSOCIATED WITH
Dell, HP

TOTAL NO OF HEAD COUNT
50

PRESENCE IN NO OF CITIES IN INDIA
2

CERTIFICATIONS
Dell service provider, sales prtnr for HP,Lenovo, Microsoft, ect

ADDRESS
Topserv, #41/786 2nd floor, Tharamel Blding, padivatom

SAFEZONE SECURE SOLUTIONS PVT. LTD.

HEAD OF THE ORGANIZATION
C R RAMESH

TYPE OF THE ORGANIZATION
VAR

WHAT IS YOUR SPECIALIZATION
Information Security

BRANDS ASSOCIATED WITH
McAfee, Trend Micro, Symantec, Fortinet, Radware, Sonicwall, Veritas, Forcepoint, Cisco.

TOTAL NO OF HEAD COUNT
40

PRESENCE IN NO OF CITIES IN INDIA
Chennai, Coimbatore, Bangalore

CERTIFICATIONS
Fortinet, McAfee, Forcepoint, Trend Micro

ADDRESS
No 3, Palat Madhavan Road, Mahalingapuram, Chennai -600034

ESSENVISION SOFTWARE PVT. LTD.

HEAD OF THE ORGANIZATION
NITYANAND SHETTY

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Cyber Security Solutions & Services

BRANDS ASSOCIATED WITH
Crowdstrike, Fireeye, Forcepoint, McAfee, Titus, Trend Micro, Netskope, Barracuda

TOTAL NO OF HEAD COUNT
80

PRESENCE IN NO OF CITIES IN INDIA
1

CERTIFICATIONS
Platinum Partners with Titus,Forcepoint,Fire Eye,Crowdstrike with 60+ technical Certified Employees & Professional Services Partners with McAfee,Symantec,FireEye,Titus & Forcepoint

ADDRESS
2Nd Floor,Indian Surveyors House,315 Sbs Road,Fort

SHEELTRON DIGITAL SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
CHANDRAPRAKASH

TYPE OF THE ORGANIZATION
SI, VAR

WHAT IS YOUR SPECIALIZATION
Enterprise IT and services

BRANDS ASSOCIATED WITH
HPE/HP/DELL/CISCO/F5

TOTAL NO OF HEAD COUNT
150

PRESENCE IN NO OF CITIES IN INDIA
5

CERTIFICATIONS
HPE/DELL/CISCO

ADDRESS
No,10 Sheshadripuram Main Road Bangalore-560020

SHEELTRON DIGITAL SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
SANJAY SINGHANIA

TYPE OF THE ORGANIZATION
IT Hardware

WHAT IS YOUR SPECIALIZATION
Computer Peripherals

BRANDS ASSOCIATED WITH
HPE, Dell, Cisco, IBM, Lenovo

TOTAL NO OF HEAD COUNT
100

PRESENCE IN NO OF CITIES IN INDIA
3

CERTIFICATIONS
ISO

ADDRESS
No. 10, Sheshadripuram First Main Road, Sheshadripuram, Bengaluru-560 020

TRINITY TECHNOLOGIES AND SOFTWARE SOLUTIONS PVT. LTD.

HEAD OF THE ORGANIZATION
RAJANEESH GANJYAL

TYPE OF THE ORGANIZATION
SI, Software and IOT developer

WHAT IS YOUR SPECIALIZATION
SI, Software, IOT developer

BRANDS ASSOCIATED WITH
Dahua, Hikvision, Axis, HP, Dell, Microsoft, Intel

TOTAL NO OF HEAD COUNT
36

PRESENCE IN NO OF CITIES IN INDIA
5

CERTIFICATIONS
ISO 9001, ISO 27001, CMMI - 3

ADDRESS
#5 Aryabhatta Technology Park, Navanagar
Hubli -25

JNS SYSTECH PVT. LTD.

HEAD OF THE ORGANIZATION
MAHESH THAKUR

TYPE OF THE ORGANIZATION
VAR

WHAT IS YOUR SPECIALIZATION
Industrial Wireless

BRANDS ASSOCIATED WITH
Altai super wifi

TURNOVER OF THE COMPANY
5 Crore

TOTAL NO OF HEAD COUNT
15

PRESENCE IN NO OF CITIES IN INDIA
3

CERTIFICATIONS
Gold

ADDRESS
1853 D2 -10 LGF Govindpuri ext. Kalkaji

MICROWORLD INFOSOL PVT. LTD.

HEAD OF THE ORGANIZATION
VIKRAM SING

TYPE OF THE ORGANIZATION
SI, MSP, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Provides Wide Range of Comprehensive Information ,managment Solutions including Information Security , Net-working, Backup,Disaster Recovery/ management,Data -as- a - Service,Wi-fi/ Wireless, Cloud Computing/Virtualization solutions along with IT infrastructure and holistic technology consulting services in the area of networking, security solutions,data centers and wireless communications.

BRANDS ASSOCIATED WITH
HP, HPE, VM Ware, Aruba, Fortinet, CISCO

TOTAL NO OF HEAD COUNT
50

PRESENCE IN NO OF CITIES IN INDIA
2

CERTIFICATIONS
GOLD partner

ADDRESS
16/6 Main Mathura Road, Near Rajiv Gandhi chowk

HEAD OF THE ORGANIZATION
RONNY VARGHESE ABRAHAM

TYPE OF THE ORGANIZATION
VAR

WHAT IS YOUR SPECIALIZATION
Security Service Provider

BRANDS ASSOCIATED WITH
Fortinet

TOTAL NO OF HEAD COUNT
25

PRESENCE IN NO OF CITIES IN INDIA
3

CERTIFICATIONS
Fortinet

ADDRESS
A.V George Road, Kaloore - Kadavanthra Road

INFOBAHN TECHNICAL SOLUTIONS (I) PVT. LTD.

HEAD OF THE ORGANIZATION
RAJEEV KRISHNASWAMY

TYPE OF THE ORGANIZATION
SI, MSP, VAR, Cloud Partner, Digital Signage Vendor

WHAT IS YOUR SPECIALIZATION
We have different Business Practices. Some of these are Technology Practices like Digital Signage, Wifi Deployment, Server & Storage Practise etc, where in we provide complete Solutions. We Als sell hardware like Laptops, Desktops, Servers etc.

BRANDS ASSOCIATED WITH
HP, HPE, Microsoft, Samsung, Apple, LG

TURNOVER OF THE COMPANY
306 Crore

TOTAL NO OF HEAD COUNT
105

PRESENCE IN NO OF CITIES IN INDIA
1

CERTIFICATIONS
We have a number of certifications from all the Vendors. It may be difficult to list all of them here. But to give a Perspective we are Platinum Partner for HP, HPE, and Gold partner for Microsoft.

ADDRESS
604 Lodha Supremus iThink Techno Campus
Kanjur Marg East Mumbai 400042

GRAFTRONICS

HEAD OF THE ORGANIZATION
VIMESH AVLANI

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Servers / Security / Backup / DMS / RPA

BRANDS ASSOCIATED WITH

TOTAL NO OF HEAD COUNT
24

PRESENCE IN NO OF CITIES IN INDIA
Mumbai

CERTIFICATIONS
HPE / Sophos / Acronis

ADDRESS
B-309 Neelkanth Business Park, Nathani road, Vidhyavihar (West), Mumbai 400086

DYNACONS SYSTEMS & SOLUTIONS LTD.

HEAD OF THE ORGANIZATION
MR. DHARMESH ANJARIA

TYPE OF THE ORGANIZATION

SI, NI, MSP

WHAT IS YOUR SPECIALIZATION

System Integration And Managed Services

BRANDS ASSOCIATED WITH

HP, HPE, Dell, IBM, Lenovo, Apple, Cisco, Nutanix, Juniper, Microsoft, SilverPeak

TOTAL NO OF HEAD COUNT

1150

PRESENCE IN NO OF CITIES IN INDIA

250 +

CERTIFICATIONS

ISO 9001:2015, ISO/IEC 20000-1:2011, ISO/IEC 27001:2013,

ADDRESS

78, Ratnajyot Industrial Estate, Irla Lane, Vile Parle West, Mumbai 400056

ESCONET TECHNOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
SANTOSH AGRAWAL

TYPE OF THE ORGANIZATION

SI, NI, MSP, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION

Cloud and Virtualization

BRANDS ASSOCIATED WITH

Dell EMC, Intel, Microsoft, HP, Cisco, VMware, Nutanix

TOTAL NO OF HEAD COUNT

48

PRESENCE IN NO OF CITIES IN INDIA

1

CERTIFICATIONS

Intel Premier Partner, VMware Premier Partner, Dell EMC Gold Partner, Microsoft Silver Partner

ADDRESS

402 Sahdog, 58 Nehru Place, New Delhi 110019

INTEGRATED TECH9LABS PVT. LTD.

HEAD OF THE ORGANIZATION
AMIT JAIN

TYPE OF THE ORGANIZATION

SI, Cloud Partner

WHAT IS YOUR SPECIALIZATION

Consulting & Advisory, Infrastructure Solutions and Services, Network & Security Practice and Cloud Transformation Services.

BRANDS ASSOCIATED WITH

IBM, Nutanix, VMware, Veeam, Cisco, Lenovo, Dell, HPE, Checkpoint, Netskope, Citrix, AWS, TCL, NetMagic,

TOTAL NO OF HEAD COUNT

28

PRESENCE IN NO OF CITIES IN INDIA

Delhi/NCR

CERTIFICATIONS

IBM Power Expert Partner, Nutanix Master Partner, VMware Advance Partner, TCL Consulting Partner, Netmagic Elite Partner

ADDRESS

423, DLF Prime Towers, Phase 1, Okhla Industrial Area, New Delhi-20

BUSINESS CONNECT AND NETWORKS

HEAD OF THE ORGANIZATION
OM KUMAR

TYPE OF THE ORGANIZATION

SI, MSP, VAR

WHAT IS YOUR SPECIALIZATION

Cyber Security, IT Audits

BRANDS ASSOCIATED WITH

Sapphire, Google, Palo Alto, Checkpoint, MS, IBM, SAP, Symantec, Trend Micro, Veeam, Arcon, Barracuda, Dell, AWS

TOTAL NO OF HEAD COUNT

22

PRESENCE IN NO OF CITIES IN INDIA

Mumbai, Bangalore, Chandigarh

CERTIFICATIONS

Sapphire, IBM, AWS, Symantec

ADDRESS

D-22, 1st Floor, Sec-3, Noida, UP-201301

CORPORATE INFOTECH PVT. LTD.

HEAD OF THE ORGANIZATION
VINOD KUMAR

TYPE OF THE ORGANIZATION

SI, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION

Data Centres Infrastructure solutions. Digital Solution & software services & development. IOT, AI, Virtualization & cloud services. IT products and services. Networking & security solutions.

BRANDS ASSOCIATED WITH

Microsoft, Netapp, Dell, TIBCO, CISCO, HPE, HP, Lenovo, Sophos, Acer, VMware, ESRI, Forcepoint, Epson, Xerox, Canon, Samsung, Redhat, Symantec, Trendmicro, Veeam, Juniper, Cyberoam, Fortinet, Huawei, Adobe, Citrix, Comvault, Veritas

TOTAL NO OF HEAD COUNT

920

PRESENCE IN NO OF CITIES IN INDIA

17

CERTIFICATIONS

CMMI SVC (Level 5), ISO 27001:2013, ISO 9001:2015, CVC Certificate of Commitment, ISO 20000-1:2011, MSME, NSIC, NASSCOM, 50+ Certified Engineers on various technologies

ADDRESS

E-81, Sector-6, Noida, U.P 201301

POWER SOLUTIONS

HEAD OF THE ORGANIZATION
BHAVESH SHETH

TYPE OF THE ORGANIZATION

Msp, Premier Partner Of Apc By Schneider Electric

WHAT IS YOUR SPECIALIZATION

Power & Automation

BRANDS ASSOCIATED WITH

APC UPS Exide Battery

TOTAL NO OF HEAD COUNT

9

PRESENCE IN NO OF CITIES IN INDIA

Ahmedabad, Vadodara, Surat, Mumbai, Pune

CERTIFICATIONS

Premier Service Partner

ADDRESS

603 Gala Empire Opp Door Darshan Tower Drive In Road Ahmedabad 380054

I.T. SOLUTIONS INDIA PVT. LTD.

HEAD OF THE ORGANIZATION
NAKUL CHOPRA

TYPE OF THE ORGANIZATION
SI, VAR

WHAT IS YOUR SPECIALIZATION
Providing System Integration By Stiching Solutions With It Infrastructure, Data Security And Availability Solutions. Providing Consultancy About The Best Prodcut And Brand Suitable For The Customer Existing Setup And Requirement. Providing Implementation And Post Sales Support On All Products That We Sell.

BRANDS ASSOCIATED WITH
Trendmicro, Sophos, Dell EMC, HPE, Microsoft, Adobe, Vmware, IBM, Palo Alto, Sonicwall, Fortinet, CrowdStrike, Veeam, Commvault

TOTAL NO OF HEAD COUNT
50

PRESENCE IN NO OF CITIES IN INDIA
4

CERTIFICATIONS
Iso, Ms, Vmware, Symantec, Forcepoint, Sophos, Fortinet, Palo Alto And Many More

ADDRESS
D-88/5, Okhla Phase-1, New Delhi-110020

SPARK TECHNOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
SEWAK NAUTIYAL

TYPE OF THE ORGANIZATION
VAD

WHAT IS YOUR SPECIALIZATION
Value Added Distributor

BRANDS ASSOCIATED WITH
Commscope, D-Link, Samsung, LG, Sophos, Rittal, Exide and Verive

TOTAL NO OF HEAD COUNT
90

PRESENCE IN NO OF CITIES IN INDIA
04

CERTIFICATIONS
ISO 9001

ADDRESS
308 Eros Apartment, 56 Nehru Place

DIGITALTRACK SOLUTIONS PVT. LTD.

HEAD OF THE ORGANIZATION
S.T. MUNEEER AHAMED

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Security, Storage, Networking, Cloud

BRANDS ASSOCIATED WITH
FortiNet, CheckPoint, McAfee, NetApp, Commvault, Cisco, Dell, HP

TOTAL NO OF HEAD COUNT
250

PRESENCE IN NO OF CITIES IN INDIA
8

CERTIFICATIONS
QMS 9001, ISMS 27001

ADDRESS
#543, First Floor, Anna Salai, Nandanam, Chennai -600035

VIBS INFOSOL PVT. LTD.

HEAD OF THE ORGANIZATION
VIBHORE SHRIVASTAVA

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Network & Security domain

BRANDS ASSOCIATED WITH
Forescout, Allot, Dell, Sophos, Cisco, Tufin, Palo Alto, Thales, McAfee, Attivo, Infoblox, Avaya, Microsoft Azure, Tenable

TOTAL NO OF HEAD COUNT
20

PRESENCE IN NO OF CITIES IN INDIA
8

CERTIFICATIONS
FSCA, MSP, CCIE, PACE, Sophos Solution Architect, Infoblox Certified partner, Allot Certified, GIAC GPEN, GCHQ CIPR-CMA and many more

ADDRESS
#713, Fortune Ambeince, South Tukoganj, Indore (MP)

CENTRAL DATA SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
KOTA SUBRAHMANYA

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Enterprise Networking, Enterprise Computing, Data Center, Collaboration, Security and Clod

BRANDS ASSOCIATED WITH
Cisco, Dell EMC, Schneider, Nutanix, HPE, Palo Alto

TOTAL NO OF HEAD COUNT
65

PRESENCE IN NO OF CITIES IN INDIA
Bangalore, Chennai, Hyderabad, Mumbai & Delhi

CERTIFICATIONS
Cisco - Advanced Architecture specializations in Enterprise Network, Security, Collaboration and Data Center Dell - Platinum Partner (Server, Storage & Networks) HPE - Server, Storage and Networks Schneider - Data Center Elite VM Ware - SDDN Palo Alto - Enterprise Security

ADDRESS
Grey Rock, #10, II Floor, 24th Main, JP Nagar I Phase

INFO CREATIONS

HEAD OF THE ORGANIZATION
HEMANT HANDA

TYPE OF THE ORGANIZATION
VAR

WHAT IS YOUR SPECIALIZATION
Software Solutions

BRANDS ASSOCIATED WITH
Adobe, Autodesk, Microsoft

TOTAL NO OF HEAD COUNT
8

PRESENCE IN NO OF CITIES IN INDIA
0

CERTIFICATIONS
Gold Partners od Adobe and Autodesk

ADDRESS
209 Shivam House Karampura Commercial Complex Opp. Milan Cinema

ARROW PC NETWORK PVT. LTD.

HEAD OF THE ORGANIZATION
GURPREET SINGH

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Data Center Modernization

BRANDS ASSOCIATED WITH
Dell, Vmware, Commvault, HP, Aruba, APC, Cisco

TOTAL NO OF HEAD COUNT
60

PRESENCE IN NO OF CITIES IN INDIA
3

CERTIFICATIONS
ISO 27001 : 2013

ADDRESS
H 63, Bali Nagar

TRICOM MULTIMEDIA PVT. LTD.

HEAD OF THE ORGANIZATION
HARINDER SALWAN

TYPE OF THE ORGANIZATION
VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Software Licensing

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

TOTAL NO OF HEAD COUNT
4

PRESENCE IN NO OF CITIES IN INDIA
Two

CERTIFICATIONS
Adobe, Microsoft, Dropbox

ADDRESS
5, Jay Maheshwar CHSL., Bapu Bagwe Road, Dahisar West, Mumbai - 400 068 Maharashtra India

GLARY SOLUTIONS

HEAD OF THE ORGANIZATION
NEYAZ AHMAD

TYPE OF THE ORGANIZATION
SI, Cloud Partner

WHAT IS YOUR SPECIALIZATION
End to End Cloud Service Provider , Specialized in end to end Education IT Infra Management.(Majorly Smart Classes, Smart computer Labs, Security)

BRANDS ASSOCIATED WITH
Microsoft, Amazon Web Services, McAfee, Symantec, Bitdefender, Trend Micro, Lenovo, Rediff, Gmail, Netcore (Gold Partner) etc

TOTAL NO OF HEAD COUNT
7

PRESENCE IN NO OF CITIES IN INDIA
2

CERTIFICATIONS
Amazon Web Services , GFI Cloud Etc

ADDRESS
J 3/9 10Th Office 2Nd Floor Khirki Extension Malviya Nagar, Near Krishna Mandir

ITCG SOLUTIONS PRIVATE LIMITED

HEAD OF THE ORGANIZATION
NILESH KUVADIA

TYPE OF THE ORGANIZATION
SI, MSP, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Security & Infrastructure

BRANDS ASSOCIATED WITH
Microsoft, Adobe Autodesk, Oracle, VMWare, Veeam, SonicWall, NComputing, Sophos, Trend Micro, eScan,

TOTAL NO OF HEAD COUNT
61

PRESENCE IN NO OF CITIES IN INDIA
5

CERTIFICATIONS
MCSE, CNE, SNSA

ADDRESS
301, Earth The Landmark, Opp. Satsang Party Plot, Sun Pharma Road, Vadodara

D-TECH SOLUTION INTEGRATORS PVT. LTD.

HEAD OF THE ORGANIZATION
BHAVIK BAROT

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
End To End Solution

BRANDS ASSOCIATED WITH
Dell, Legrand, Hikvision, Airtel, Molex,

TOTAL NO OF HEAD COUNT
50

PRESENCE IN NO OF CITIES IN INDIA
2

CERTIFICATIONS
Dell, Molex, Legrand, Airtel

ADDRESS
8, Shalimar Complex, Behind Shalimar Hotel, Station Road, Bharuch, Gujarat, 392001

PRAVI ASSOCIATE

HEAD OF THE ORGANIZATION
RAVIKUMAR

TYPE OF THE ORGANIZATION
VAR, Cloud Partner, Reseller

WHAT IS YOUR SPECIALIZATION
IT Software & Hardware Sales & Services

BRANDS ASSOCIATED WITH
Microsoft / Adobe / Lenovo / Corel Draw, Accusoft, AutoCad, Treadmicro, Retrospect, eScan, HP etc.,

TOTAL NO OF HEAD COUNT
4

PRESENCE IN NO OF CITIES IN INDIA
Chennai

CERTIFICATIONS
Microsoft Authorised Educational Partner, Adobe Gold Partner, Retrospect Associate Partner,

ADDRESS
#3, Venkatachalapathy 2nd Street, She-noynagar Near Pachaiyappas College, opp Amma Unavagam,

CLUSTER INFOTECH PRIVATE LIMITED

HEAD OF THE ORGANIZATION
K V RAO

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
IT Infra Solutions

BRANDS ASSOCIATED WITH
Acer, Dell, IBM, Lenovo, Microsoft, Ncomputing, Netgear

TOTAL NO OF HEAD COUNT
30

PRESENCE IN NO OF CITIES IN INDIA
3 (Hyderabad, Visakhapatnam, Vijayawada)

CERTIFICATIONS
ISO 9001 : 2015, DELL Gold Partner, IBM Gold Partner

ADDRESS
403, Nagasuri Plaza, Behind Maitrivanam, Ameerpet, Hyderabad - 500038

SHIVAAMI CLOUD SERVICES PVT. LTD.

HEAD OF THE ORGANIZATION
ROCKY WILLIAMS

TYPE OF THE ORGANIZATION
Cloud Partner

WHAT IS YOUR SPECIALIZATION
Google Cloud

BRANDS ASSOCIATED WITH
Google

TOTAL NO OF HEAD COUNT
150

PRESENCE IN NO OF CITIES IN INDIA
4

CERTIFICATIONS
Google Cloud partner Specialized in Work Transformation

ADDRESS
503, Ecstasy Business Park, City of Joy, JSD Road, Mulund West

DIGISWITCH INFOTECH PVT. LTD.

HEAD OF THE ORGANIZATION
RAJEEV RANJAN KUMAR

TYPE OF THE ORGANIZATION
MSP, Cloud Partner

WHAT IS YOUR SPECIALIZATION
DRaaS (Disaster Recovery as Service); BaaS(Backup as Service); O365 cloud to cloud backup

BRANDS ASSOCIATED WITH
Carbonite

TOTAL NO OF HEAD COUNT
12

PRESENCE IN NO OF CITIES IN INDIA
3

CERTIFICATIONS
Yes, all certification of Carbonite achieved by our team

ADDRESS
214A, DLF Galleria, Mayur Vihar Phase 1

QUESTA SOFTWARE SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
MANISH TANDON

TYPE OF THE ORGANIZATION
VAR

WHAT IS YOUR SPECIALIZATION
Oracle, S/W Licensing

BRANDS ASSOCIATED WITH
Microsoft, Oracle, Adobe, Symantec, Corel, Veritas

TOTAL NO OF HEAD COUNT
12

PRESENCE IN NO OF CITIES IN INDIA
3

CERTIFICATIONS
All Above products sales and presales Certification

ADDRESS
308 Blue Rose Ind Estate, W.E. Highway, Borivali East, Mumbai - 400066

EVANTAGE IT CONSULTING SERVICES PVT. LTD.

HEAD OF THE ORGANIZATION
SANJIV KHUSHU

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Infrastructure, Security And Digital

BRANDS ASSOCIATED WITH
Netapp, Dell, Lenovo, Veam, Mastersam, RSA, Automation Anywhere, ESRI, VMware, Red Hat

TOTAL NO OF HEAD COUNT
28

PRESENCE IN NO OF CITIES IN INDIA
2

CERTIFICATIONS
NCP, VCP, VCA, VMCE, RHCA, RHCE, NCIE, NCDA

ADDRESS
B-109 (First Floor), DDA Sheds, Okhla Ind. Area Phase 1, New Delhi 110020

RUBIK INFOTECH PVT. LTD.

HEAD OF THE ORGANIZATION
JITESH CHAUHAN

TYPE OF THE ORGANIZATION
VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
IT Security

BRANDS ASSOCIATED WITH
Sophos, Fortinet, Trend Micro, McAfee,

TOTAL NO OF HEAD COUNT
24

PRESENCE IN NO OF CITIES IN INDIA
Ahmedabad

CERTIFICATIONS
Sophos Certified Engineer, Fortinet Certified Engineers

ADDRESS
206, Primate, Opp. Gormoh Restaurant, Judges Bungalow Cross Road, Bodakdev, Ahmedabad - 380015

COMPUTER FACTORY INDIA PVT. LTD.

HEAD OF THE ORGANIZATION
COLLUR DHANANJAY

TYPE OF THE ORGANIZATION
SI, NI, MSP

WHAT IS YOUR SPECIALIZATION
IT Infrastructure Management

BRANDS ASSOCIATED WITH
Commscope, Ruckus, Cisco, HP, Dell, Lenovo, Microsoft

TOTAL NO OF HEAD COUNT
105

PRESENCE IN NO OF CITIES IN INDIA
Three - Bangalore, Chennai and Hyderabad

CERTIFICATIONS
about 20 certificates

ADDRESS
3rd Floor #39 KR Colony Domlur Bangalore - 560071

ASSET INFOTECH LTD.

HEAD OF THE ORGANIZATION
DR PIYUSH MITTAL

TYPE OF THE ORGANIZATION
SI, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Softwares

BRANDS ASSOCIATED WITH
Microsoft, Oracle, Adobe, Autodesk

TURNOVER OF THE COMPANY
8 Crore

TOTAL NO OF HEAD COUNT
23

PRESENCE IN NO OF CITIES IN INDIA
Accross Uttarakhand

CERTIFICATIONS
ISO

ADDRESS
FF 93 Subhash Road, Near Gurunanak Wedding Point

EMARSON INFOTECH PRIVATE LIMITED

HEAD OF THE ORGANIZATION
ABHISHEK KUMAR SRIVASTAVA

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Security, DataCenter, Cloud Solutions

BRANDS ASSOCIATED WITH
Cisco, Fortinet, commscope, aruba, juniper, m olex, sophos, paloalto, netapp, blucoat etc..

TOTAL NO OF HEAD COUNT
40

PRESENCE IN NO OF CITIES IN INDIA
03

CERTIFICATIONS
Premium partner

ADDRESS
A-67, Sector-4, Noida-201301

C DOT SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
RAJEEV R. PHADTARE

TYPE OF THE ORGANIZATION
SI, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Virtualisation; Hard Infrastructure for Hana, Networking, Storage, Server, Back up and entire endpoints

BRANDS ASSOCIATED WITH
IBM, Lenovo, HP E, HP, DELL, Veritas, Microsoft, VM Ware, CISCO, D Link

TOTAL NO OF HEAD COUNT
38

PRESENCE IN NO OF CITIES IN INDIA
Mumbai

CERTIFICATIONS
Certified for all OEM's; like IBM, HP E, HP, Lenovo, DELL, Veritas, Cisco

ADDRESS
41/5, Chinar Apartments, Flat No 2, Tarate Colony, Off Karve Road, Erandwane, Pune 411 004

SS INFORMATION SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
PURUSHOTHAMAN LAKSHMANAN

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
HPC

BRANDS ASSOCIATED WITH
DELL, HPE, Acer, Vertiv, VMWare

TOTAL NO OF HEAD COUNT
65

PRESENCE IN NO OF CITIES IN INDIA
4

CERTIFICATIONS
DELL Titanium, HPE Silver

ADDRESS
1/102, Periyar Pathai West, Arumbakkam, Chennai - 600106

GBB (GOWRA BITS & BYTES PVT. LTD.)

HEAD OF THE ORGANIZATION
SUBBARAM GOWRA

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
<https://www.gbb.co.in/solutions/>

BRANDS ASSOCIATED WITH
<https://www.gbb.co.in/technology-partners/>

TOTAL NO OF HEAD COUNT
33

PRESENCE IN NO OF CITIES IN INDIA
4

CERTIFICATIONS
<https://www.gbb.co.in/affiliate/>

ADDRESS
1-8-144, First Floor, P.G.Road, Secunderabad

LDS INFOTECH PVT. LTD.

HEAD OF THE ORGANIZATION
AMARNATH SHETTY

TYPE OF THE ORGANIZATION

Cloud Partner

WHAT IS YOUR SPECIALIZATION

Cloud and Digital Transformation experts, Devops, Automation, AI

BRANDS ASSOCIATED WITH

Microsoft, AWS, Oracle, HP, Vmware, Sophos, Cisco, Fortinet

TURNOVER OF THE COMPANY

110 Crore

TOTAL NO OF HEAD COUNT

150

PRESENCE IN NO OF CITIES IN INDIA

3

CERTIFICATIONS

Redhat, Microsoft, AWS, VMware

ADDRESS

707, 7th Floor, Windfall Building, Sahar Complex, J.B Nagar, Andheri Kurla Road, Andheri East, Mumbai 400059

ENSONIC COMPUTECH PVT. LTD.

HEAD OF THE ORGANIZATION
SUNDEEP TAMBI AND MINAL BHAGAT

TYPE OF THE ORGANIZATION

StartUP OEM of EKIN brand

WHAT IS YOUR SPECIALIZATION

Digital Classroom - smart and virtual class

BRANDS ASSOCIATED WITH

EKIN

TURNOVER OF THE COMPANY

8+ Crore

TOTAL NO OF HEAD COUNT

18

PRESENCE IN NO OF CITIES IN INDIA

4

CERTIFICATIONS

Trade mark and make in india

ADDRESS

16 India Exchange place Kol 1

MERU NET SERVICES

HEAD OF THE ORGANIZATION
MANJUSHREE

TYPE OF THE ORGANIZATION

OEM Partners

WHAT IS YOUR SPECIALIZATION

IT Infrastructure Solution

BRANDS ASSOCIATED WITH

CISCO, JUNIPER, ARISTA, RUCKUS, NETAPP

TURNOVER OF THE COMPANY

2 Crore

TOTAL NO OF HEAD COUNT

10

PRESENCE IN NO OF CITIES IN INDIA

Bangalore

CERTIFICATIONS

CCNA

ADDRESS

1521, 15th Main, M C Layout, Vijayanagar, Bangalore

SOFTMART SOLUTIONS

HEAD OF THE ORGANIZATION
ALOK GUPTA

TYPE OF THE ORGANIZATION

VAR, Cloud Partner, Software Licencing Specialists

WHAT IS YOUR SPECIALIZATION

Software Licencing Specialists

BRANDS ASSOCIATED WITH

Microsoft, Seqrite, Kaspersky, ESET, Bitdefender, McAfee, Symantec, TrendMicro, Sophos, Adobe, Autodesk, Intel Software

TOTAL NO OF HEAD COUNT

9

PRESENCE IN NO OF CITIES IN INDIA

1

CERTIFICATIONS

Microsoft Academic Reseller / Seqrite / Kaspersky / ESET / Bitdefender

ADDRESS

H-19A, First Floor, Kalkaji Main Road, New Delhi - 110019

NETCOM INFOTECH PVT. LTD.

HEAD OF THE ORGANIZATION
SHYAM SUNDAR PODDAR

TYPE OF THE ORGANIZATION

SI

WHAT IS YOUR SPECIALIZATION

Infrastructure & Security

BRANDS ASSOCIATED WITH

HPE, DELL, Palo Alto, Check Point, Trend Micro

TOTAL NO OF HEAD COUNT

70

PRESENCE IN NO OF CITIES IN INDIA

3

CERTIFICATIONS

HPE, DELL, Trend Micro,

ADDRESS

95A, AJC Bose Road, 1st Floor, Gouri Apt.

QUADRASYSTEMS. NET INDIA PRIVATE LIMITED

HEAD OF THE ORGANIZATION
PRASHANTH SUBRAMANIAN

TYPE OF THE ORGANIZATION

SI, Cloud Partner

WHAT IS YOUR SPECIALIZATION

Cloud Collaboration & Infrastructure Services

BRANDS ASSOCIATED WITH

Microsoft, Citrix, VMware, AWS

TOTAL NO OF HEAD COUNT

0

PRESENCE IN NO OF CITIES IN INDIA

0

CERTIFICATIONS

Microsoft Gold Competency Partner, Citrix Platinum Partner, VMware Enterprise Partner, AWS Advanced Partner

ADDRESS

Srinivasa Towers, 45, 100 Feet Road Gandhipuram

KRISHNA CONSULTANCY SERVICES

HEAD OF THE ORGANIZATION
NAVIN GUPTA

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Hardware & Printing solution

BRANDS ASSOCIATED WITH
Hp/Dell/Ricoh/canon/Apc /Hp RSR / ans other office equipment

TOTAL NO OF HEAD COUNT
40

PRESENCE IN NO OF CITIES IN INDIA
One

CERTIFICATIONS
ISO 9001

ADDRESS
Boring Road

MAGNAMIOUS SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
JITEN MEHTA

TYPE OF THE ORGANIZATION
SI, MSP, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
We are a Cloud partner and Infra Company and amanging the hybrid clouds and BCP for the organization

BRANDS ASSOCIATED WITH
Dell/Lenovo/Citrix/MS/Sophos/Fortinet/ Cisco/HPE

TOTAL NO OF HEAD COUNT
223

PRESENCE IN NO OF CITIES IN INDIA
2

CERTIFICATIONS
All metal Tier

ADDRESS
102 Chintamani Kutir, Off Azad Road, Vile Parle (east).

FUTURECALLS TECHNOLOGY PRIVATE LIMITED

HEAD OF THE ORGANIZATION
T JAGANATHAN

TYPE OF THE ORGANIZATION
SI, NI, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Voice & Contact Centre, IT Infrastructure, Infosec, Ispark Crm

BRANDS ASSOCIATED WITH
Altitude, Avaya, Cisco, Matrix, Fortinet, Sophos, Kaspersky, Lts Secure, Tata Tele, Extreme

TOTAL NO OF HEAD COUNT
83

PRESENCE IN NO OF CITIES IN INDIA
5

CERTIFICATIONS
Avaya, Extreme, Kaspersky, Sophos, Altitude, Cisco

ADDRESS
16/2, Thiruveedhi Amman Koil street, Koyambedu

AADHAR INFONET PVT. LTD.

HEAD OF THE ORGANIZATION
LALIT CHOUDHARY

TYPE OF THE ORGANIZATION
SI, Distributers of tally Ncomputing sonicwall gurdian (quickheal) ACER and many

WHAT IS YOUR SPECIALIZATION
We Have Very Good Si Partner Network All Rajasthan

BRANDS ASSOCIATED WITH
Tally , Ncomputing, Sonicwall, Acer , Eset And Quickheal

TOTAL NO OF HEAD COUNT
15

PRESENCE IN NO OF CITIES IN INDIA
Yes

CERTIFICATIONS
Tally certified and adobe certified

ADDRESS
Sc-1, First Floor, Goverdhan Path Ganesh Marg Bapu Nagar Jaipur

PROGRESSION INFONET

HEAD OF THE ORGANIZATION
NAMAN KAPUR

TYPE OF THE ORGANIZATION
SI, MSP, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Managed IT & Cloud Services

BRANDS ASSOCIATED WITH
Maruti Suzuki, United Colors of Benetton, JCB, British Paints, NIIT Ltd, Lumax, Fortis Healthworld, Tynor, IndiGo, Samsung,

TOTAL NO OF HEAD COUNT
150

PRESENCE IN NO OF CITIES IN INDIA
6

CERTIFICATIONS
SO 20000, ISO 27001, ISO 9001

ADDRESS
55, Independent Electronic Modules, Electronic City, Sector 18

MACAWS INFOTECH

HEAD OF THE ORGANIZATION
MANASI SAHA

TYPE OF THE ORGANIZATION
VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Cyber Security, IT Security, Cloud Security

BRANDS ASSOCIATED WITH
Sophos, Trend Micro, Google , Aws, UiPath

TOTAL NO OF HEAD COUNT
32

PRESENCE IN NO OF CITIES IN INDIA
3

CERTIFICATIONS
Google Cloud Certified Professional Cloud Architect (GCP PCA) Google Cloud Certified Professional Cloud Security Engineer (GCP PCSE) Google Cloud Certified Associate Cloud Engineer (GCP ACE), UiPath Certified, Sophos Certified, Trend Micro Certified

ADDRESS
4B /101, Ecospace Business Park, Newtown, Kolkata

RAAMAYA TECHNOLOGIES

HEAD OF THE ORGANIZATION
ASHIT KHANDELWAL

TYPE OF THE ORGANIZATION

SI, Cloud Partner

WHAT IS YOUR SPECIALIZATION

We provide turn-key IT solutions, software as well as hardware, to our excellence-driven clientele. By delivering cutting-edge software solutions, hardware systems, and IT services, Raamaya Technologies lends the right technological edge to governments and businesses. This enables them to achieve their organizational objectives efficiently and effectively to scale their businesses to newer heights.

BRANDS ASSOCIATED WITH

Dell, HPI, HPE, Cisco, Veritas, Fortinet, SophosMware, Microsoft Azure, AWS, SonicWall, Acer Lenovo, Microsoft, Red Hat, Symantec, Quick Heal, Sony, LG, Bose, Bosch, Samsung, Rittal, IBM

TOTAL NO OF HEAD COUNT

20

PRESENCE IN NO OF CITIES IN INDIA

3

CERTIFICATIONS

Dell, Veritas, Microsoft, Microsoft Azure

ADDRESS

270, Bhamburda, 3rd Floor, MSFC Building, Opp. Symbiosis College, Senapati Bapat Road, Pune-411016; Maharashtra (India)

COMPUTRONEEX

HEAD OF THE ORGANIZATION
CHANCHAL KUMAR JHA

TYPE OF THE ORGANIZATION

Retail store

WHAT IS YOUR SPECIALIZATION

Laptop

BRANDS ASSOCIATED WITH

Dell, Hp, Lenovo, MI

TOTAL NO OF HEAD COUNT

5

PRESENCE IN NO OF CITIES IN INDIA

1

CERTIFICATIONS

DELL Store, Hp world, Lenovo Store & MI Store

ADDRESS

Zila school road

MODI INFOSOL PVT. LTD.

HEAD OF THE ORGANIZATION
ATUL MODI

TYPE OF THE ORGANIZATION

Service Provider

WHAT IS YOUR SPECIALIZATION

IT Industries/Mobility

BRANDS ASSOCIATED WITH

AXL, Edimax, HP, Server, Thermeltake, Escan

TOTAL NO OF HEAD COUNT

0

PRESENCE IN NO OF CITIES IN INDIA

3

CERTIFICATIONS

Thermeltake, Escan

ADDRESS

B-38, 1st floor, okhla phase-1, New Delhi-110020

PROACTIVE DATA SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
AASTHA GUPTA

TYPE OF THE ORGANIZATION

SI

WHAT IS YOUR SPECIALIZATION

Datacenter, Security, Wireless, Cloud, Routing, Switching, Business video and AV

BRANDS ASSOCIATED WITH

Cisco, Dell and AWS

TOTAL NO OF HEAD COUNT

250

PRESENCE IN NO OF CITIES IN INDIA

4

CERTIFICATIONS

Cisco, Dell and AWS

ADDRESS

2nd Floor, Administrative Building, NSIC Technical service center, Okhla phase 3

ASPIRE NXT PVT. LTD.

HEAD OF THE ORGANIZATION
DEEPAK CANO

TYPE OF THE ORGANIZATION

SI, Cloud Partner

WHAT IS YOUR SPECIALIZATION

Backup, Virtualization and Storage

BRANDS ASSOCIATED WITH

Dell, HP, F5, AWS, Microsoft, Ruckus, Juniper

TOTAL NO OF HEAD COUNT

230

PRESENCE IN NO OF CITIES IN INDIA

4

CERTIFICATIONS

multiple certifications across all our OEMs approx 100 certifications

ADDRESS

33& 33/1 1st Floor KR colony, Domlur, Bangalore 560071

COCOTIER INNOVATIVE SOLUTIONS PVT. LTD.

HEAD OF THE ORGANIZATION
RAKESH JHA

TYPE OF THE ORGANIZATION

SAP Business one implementation partner

WHAT IS YOUR SPECIALIZATION

ERP, Automation

BRANDS ASSOCIATED WITH

SAP

TOTAL NO OF HEAD COUNT

3

PRESENCE IN NO OF CITIES IN INDIA

Noida, Jalandhar, ludhiana, solan, gaya, ranchi, harayana

CERTIFICATIONS

SAP

ADDRESS

E-59/60, Secor-3, Noida

WEB WERKS INDIA PVT. LTD.

HEAD OF THE ORGANIZATION
RAJESH SINGH

TYPE OF THE ORGANIZATION

MSP, Cloud Partner, Data Center

WHAT IS YOUR SPECIALIZATION

Hosting, Colocation, Cloud, DR as a Service, Backup As A Service

BRANDS ASSOCIATED WITH

Microsoft, Intel, Dell, HP, VMware, Cisco, Acronis, Veeam

TOTAL NO OF HEAD COUNT

2000

PRESENCE IN NO OF CITIES IN INDIA

Mumbai, Delhi, Pune, Ahmedabad, Bangalore, Chennai, Hyderabad, Kolkata

CERTIFICATIONS

ISO-9001, ISO-27001, ISO-20000, ISO-22301, Uptime Tier III, TIA-942, SAP Certified, HIPPA, PCI-DSS, CERT, MEITY

ADDRESS

Unit No.5, The Ruby, 4th Floor, Senapati Bapat Marg, Daar (West),

SECANT TECHNOLOGIES (A DIVISION OF LITRATIM MICROSPECIALITIES PVT. LTD.)

HEAD OF THE ORGANIZATION
PARAMJIT JUNEJA

TYPE OF THE ORGANIZATION

SI, VAR

WHAT IS YOUR SPECIALIZATION

Infrastructure

BRANDS ASSOCIATED WITH

HP, Dell, Lenovo, Microsoft, Intel, APC, Vertiv, Sophos, SonicWall, adobe, Autodesk, Tata,

TOTAL NO OF HEAD COUNT

16

PRESENCE IN NO OF CITIES IN INDIA

Two

CERTIFICATIONS

Adobe, HP

ADDRESS

Aarti Chowk, Ferozepur Road, Gurdev Nagar

E SQUARE SYSTEM & TECHNOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
DHIRENDRA KHANDELWAL

TYPE OF THE ORGANIZATION

SI, NI, VAR, Cloud Partner, AI, ML, Big Data Analytics, and Cyber-Security

WHAT IS YOUR SPECIALIZATION

Digital Transformation and System Integration

BRANDS ASSOCIATED WITH

Microsoft, Oracle, AWS, Google Cloud Platform, DELL, HP Enterprise, SAS, Redhat, Tableau, Qlikview, Talend, Cloudera, Adobe, Commscope, Cisco, Lenovo, Sophos, Palo Alto Networks, Newgen, Samsung

TOTAL NO OF HEAD COUNT

70

PRESENCE IN NO OF CITIES IN INDIA

Four

CERTIFICATIONS

CMMI SVC/3, CMMI Dev/3, ISO 9001:2015, ISO 20000, ISO14001 & ISO 27001:2013.

ADDRESS

Plot No.- 507, In Front Of Sbi, Saheed Nagar, Bhubaneswar, Odisha 751007

EMARSON INFO-TECH PVT. LTD.

HEAD OF THE ORGANIZATION
ABHISHEK KUMAR SRIVASTAVA

TYPE OF THE ORGANIZATION

SI

WHAT IS YOUR SPECIALIZATION

Data center, wireless and cloud solution

BRANDS ASSOCIATED WITH

Cisco, Fortinet, Sophos, Aruba, Checkpoint etc...

TOTAL NO OF HEAD COUNT

40

PRESENCE IN NO OF CITIES IN INDIA

03

CERTIFICATIONS

Cisco, Fortinet, Radware, Checkpoint, Aruba

ADDRESS

A-67, Sector-4, Noida-201301

ATLANTA SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
SUJEET NARULA

TYPE OF THE ORGANIZATION

SI, IOT solutions

WHAT IS YOUR SPECIALIZATION

IOT

BRANDS ASSOCIATED WITH

Atlanta, Trackofy, Zoom

TOTAL NO OF HEAD COUNT

224

PRESENCE IN NO OF CITIES IN INDIA

9

CERTIFICATIONS

ISO, MSME, ARAI 140 etc.

ADDRESS

M-135, 2nd floor, connaught circus

INTELEGAIN TECHNOLOGY

HEAD OF THE ORGANIZATION
NEERAJ GARGI

TYPE OF THE ORGANIZATION

SI, MSP, Cloud Partner

WHAT IS YOUR SPECIALIZATION

Cloud, Mobile Apps, ERP, CRM

BRANDS ASSOCIATED WITH

Microsoft, AWS

TOTAL NO OF HEAD COUNT

120

PRESENCE IN NO OF CITIES IN INDIA

2

CERTIFICATIONS

Microsoft and AWS

ADDRESS

203, Akshar Bluechip, MIDC, Turbhe

SRSG BROADCAST (I) PVT. LTD.

HEAD OF THE ORGANIZATION
RASHI VERMA

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Mobility Solution Provider and System Integration

BRANDS ASSOCIATED WITH
Apple, Sony, VMware, JamF, Microsoft Surface, Dejero, Telestream, FileCatalyst, AutoScript etc

TOTAL NO OF HEAD COUNT
150

PRESENCE IN NO OF CITIES IN INDIA
8

CERTIFICATIONS
ISO Certified:9001:2005, MSME Certified, Apple Certified, VMware Certified, JamF Certified, Telestream Certified, eMaM Certified

ADDRESS
Plot no 2, 3rd Floor, Site No. 37 & 38, Local Shopping Complex, Behind Kalkaji Post Office, New Delhi 110 019

KRISHNA CONSULTANCY SERVICES

HEAD OF THE ORGANIZATION
NAVIN GUPTA

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Hardware /Printing documents& Service

BRANDS ASSOCIATED WITH
Hp/Dell/Acer/Ricoh/Canon /Apc/Microsoft & other office equipments

TOTAL NO OF HEAD COUNT
40

PRESENCE IN NO OF CITIES IN INDIA
One

CERTIFICATIONS
ISO 9001-2008

ADDRESS
01-Boring Road

XPRESS COMPUTERS LTD.

HEAD OF THE ORGANIZATION
CHETAN SHAH

TYPE OF THE ORGANIZATION
SI, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Cloud and hybrid solutions

BRANDS ASSOCIATED WITH
Intel, Microsoft

TOTAL NO OF HEAD COUNT
52

PRESENCE IN NO OF CITIES IN INDIA
1

CERTIFICATIONS
Microsoft Certified partner

ADDRESS
2A majestic mansion, 380 svp road, prathna samaj, Mumbai 400004

VIHAWK TECH SOLUTIONS PVT. LTD.

HEAD OF THE ORGANIZATION
SANDEEP KUMAR DHOUNDIYAL

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Video Analytics based surveillance system

BRANDS ASSOCIATED WITH
Axis Communications, Milestone Systems, Dell , Allied Telesis

TOTAL NO OF HEAD COUNT
22

PRESENCE IN NO OF CITIES IN INDIA
6

CERTIFICATIONS
Axis Certified, ISO 9001, Milestone Certified, Allied Telesis Certified

ADDRESS
304, Cubix Residency, CBR Krishnaveni Estate, Yaprul

ICONS INFOCOM P LTD.

HEAD OF THE ORGANIZATION
MANISH R GOENKA

TYPE OF THE ORGANIZATION
VAR, VAD

WHAT IS YOUR SPECIALIZATION
Speech Recognition Software and Imaging Solution

BRANDS ASSOCIATED WITH
Nuance, Kofax

TOTAL NO OF HEAD COUNT
55

PRESENCE IN NO OF CITIES IN INDIA
13

CERTIFICATIONS
Yes

ADDRESS
206 Kartik Complex, New Link Road, Andheri W

GENERAL TECHNOLOGIES INDIA PVT. LTD.

HEAD OF THE ORGANIZATION
ANEESAHMED M. KAGZI

TYPE OF THE ORGANIZATION
SI, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Data Centre, Disaster Recovery and Security

BRANDS ASSOCIATED WITH
IBM, Dell, Lenovo, Cisco, HP, Microsoft, Oracle

TOTAL NO OF HEAD COUNT
142

PRESENCE IN NO OF CITIES IN INDIA
6

CERTIFICATIONS
IBM, Dell, Lenovo, Cisco, HP, Microsoft, Oracle

ADDRESS
C-712 Bsel Tech Park, Sector 30 A, Vashi

DEVLOK DISTRIBUTORS

HEAD OF THE ORGANIZATION
DEVESH RASTOGI

TYPE OF THE ORGANIZATION
SI, VAR

WHAT IS YOUR SPECIALIZATION
Distribution and Projects

BRANDS ASSOCIATED WITH
HP, Lenovo, Dell, Acxxel

TOTAL NO OF HEAD COUNT
40

PRESENCE IN NO OF CITIES IN INDIA
Whole of UP

CERTIFICATIONS
ISO 9001, ISO 14002, ISO 16998

ADDRESS
C187 Nirala Nagar

XCELLHOST CLOUD SERVICES PVT. LTD.

HEAD OF THE ORGANIZATION
SAMIR JHAVERI

TYPE OF THE ORGANIZATION
MSP, Cloud Service Provider

WHAT IS YOUR SPECIALIZATION
Managed Cloud Services

BRANDS ASSOCIATED WITH
Microsoft, Acronis, Citrix,

TOTAL NO OF HEAD COUNT
100

PRESENCE IN NO OF CITIES IN INDIA
4

CERTIFICATIONS
ISO 27001, ISO 9001

ADDRESS
209, Laxmi Plaza, Laxmi Industrial Estate,
New Link Road, Andheri(W),

BRUCKE NETWORKS

HEAD OF THE ORGANIZATION
VISHAL GARG

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Network design

BRANDS ASSOCIATED WITH
Cisco, Ruckus, HP, D-Link, IBM, Lenovo,
Microsoft, Arcserve, Symantec, Trendmicro,
Commscope

TOTAL NO OF HEAD COUNT
5

PRESENCE IN NO OF CITIES IN INDIA
2

CERTIFICATIONS
IBM

ADDRESS
J4/10B, Dda Flats, Kalkaji

COMPUSOFT ADVISORS

HEAD OF THE ORGANIZATION
MR. DEVESH AGGARWAL

TYPE OF THE ORGANIZATION
Cloud Partner, Information & Technology
Provider

WHAT IS YOUR SPECIALIZATION
ERP, CRM, Cloud, Mobility, AI, RPA & BOT's.

BRANDS ASSOCIATED WITH
Microsoft, Adobe, Autodesk, Norton

TOTAL NO OF HEAD COUNT
0

PRESENCE IN NO OF CITIES IN INDIA
3

CERTIFICATIONS
Inner Circle for Microsoft Dynamics, Channel
World Premier 100, CIO Choice 2019 Awards,
ISODA Awards, VAR India Awards for Best IT
Service Provider, CRN CLS Awards for Best
IP Creation category,

ADDRESS
Aggarwal Estate, Chitalsar Manpada, SV
Road, Thane 400610

INDO ASIA GLOBAL TECHNOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
RAJENDRA PRAJAPATI

TYPE OF THE ORGANIZATION
SI, NI, MSP, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Data center and ERP solutions

BRANDS ASSOCIATED WITH
Sap, Microsoft, Google, Aws, Hpe, Dell,
Lenovo,

TOTAL NO OF HEAD COUNT
02

PRESENCE IN NO OF CITIES IN INDIA
PAN india

CERTIFICATIONS
4

ADDRESS
"F79 A, Second floor, Street No.11, Laxmi
Nagar Delhi"

APURVA COMPUTERS TECHNOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
MITESH DAVE

TYPE OF THE ORGANIZATION
Manufacturing

WHAT IS YOUR SPECIALIZATION
Thin Clients, Mini PC, Industrial PC

BRANDS ASSOCIATED WITH
Smartstation

TOTAL NO OF HEAD COUNT
18

PRESENCE IN NO OF CITIES IN INDIA
2

CERTIFICATIONS
ISO 9001:2015, ISO 14001:2015

ADDRESS
202 Manas Complex

VSN INTERNATIONAL

HEAD OF THE ORGANIZATION
AMIT BIDASARIA

TYPE OF THE ORGANIZATION

SI, MSP, Cloud Partner

WHAT IS YOUR SPECIALIZATION

System Integration and cloud Managed services partner.

BRANDS ASSOCIATED WITH

DELL, AWS, MS AZURE

TOTAL NO OF HEAD COUNT

165

PRESENCE IN NO OF CITIES IN INDIA

12

CERTIFICATIONS

Dell Gold certified, Aws consulting partner, Ms Gold partner

ADDRESS

3,5,7 Bhagirathpura Industrial Area, Bidasaria Mill Compound

META INFOTECH PVT. LTD.

HEAD OF THE ORGANIZATION
VENU GOPAL PERURI

TYPE OF THE ORGANIZATION

Exclusive Cyber Security Services partner

WHAT IS YOUR SPECIALIZATION

Cyber Security Services

BRANDS ASSOCIATED WITH

Symantec, Imperva, F5, Zscaler, Palo Alto

TOTAL NO OF HEAD COUNT

55

PRESENCE IN NO OF CITIES IN INDIA

Two

CERTIFICATIONS

200 + certifications

ADDRESS

118/119, Ackruti Star, MIDC, Andheri (E),

TAURUS COMPUTER SYSTEMS

HEAD OF THE ORGANIZATION
RAVI BHAVNANI

TYPE OF THE ORGANIZATION

SI, MSP

WHAT IS YOUR SPECIALIZATION

Microsoft O365, Security, Biometrics

BRANDS ASSOCIATED WITH

Intel Gold Partner, Microsoft, Lenovo, Dell, Quick heal, WD, Tally

TOTAL NO OF HEAD COUNT

40

PRESENCE IN NO OF CITIES IN INDIA

Mumbai

CERTIFICATIONS

CCNA, Microsoft, Intel

ADDRESS

B308 Neelkanth Business Park, Vidyavihar West Mumbai

BITSCAPE INFO-TECH PVT. LTD.

HEAD OF THE ORGANIZATION
KARTIK SHAH

TYPE OF THE ORGANIZATION

SI, MSP, Cloud Partner

WHAT IS YOUR SPECIALIZATION

Cloud, Collaboration and Compliance Expert

BRANDS ASSOCIATED WITH

Microsoft

TOTAL NO OF HEAD COUNT

75

PRESENCE IN NO OF CITIES IN INDIA

1

CERTIFICATIONS

Microsoft Gold Partner, ISO 9001, ISO 27001, ISO 20000

ADDRESS

A509 Mondeal Heights, Nr Novotel Hotel, S G Highway

E-SOFT ONLINE

HEAD OF THE ORGANIZATION
RAJNIKANT DAS

TYPE OF THE ORGANIZATION

SI, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION

We provide cloud Infrastructure solutions to corporate customers, Security solutions, LAN/WAN solutions, Wi-Fi solutions, AV solutions, Software Licensing, Hardware, Datacenter services, Hosting Services, Azure, AWS services O365

BRANDS ASSOCIATED WITH

Microsoft, AWS, Polycom, Sophos, Google, Adobe, NTT netmagic, Trendmicro, Seqrite, Macafee, Ruckus, Cisco

TOTAL NO OF HEAD COUNT

15

PRESENCE IN NO OF CITIES IN INDIA

Delhi NCR

CERTIFICATIONS

Microsoft Gold certified, AWS partner Consulting, Google partner, Polycom Partner, Cisco partner, Lenovo partner

ADDRESS

Unit 535, Tower B, Logixtechnova, Sector-132

ACPL SYSTEMS

HEAD OF THE ORGANIZATION
VISHAL BINDRA

TYPE OF THE ORGANIZATION

SI

WHAT IS YOUR SPECIALIZATION

Cyber Security

BRANDS ASSOCIATED WITH

Palo Alto, CrowdStrike, McAfee

TOTAL NO OF HEAD COUNT

140

PRESENCE IN NO OF CITIES IN INDIA

4

CERTIFICATIONS

Great Place to Work

ADDRESS

235-240, Vipul Trade Centre, Sohna Road, Gurgaon

GLARY SOLUTIONS

HEAD OF THE ORGANIZATION
NEYAZ

TYPE OF THE ORGANIZATION

SI, Cloud Partner

WHAT IS YOUR SPECIALIZATION

Cloud Consultants

BRANDS ASSOCIATED WITH

Microsoft, Amazon etc

TOTAL NO OF HEAD COUNT

7

PRESENCE IN NO OF CITIES IN INDIA

2

CERTIFICATIONS

Amazon

ADDRESS

J 3 By 9 Office No 10 2Nd Floor Khirki Extension M Nagar

PROTEUS TECHNOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
NILAY SHARMA

TYPE OF THE ORGANIZATION

Cloud Partner, ISV

WHAT IS YOUR SPECIALIZATION

Enterprise solution for SME

BRANDS ASSOCIATED WITH

Amazon, Google

TOTAL NO OF HEAD COUNT

100

PRESENCE IN NO OF CITIES IN INDIA

3

CERTIFICATIONS

AWS

ADDRESS

D715 to 718 Neelkant Business Park, Vidyavihar, Mumbai 400086

CACHE INFOTECH PVT. LTD.

HEAD OF THE ORGANIZATION
ALOK GUPTA

TYPE OF THE ORGANIZATION

SI, Cloud Partner

WHAT IS YOUR SPECIALIZATION

Fms And Sysytem Integration

BRANDS ASSOCIATED WITH

Dell, lenovo,

TOTAL NO OF HEAD COUNT

87

PRESENCE IN NO OF CITIES IN INDIA

4

CERTIFICATIONS

Certified Drom Respected Vendors

ADDRESS

alok gupta

VDA INFOSOLUTIONS PVT. LTD.

HEAD OF THE ORGANIZATION
DEEPAK JADHAV

TYPE OF THE ORGANIZATION

SI, VAR

WHAT IS YOUR SPECIALIZATION

Storage, Security, Virtualisation, BCP, Hybrid Cloud etc

BRANDS ASSOCIATED WITH

Dell, IBM, Vmware, Redhat, Palo Alto etc

TOTAL NO OF HEAD COUNT

1100

PRESENCE IN NO OF CITIES IN INDIA

40

CERTIFICATIONS

We are certified in most area of solutions we provide and do have more than 100 certified resources to design,deploy and support all related products.

ADDRESS

76,shakuntala, no 5, 5th road, khar west, Mumbai 400052.

COMPUTERS NETWORK & TELECOM INDIA PVT. LTD.

HEAD OF THE ORGANIZATION
DIPESH MANGLA

TYPE OF THE ORGANIZATION

SI, NI, MSP, VAR

WHAT IS YOUR SPECIALIZATION

IT Infrastructure Solutions, Network Solutions, Surveillance & Security Solutions, Mobility Solutions, IOT & Artificial Intelligence Services, Cloud Services, Smart City Solutions, Managed Services

BRANDS ASSOCIATED WITH

Dell EMC, HP, IBM, Cisco, Vmware, Fortinet, NetApp, Arubha, F5 Networks, Radware, Veritas, Commvault, Redhat, Citrix, Symantech, APC, Microsoft.

TOTAL NO OF HEAD COUNT

120

PRESENCE IN NO OF CITIES IN INDIA

Pan India

CERTIFICATIONS

ISO-9001, ISO/IEC 20000, ISO 27000

ADDRESS

333, 2ND Floor, Sant Nagar East of Kailash, New Delhi- 110065

UMBRELLA INFO-CARE PVT. LTD.

HEAD OF THE ORGANIZATION
SANJAY AGARWAL

TYPE OF THE ORGANIZATION

Cloud Partner

WHAT IS YOUR SPECIALIZATION

Cloud Consulting, Cloud Migration, Cloud Managed Services, Cloud Reselling, Big Data and Analytics, Mobility with Secured application delivery

BRANDS ASSOCIATED WITH

AWS, Citrix

TOTAL NO OF HEAD COUNT

135

PRESENCE IN NO OF CITIES IN INDIA

4

CERTIFICATIONS

52

ADDRESS

F-23 Sector-11 Noida

MEDLEY INDIA INFOSOLUTION PVT. LTD.

HEAD OF THE ORGANIZATION
AKSHAY KUMAR SHARMA

TYPE OF THE ORGANIZATION
SI, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Embedded Clients, Thin Clients, Wireless, Internet Security, VDI, Network, Cloud, DC/DR, Collaboration, Data Backup & Security, Secure Remote Access

BRANDS ASSOCIATED WITH
VXL, Ruckus, Acronis, Citrix, Cisco, HPE, NTT Netmagic, Accops, Sophos

TOTAL NO OF HEAD COUNT
25

PRESENCE IN NO OF CITIES IN INDIA
4

CERTIFICATIONS
VMWare Server Virtualization, Citrix Certified Solution Expert, CCNA, CCIE, Acronis Certified Storage Expert (ACSE), VMWare Certified Professional (VCP), VMWare Certified Associate (VCA), Acronis Sales Professional (ASP), Acronis Certified Engineer for Acronis Backup (ACE Backup), Sophos XG Firewall Architect, WisE, Ruckus Cloud WiFi Expert, Google Solution Architect, Alibaba Certified Consultant

ADDRESS
Kh No 847/1, Mata Chowk, Airport Vasant Kunj Road Mahipal Pur

V.R. INFOTECH

HEAD OF THE ORGANIZATION
VIKRAM MEHTA

TYPE OF THE ORGANIZATION
Distribution

WHAT IS YOUR SPECIALIZATION
Cyber security

BRANDS ASSOCIATED WITH
HMA, Kaspersky, Techmatrix

TOTAL NO OF HEAD COUNT
100

PRESENCE IN NO OF CITIES IN INDIA
20

CERTIFICATIONS
Got many Awards, on request can provide

ADDRESS
mumbai

CONCORDE PERIPHERALS

HEAD OF THE ORGANIZATION
AMITKUMAR KOTAK

TYPE OF THE ORGANIZATION
SI and Distributor

WHAT IS YOUR SPECIALIZATION
Breath billing

BRANDS ASSOCIATED WITH
Lenovo, Asus, Dell, HP, Samsung, Tally, Cooler Master

TOTAL NO OF HEAD COUNT
17

PRESENCE IN NO OF CITIES IN INDIA
1

CERTIFICATIONS
Lenovo Rd, Asus Awp, HP Printer Distributor, Dell Vostro Distributor, Dell Des, Tally 3 Star Partner, Samsung Tft Distributor, Samsung Htv Distributor

ADDRESS
105 Four Plus, Near Astron Chowk, Sardar-nagar Main Road,

D M SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
D K BAJAJ

TYPE OF THE ORGANIZATION
SI, Regional distributor

WHAT IS YOUR SPECIALIZATION
Cyber Security, HPC & HCI

BRANDS ASSOCIATED WITH
Sophos, sonicwall, fortinet, Palo Alto, F5, Radware, McAfee, Trendmicro, Nutanix, Lenovo, IBM

TOTAL NO OF HEAD COUNT
42

PRESENCE IN NO OF CITIES IN INDIA
6 cities

CERTIFICATIONS
Sophos, sonicwall, fortinet, Cisco, Nutanix, Microsoft, Linux

ADDRESS
B-11, Ground floor, shivalik, New Delhi -110017

DELTAKRAFT SOLUTIONS PVT. LTD.

HEAD OF THE ORGANIZATION
DNYANESH KULKARNI

TYPE OF THE ORGANIZATION
VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Cloud

BRANDS ASSOCIATED WITH
Hp, Dell adobe, auto desk, microsoft

TOTAL NO OF HEAD COUNT
15

PRESENCE IN NO OF CITIES IN INDIA
1

CERTIFICATIONS
So many

ADDRESS
302 shivana cha 356 mogul lane mahim mumbai 400016

MINITEK SYSTEMS (INDIA) PVT. LTD.

HEAD OF THE ORGANIZATION
MR. RAJIV GITE

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Sales, Services and Solutions of IT products

BRANDS ASSOCIATED WITH
HP, IBM, Lenovo, Dell, Acer, Microsoft, Corel, Adobe, Vmware, Veeam, Cisco, Commscope, Dlink, Digilink, Vertiv, Eaton, Apc, Etc...

TOTAL NO OF HEAD COUNT
178

PRESENCE IN NO OF CITIES IN INDIA
04

CERTIFICATIONS
ISO 9001, ISO 20000-1, MSME, GST, TAN, Incorporation, ...

ADDRESS
Gite House, Sr. NO: 752/1/2, Plot No: 06, Near VIP Showroom, Vikas Colony, Trimbak Road, Nashik-422005. Earlier address (1st floor, Pingale Complex, Ghankar Lane, Raviwar Karanja, Nashik - 422001)

PROGILITY TECHNOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
MANOJ SINGH

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
SI in the field of Unified communications & collaboration

BRANDS ASSOCIATED WITH
Refer this link - <https://www.progilitytech.com/our-partner.php>

TURNOVER OF THE COMPANY
200 Crore

TOTAL NO OF HEAD COUNT
287

PRESENCE IN NO OF CITIES IN INDIA
35

CERTIFICATIONS
Refer this link - <https://www.progilitytech.com/our-partner.php>

ADDRESS
601, 6th Floor, 247 Park, Tower B, Vikhroli West, Mumbai 400083

BMG INFORMATICS PVT. LTD.

HEAD OF THE ORGANIZATION
BHASKAR KALITA

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Networking, Datacentre

BRANDS ASSOCIATED WITH
HP, DELL, CISCO, ORACLE, MICROSOFT ETC

TURNOVER OF THE COMPANY
41 Crore

TOTAL NO OF HEAD COUNT
45

PRESENCE IN NO OF CITIES IN INDIA
North East Region

CERTIFICATIONS
ISO 9001, ISO 14001

ADDRESS
1st Floor, Disha Enclave, Arunoday Path Christian Basti

NETLYNX TECHNOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
CHITRANJAN KESARI

TYPE OF THE ORGANIZATION
SI, NI, MSP, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Cloud and Vertuakization with Information Security

BRANDS ASSOCIATED WITH
Nutanix, AWS, AZURE, Gsuite, Office 365, Icewarp, Holm Security, Acronis, SOPHOS, VEEAM

TURNOVER OF THE COMPANY
1 Crore

TOTAL NO OF HEAD COUNT
10

PRESENCE IN NO OF CITIES IN INDIA
1

CERTIFICATIONS
AWS & AZURE with Acronis and Holm security

ADDRESS
103, Tirupati Udyog Bhawan, IB Patel Road, Goregaon east

TOTAL APPLICATION SOFTWARE CO. PVT. LTD.

HEAD OF THE ORGANIZATION
ANURAG GUPTA

TYPE OF THE ORGANIZATION
SI, MSP, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
Microsoft Cloud Solutions (Office 365 / Azure), SAP Business One, AWS

BRANDS ASSOCIATED WITH
SAP, Microsoft, AWS, Dropbox

TOTAL NO OF HEAD COUNT
10

PRESENCE IN NO OF CITIES IN INDIA
1

CERTIFICATIONS
Microsoft Gold Partner

ADDRESS
106, Pratap Bhawan, 5, Bahadur Shah Zafar Marg

MAPLECLOUD TECH SERVICE PVT. LTD.

HEAD OF THE ORGANIZATION
YOGENDRA RAJPUT

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Cyber security

BRANDS ASSOCIATED WITH
Fortinet, Palo Alto, pulses secure

TOTAL NO OF HEAD COUNT
22

PRESENCE IN NO OF CITIES IN INDIA
Delhi

CERTIFICATIONS
Yes

ADDRESS
104, B-46

SRISHTI COMPUTER

HEAD OF THE ORGANIZATION
SAROJ KUMAR

TYPE OF THE ORGANIZATION
SI, Service providers

WHAT IS YOUR SPECIALIZATION
Service

BRANDS ASSOCIATED WITH
Brother Dell Hp ITDL LOGITECH

TOTAL NO OF HEAD COUNT
1

PRESENCE IN NO OF CITIES IN INDIA
1

CERTIFICATIONS
Srishti Computer

ADDRESS
G 80 Ground Floor Roshpa Tower Main Road Ranchi

WYSETEK SYSTEMS TECHNOLOGISTS PVT. LTD.

HEAD OF THE ORGANIZATION
RAJESH MATHKAR

TYPE OF THE ORGANIZATION

SI, Cloud Partner

WHAT IS YOUR SPECIALIZATION

CyberSecurity ,HCI ,Cloud ,Virtualization, Datamanagement ,Opensource

BRANDS ASSOCIATED WITH

Dell Technologies, HPE, VMware, Cisco, Citrix, Veritas, Commvault, Radware, Trendmicro, Check Point, IBM, Imperva,F5, Fireeye, Palo Alto, Smokescreen,

TOTAL NO OF HEAD COUNT

350

PRESENCE IN NO OF CITIES IN INDIA

Mumbai, Delhi, Pune, Bangalore, Ahmedabad, Bhopal, Chennai, Hyderabad, Jaipur, Kolkatta

CERTIFICATIONS

Dell Technologies Titanium Partner, HPE Platinum Partner Veritas Platinum Partner, TrendMicro Gold Partner, IBM Silver Partner,

ADDRESS

1701/1702, 17th Floor, D wing, Lotus Corporate Park, Graham Firth Compound, W.E. Highway, Goregaon (E), Mumbai-400063

FOETRON

HEAD OF THE ORGANIZATION
ANKITA KASHYAP

TYPE OF THE ORGANIZATION

MSP, Cloud Partner

WHAT IS YOUR SPECIALIZATION

Cloud and Services

BRANDS ASSOCIATED WITH

Microsoft, Checkpoint

TOTAL NO OF HEAD COUNT

60

PRESENCE IN NO OF CITIES IN INDIA

Pan India

CERTIFICATIONS

Microsoft

ADDRESS

Foetron, 1130_31, Floor 11, Tower B3, Spaze iTech Park, Sector-49, Near Omaxe Mall, Sohna Road

AMBISURE TECHNOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
AJAY BHAYANI

TYPE OF THE ORGANIZATION

VAR

WHAT IS YOUR SPECIALIZATION

Cyber Security Solutions and Consultation

BRANDS ASSOCIATED WITH

GlobalSign, SiteLock, Tenable, Safesquid,

TOTAL NO OF HEAD COUNT

15

PRESENCE IN NO OF CITIES IN INDIA

Mumbai

CERTIFICATIONS

CRISC, CEH, CHFI, ECSA, CND

ADDRESS

75, Mody Street, Vijay Bhuvan, Fort

SILICON NETSECURE PVT. LTD.

HEAD OF THE ORGANIZATION
TUSHAR PAREKH

TYPE OF THE ORGANIZATION

VAR

WHAT IS YOUR SPECIALIZATION

Silicon Netsecure specialises in Information Security, Storage & Backup Solutions, DR, Virtualisation, Business Continuity & Emailing Solutions. We mainly focus on Data Leakage Prevention, Encryption, SIEM, IPS, Firewalls, APT, MDM, SLB & GSLB Solutions, IAM & PIM Solutions, Cloud Solutions.

BRANDS ASSOCIATED WITH

AWS, Azure, Sonicwall, McAfee, Bitdefender, Sophos, Fortinet, IBM Security, Array Networks, Microsoft, Google, MDaemon

TOTAL NO OF HEAD COUNT

22

PRESENCE IN NO OF CITIES IN INDIA

Mumbai

CERTIFICATIONS

-

ADDRESS

517, Midas, Sahar Plaza, Andheri Kurla Road, Andheri (East)

JNR MANAGEMENT RESOURCES PVT. LTD.

HEAD OF THE ORGANIZATION
PRASHANT JAIN

TYPE OF THE ORGANIZATION

SI, VAR

WHAT IS YOUR SPECIALIZATION

Public Key Infrastructure

BRANDS ASSOCIATED WITH

DigiCert, Thales-Gemalto, Veritas, Google, Trend Micro, McAfee, Zoom, Teamviewer, Logmein, Redhat

TOTAL NO OF HEAD COUNT

30

PRESENCE IN NO OF CITIES IN INDIA

Delhi-NCR, Mumbai, Chennai, Bangalore

CERTIFICATIONS

ISO 9001:2008 DigiCert, Thales, Redhat etc

ADDRESS

327 Ansal Chambers II, 6 Bhikaji Cama Place

MK INFOSYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
MANOJ BISHT

TYPE OF THE ORGANIZATION

SI

WHAT IS YOUR SPECIALIZATION

We are leading system Integrator for LAN, WAN security Surveillance, Safe City project

BRANDS ASSOCIATED WITH

DELL, AXIS, Pelco, Allied Telesys, Infinova, Milestone, Molex, Compscop, Schinder, D Link

TOTAL NO OF HEAD COUNT

93

PRESENCE IN NO OF CITIES IN INDIA

1

CERTIFICATIONS

Axis, DELL, Allied Telesys, Mileston

ADDRESS

2nd floor, 39 shahpurjat, Opposite Asiad village

CYGNUS INFORMATION SOLUTIONS PVT. LTD.

HEAD OF THE ORGANIZATION
RAJESH MISHRA

TYPE OF THE ORGANIZATION
SI

WHAT IS YOUR SPECIALIZATION
Infra setup

BRANDS ASSOCIATED WITH
Dell International Services India Pvt Ltd

TOTAL NO OF HEAD COUNT
20

PRESENCE IN NO OF CITIES IN INDIA
Mumbai Delhi and Pune

CERTIFICATIONS
Storage and Server

ADDRESS
B-118 ANSA Industrial Estate, Opp Vodafone Store Saki Vihar Road Andheri east

VALUE POINT SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
R S SHANBHAG

TYPE OF THE ORGANIZATION
SI, NI, MSP, Cloud Partner

WHAT IS YOUR SPECIALIZATION
System Integration, Infra Management Services, Data Center Modernization, Cloud Services, Network Transformation, Managed Services

BRANDS ASSOCIATED WITH
HPE, HPI, Aruba, Dell, Xerox, Cisco, Microsoft, Nutanix, VMware, Tableau, Lenovo, etc.

TURNOVER OF THE COMPANY
185 Crore

TOTAL NO OF HEAD COUNT
1000

PRESENCE IN NO OF CITIES IN INDIA
5

CERTIFICATIONS
ISO 9001, ISO 20000, ISO 27001

ADDRESS
66, St. Johns Wood Road, Koramangala, Karnataka

SUNTRONIX

HEAD OF THE ORGANIZATION
PRADEEP DAGA

TYPE OF THE ORGANIZATION
SI, VAR

WHAT IS YOUR SPECIALIZATION
We are a 2 Decade old organisation.. We are Apple certified product professional & we have a team of 18 people who can address any queries on Apple vertical.. | We also cater lot of other verticals apart from apple & we make sure to retain the customers with us with best of our services..

BRANDS ASSOCIATED WITH
Apple | HP | Lenovo | Epson | Canon | Acer | Asus | Samsung | AOC | LG | Ubiquiti | Polycom | Logitech

TOTAL NO OF HEAD COUNT
28

PRESENCE IN NO OF CITIES IN INDIA
1 (CHENNAI)

CERTIFICATIONS
Apple Certified Product Professional - 2014 | 2015 | 2016 | 2017 | 2018 | 2019

ADDRESS
N.P.Complex | # 102, D Block | Annanagar East | (Near Chintamani Signal) |

VALUEPOINT TECHNOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
ASHOK PRABHU

TYPE OF THE ORGANIZATION
Cyber Security Solutions and Services, Security Operations Center (SOC), Managed Security Services

WHAT IS YOUR SPECIALIZATION
End to end Cyber Security solutions and services company

BRANDS ASSOCIATED WITH
CrowdStrike, Symantec, Cisco, Fireeye, Forescout, Barracuda, Skybox, RSA, etc.

TURNOVER OF THE COMPANY
135 Crore

TOTAL NO OF HEAD COUNT
85

PRESENCE IN NO OF CITIES IN INDIA
5

CERTIFICATIONS
ISO 27001, ISO 9001

ADDRESS
#102, Brigade Corner, 7th Block, Jayanagar, Yediyur Circle, Karnataka 560082

DATASOFT NETWORK SOLUTIONS PVT. LTD.

HEAD OF THE ORGANIZATION
IRVIN PINTO

TYPE OF THE ORGANIZATION
SI, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION
End to end system integration, storage & Backup, HCI, Virtualisation, switching, Networking, routing, Datacentre creation etc

BRANDS ASSOCIATED WITH
Dell EMC, lenovo, HP, IBM, NetApp, cisco, Microsoft, VMware, Aruba, sonicwall, sophose, Arcserve, Veritas, Kaspersky, McAfee, Gajshield

TOTAL NO OF HEAD COUNT
125

PRESENCE IN NO OF CITIES IN INDIA
Mumbai, Ahmedabad, Pune, Goa, direct offices. franchise locations are Delhi, Kolkata, Bangalore, chennai

CERTIFICATIONS
Dell Gold partner, lenovo platinum Partner, HP silver partner, cisco, Microsoft Silver Partner

ADDRESS
"217 Ravikiran, Next to Monginies Cake Factory Off Link Road, Andheri West"

UNINSTALL SYSTEMS PVT. LTD.

HEAD OF THE ORGANIZATION
ALOK GUPTA

TYPE OF THE ORGANIZATION
OEM

WHAT IS YOUR SPECIALIZATION
Data Security and Data Recovery

BRANDS ASSOCIATED WITH
HP, Dell, Acer

TURNOVER OF THE COMPANY
25 Crore

TOTAL NO OF HEAD COUNT
0

PRESENCE IN NO OF CITIES IN INDIA
0

CERTIFICATIONS
ISO 9001-2015

ADDRESS
408, Sidharth Building 96, Nehru Place 110019

ABHI TECHNOLOGIES

HEAD OF THE ORGANIZATION
ABHIJIT CHATTERJEE

TYPE OF THE ORGANIZATION

SI, VAR, Cloud Partner

WHAT IS YOUR SPECIALIZATION

Infrastructure Solution, Hardware Maintenance, Software Lifecycle Management, Networking, Security Surveillance, Cyber Security, Cloud Services (Domain Regn, WebServer, WebHosting, Website Development), Data Recovery, IT Infrastructure Setup, Remote Service Support and Renting IT Infrastructure

BRANDS ASSOCIATED WITH

Amazon, Adobe, AutoDesk, Brocade, Canon, Cisco, D-Link, Dell, Epson, Google, HP, IBM, Intel, Lenovo, McAfee, Microsoft, NetApp, NVidia, Oracle, Seagate, Symantec, Veritas, VMware, Western Digital, etc.

TOTAL NO OF HEAD COUNT

0

PRESENCE IN NO OF CITIES IN INDIA

1

CERTIFICATIONS

Certified Security Consultant, Certified SMB Server Solution Expert, Microsoft SBS Specialist, Dell Certified Partner, HP Business Partner, Symantec Registered Partner, Cisco Certified Partner, Microsoft Pre-Sales Technical Specialist, IBM Server Sales Specialist, IBM Storage Sales Specialist

ADDRESS

"H-16/236, 1st Floor, Sangam Vihar"

COMPUTER PROFESSIONAL

HEAD OF THE ORGANIZATION
ARUN KUMAR DEY

TYPE OF THE ORGANIZATION

Distributor

WHAT IS YOUR SPECIALIZATION

CCTV

BRANDS ASSOCIATED WITH

HP, Hikvision, Lenovo, Samsung, TVS

TURNOVER OF THE COMPANY

35 Crores

TOTAL NO OF HEAD COUNT

32

PRESENCE IN NO OF CITIES IN INDIA

1

CERTIFICATIONS

Authorised certificates from all above companies

ADDRESS

Link Road, Near Jagannath Petrol Pump, Link Road

DEV INFORMATION TECHNOLOGY LTD.

HEAD OF THE ORGANIZATION
MR. PRANAV PANDYA

TYPE OF THE ORGANIZATION

MSP, Cloud Partner, Technology solutions (IT)

WHAT IS YOUR SPECIALIZATION

Digital transformation through cloud, data and automation solutions.

BRANDS ASSOCIATED WITH

Microsoft, Adobe, Sify, Oracle, Sonicwall

TURNOVER OF THE COMPANY

Approx. 72 Cr.

TOTAL NO OF HEAD COUNT

1200

PRESENCE IN NO OF CITIES IN INDIA

4

CERTIFICATIONS

CMMi Level 3 appraised, ISO 9001, 27001 certified, Microsoft Gold Partner, Adobe Certified Partner

ADDRESS

14, Aaryans Corporate Park, Near Shilaj Railway Crossing, Thaltej Shilaj Road, Thaltej, Ahmedabad 380059, Gujarat, INDIA

ZNET TECHNOLOGIES PRIVATE LIMITED

HEAD OF THE ORGANIZATION
JYOTSANA GUPTA

TYPE OF THE ORGANIZATION

MSP, Cloud Partner

WHAT IS YOUR SPECIALIZATION

Managed cloud services; Infrastructure services; Cloud services; Security services; Cloud self-service delivery and billing automation services via RackNAP- an Intellectual property of ZNet Technologies; Digital marketing services

BRANDS ASSOCIATED WITH

Alibaba Cloud, Microsoft, AWS, Acronis, Plesk, GlobalSign and more

TOTAL NO OF HEAD COUNT

72

PRESENCE IN NO OF CITIES IN INDIA

4

CERTIFICATIONS

AWS Certified Solutions Architect, Red Hat Certification, Microsoft Certification, Plesk Onyx Solutions Linux Expert, etc.

ADDRESS

D-10/52, Opp. Chitrakoot Stadium, Chitrakoot, Jaipur, Rajasthan 302021

CLOUDSTRATS TECHNOLOGIES PVT. LTD.

HEAD OF THE ORGANIZATION
PARIMAL DESHPANDE

TYPE OF THE ORGANIZATION

SI

WHAT IS YOUR SPECIALIZATION

Cloud, Automations, Solutions based on AI & ML

BRANDS ASSOCIATED WITH

"Microsoft, Oracle, SAP, VMware, Citrix, Veeam, Riverbed, GFI, APC, RedHat, Adobe, Acronis, Veritas, Commvault, Dell EMC, Lenovo, HP, IBM, Cisco, NetApp, Intel, Softlayer, Amazon Web Services, Google, Tata Comm. Vodafone, Sify, Trend Micro, Symantec, McAfee, Palo Alto, Fortinet, Sophos"

TOTAL NO OF HEAD COUNT

85

PRESENCE IN NO OF CITIES IN INDIA

7

CERTIFICATIONS

ISO 9001:2008, ISO 9001:2015, ISO 27001:2013, VMware Enterprise Certification, Microsoft Silver Level Certification, Microsoft Certified Cloud Service Provider, Certified Information Systems Security Professional, Citrix XenApp & XenDesktop Architect, Certified Data Center Design Professional (CDCP), Certified Data Center Professional (AMPDCP), Project Management Professional (PMP), VMware Certified Professional (VCP) V5, V4, Business Process Management Certification (BPM, ITIL Service Manager V2 (ITSM), Foundation V3, Microsoft Certified Solution Experts

ADDRESS

AA-57, Kailas Complex, Hiranandani - Vikhroli Link Road, Vikhroli West, Mumbai 400079

NET.COM

HEAD OF THE ORGANIZATION
NILESH SHINDE

TYPE OF THE ORGANIZATION

Distributor

WHAT IS YOUR SPECIALIZATION

Networking Equipment

BRANDS ASSOCIATED WITH

Linksys/MRS rack/Dlink/Molex/Amp/Systimax/Cisco

TOTAL NO OF HEAD COUNT

12

PRESENCE IN NO OF CITIES IN INDIA

0

CERTIFICATIONS

Dlink

ADDRESS

Shop No. 5 Sharma Compound Andheri East

NETAPP AND COMMVAULT ADVANCE CYBER RESILIENCE WITH STRATEGIC ALLIANCE

Joint unified cyber resilience solution delivers data security and rapid recovery across hybrid environments



PRANAY AHLAWAT
CHIEF TECHNOLOGY AND AI OFFICER AT COMMVAULT

"TOGETHER COMMVAULT AND NETAPP DETECT POTENTIAL ATTACKS CLOSE TO THE DATA AND MAKE TRUSTED RECOVERY DECISIONS TO QUICKLY, CLEANLY, AND COMPLETELY RESTORE DATA AT SCALE. OUR JOINT CUSTOMERS WILL BE ABLE TO INNOVATE WITH CONFIDENCE THAT THEIR DATA AND THEIR BUSINESS CAN BE RESILIENT IN THE FACE OF DISRUPTION."

NetApp, a leading Intelligent Data Infrastructure company, and Commvault, has announced a strategic alliance to deliver a powerful, integrated solution for enterprise data protection and cyber resilience. The unified solution enables resilience, security, and rapid recovery for customers across on-premises and cloud environments, giving organizations confidence that their data is always available, immutable, and recoverable.

Expanding joint go-to-market reach

"This alliance reinforces NetApp and Commvault's leadership in the rapidly evolving cyber resilience and data protection market," said Dallas Olson, Chief Commercial Officer at NetApp. "Together we're helping customers make their infrastructure intelligent and secure so they have the confidence that their data is always available, protected, and recoverable—no matter where it lives—while expanding our joint go-to-market reach and driving growth in a high-demand segment."

Re-architecting cyber resilience strategies

Enterprises are re-architecting their cyber resilience strategies for an AI-driven world where unstructured, mission-critical data is growing at an unprecedented scale. As

analytics, AI, video, and IoT workloads surge, resilience can no longer be reactive. Recovery from ransomware and cyber threats must be rapid, automated, and inherently secure. Resilience at scale is now foundational, not optional, for compliance support, operational continuity, and competitive advantage.

Unified cyber detection and ransomware recovery

This alliance addresses a critical need for scaling resilience via unified cyber detection and ransomware recovery. By combining Commvault's leading resilience, protection, and recovery capabilities with NetApp's enterprise-grade data platform with built-in intelligence and AI-driven ransomware detection, the companies create a highly differentiated, end-to-end cyber resilience solution.

Keeping data available, protected and recoverable

"Organizations often detect cyberattacks like ransomware too late, after they have spread across primary systems and backups, leading to a larger blast radius, extended downtime, and missed recovery time objectives," said Gagan Gulati, Senior Vice President and General Manager of Data Services at NetApp. "The alliance between Commvault and NetApp enables customers to further defend and recover from ransomware

attacks in real-time, support compliance requirements, and help ensure business continuity across hybrid environments. By combining proven resilience and built-in detection and response capabilities, our joint customers can have the peace of mind that their data is available, protected and recoverable no matter where it lives."

Closed Loop Recovery Architecture with NetApp Autonomous Ransomware Protection (ARP)

With this alliance, NetApp and Commvault together deliver a closed-loop recovery architecture that combines early ransomware detection signals with an automated, validated recovery workflow at scale. This approach can streamline RPOs and help organizations embrace a Resilience Operations (ResOps) strategy for a more proactive defense against cyberattacks. By integrating NetApp's AI-powered ARP on primary storage integrated with Commvault's threat aware backup and Synthetic Recovery, organizations can minimize data loss, accelerate complete recoveries, and regain operational confidence when it matters most. Additionally, this joint offering can help customers also realize shorter rollback windows and improved data preservation with a faster return to operations and lower downtime

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

OUTPACING DARK AI: KASPERSKY'S BLUEPRINT TO SECURE A HYPER-CONNECTED, AI-DRIVEN WORLD

From tackling 'Dark AI' to securing converged IT-OT environments, Kaspersky is redefining how enterprises approach next-gen cybersecurity by staying laser-focused on visibility, governance, and preparedness to stay ahead of emerging threats

Amid rising geopolitical tensions and an increasingly complex and dynamic cyber threat landscape, Adrian Hia, Kaspersky's APAC head, is steering the company with a clear focus on resilience, visibility, and critical infrastructure protection. His strategic direction reflects a clear shift towards proactive, governance-led cybersecurity in an era of growing global uncertainty. His approach signals a move towards more adaptive and forward-looking security frameworks.

SME Channels had caught up with Adrian amidst his busy schedule during his recent India visit to understand his vision and key business priorities. The interaction offers timely strategic context for businesses and policymakers alike, given the kind of acceleration in AI infrastructure and digital investments across the region.

In this special SME Channels exclusive, Adrian Hia, Managing Director, Asia Pacific at Kaspersky, discusses the growing importance of securing critical infrastructure amid rising cyber threats and rapid digital transformation. He highlights the challenges posed by AI-driven risks, the need for strong data governance, and why visibility across IT and OT environments will be central to future cybersecurity strategies.

Adrian outlines how cybersecurity is evolving from an IT function to a critical pillar of national and enterprise resilience. Delving deeper into the dark universe of "Dark AI," and the risks of uncontrolled AI adoption, he sheds light on why visibility, governance, and preparedness will define the next phase of cybersecurity in India. Edited Excerpts...

The ongoing Iran-Israel conflict is increasingly turning into a hybrid war where cyber operations run parallel to missile strikes. Are we witnessing a new era where cybersecurity is no longer an IT issue but a core pillar of national defense?"

Over the past six months, I have travelled extensively and interacted with customers, government bodies, and policy offices. One clear shift I am seeing is the growing focus on critical infrastructure (CI) as a central priority.

This ties back to what I shared earlier about the convergence of IT and OT. Today, devices like IP cameras, digital meters, and even smart locks blur the lines between IT and OT—they are all interconnected.

While cybercrime such as financial fraud, hacking, and deepfakes remains important, the potential consequences of attacks on critical infrastructure—telecom, power, banking, airports, and transportation—are far more devastating. This is why organisations and governments are now prioritising CI and OT security.

Encouragingly, more than 90% of enterprises are now looking at SOC and OT SOC capabilities. Even mid-sized enterprises recognise the need for security operations centres, though many lack the resources and are increasingly turning to outsourcing.

This is where economies of scale come in. Instead of building one SOC per organisation, providers can serve hundreds or thousands of customers, significantly reducing costs.

Regulatory frameworks such as DPDP, SEBI, and RBI guidelines are also pushing organisations in the right direction. While it will take time to reach equilibrium, the overall direction is positive.

"As AI becomes more accessible, 'Dark AI'—AI used by cybercriminals for automated attacks, deepfake scams, and intelligent malware—is evolving rapidly. Do you believe the cybersecurity industry is already losing the early battle against Dark AI, or do defenders still have a technological edge?"

If we take a step back, what we call "Dark AI" or "Shadow AI" today is really an evolution of "Shadow IT," which has existed for years—where individuals misuse enterprise resources, such as for crypto mining.

Can this be stopped? The answer is NO.

However, the most effective way to counter this is not to avoid AI, but to use it responsibly. Organisations must focus on data classification—categorising data into different sensitivity levels. Critical data should remain protected and not be shared with open AI platforms, while less sensitive data can be used more freely.



ADRIAN HIA

**MANAGING DIRECTOR, ASIA PACIFIC
AT KASPERSKY**

"YOU CANNOT PROTECT WHAT YOU CANNOT SEE—VISIBILITY IS THE FOUNDATION OF SECURITY."

The real issue today is that users are uploading everything to AI systems without governance. This creates opportunities for cybercriminals to exploit that data.

Rather than fearing AI, organisations should implement strong data governance policies. Humans still have a critical role to play, and this will be an evolving process with lessons learned over time.

Generative AI is transforming cybersecurity operations—from faster threat analysis to automated incident



The real differentiator is not just technology, but people and processes. Cybersecurity drills—similar to fire drills—are essential. Organisations must test how teams respond to attacks, especially during non-peak hours.

response. But could over-reliance on GenAI create a dangerous blind spot if attackers learn to manipulate or poison these AI models?"

AI and GenAI are already transforming areas like threat detection and incident response. However, one key concern is not over-reliance—but control.

While AI can manage detection effectively, the final decision-making authority—especially for response and remediation—must remain with humans.

For example, in critical infrastructure environments, no organisation will allow a vendor or system to autonomously shut down operations such as an airport. These decisions must rest with the customer, authorities, or government.

The real differentiator is not just technology, but people and processes. Cybersecurity drills—similar to fire drills—are essential. Organisations must test how teams respond to attacks, especially during non-peak hours.

Ultimately, preparedness through regular drills and governance frameworks will determine whether an organisation can withstand an attack.

India is one of the fastest growing markets in the APAC region for Kaspersky. If you had to make one big bet on India over the next five years—enterprise cybersecurity, threat intelligence, AI-driven security platforms, or MSSP

partnerships—which area will define Kaspersky's biggest growth story here?"

India is one of the fastest-growing markets in the APAC region, and a key theme we are focusing on is "Speed Outpacing Visibility."

Many organisations today have complete visibility of their IT assets—laptops, servers, and cloud environments. However, they often lack visibility into IoT and OT assets such as cameras, routers, and digital sensors, all of which are potential entry points for cyber threats.

Our big bet is on visibility and observability. Through our Open Single Management Platform (OSMP), we aim to provide a unified view of all assets—endpoints, IoT devices, and networks—on a single dashboard.

This enables organisations to understand what they own, identify vulnerabilities, and implement effective protection strategies. Without visibility, it is impossible to secure an environment.

As India continues rapid digitisation, cybersecurity must evolve beyond endpoint protection to a more comprehensive, integrated approach.

Would you please detail us on the IT-OT convergence and its impact on the next phase of cybersecurity?

We are witnessing increasing convergence between IT and OT environments. Today, even devices like IP cameras can become entry points

for attacks that eventually impact data centres.

Organisations are no longer just asking how to protect laptops—they are asking how to secure OT assets and critical infrastructure. This is driving the need for integrated SOC models that combine IT and OT security.

This convergence will define the next phase of cybersecurity transformation in India over the next three to five years.

India has been witnessing rapid digitization over the last decade. However, rapid digitisation also increase systemic risk for enterprises and economies. What would be your sage advice to counter these emerging risks?

India's pace of digitisation is remarkable. Processes that once took months can now be completed online in minutes, driving efficiency and economic growth.

However, this rapid transformation also introduces new risks. As systems become more interconnected—across sectors like banking, healthcare, and payments—a single vulnerability can create a domino effect across sectors, triggering widespread consequences.

This is why organisations must ensure that the speed of digitisation does not outpace visibility. Without knowing what assets exist and how they are secured, enterprises risk exposing themselves to significant threats. **SME**

AI WITH A HUMAN CORE: INGRAM MICRO'S SANJIB SAHOO WINS GLOBAL ICON HONOUR

At a time when AI is reshaping global business models, Ingram Micro's Sanjib Sahoo has been recognised on the world stage for advancing AI-driven platforms that are transforming global business operations by bridging innovation with measurable outcomes and pioneering transformation that blends technological scale with human-centric leadership.



SANJIB SAHOO
PRESIDENT, GLOBAL PLATFORM
GROUP, INGRAM MICRO



Sanjib Sahoo, President, Global Platform Group, Ingram Micro, receiving the Global Icon for AI, Platform & Business Transformation" award at the World Leaders Summit 2026, at the Library of Congress in Washington, D.C.

"THE INDUSTRY IS AT AN INFLECTION POINT WHERE AI AND PLATFORMS ARE BECOMING THE OPERATING SYSTEM FOR THE GLOBAL ECONOMY. BUT TECHNOLOGY ALONE IS NOT ENOUGH, TRANSFORMATION IS A JOURNEY, AND IT MUST REMAIN DEEPLY HUMAN."

Sanjib Sahoo, President of the Global Platform Group at Ingram Micro, was named a "Global Icon for AI, Platform & Business Transformation" at the World Leaders Summit 2026, at the Library of Congress in Washington, D.C. The global top honor underscores his influence in redefining enterprise innovation. The recognition celebrates his leadership in advancing AI-driven platforms that are transforming global business operations by bridging innovation with measurable outcomes.

Confluence of Technology and Business

The World Leaders Summit brings together policymakers, diplomats, and industry leaders to

address critical challenges at the intersection of technology, business, and global development. This year's theme, "Reshaping Global Impact: Innovation, Sustainability & Inclusive Development," spotlighted the role of leadership in driving inclusive and future-ready progress.

Beyond Technology: A Human-Centric Approach

As a featured speaker, Sahoo highlighted how organizations must approach AI adoption by focusing on business needs and human impact, rather than technology alone, in his keynote on the future of AI in global commerce. "The industry is at an inflection point where AI and platforms are becoming the operating system for the global economy. But technology alone is not enough, transformation is a journey, and it must remain deeply human," said Sahoo.

AI as the New Operating System

"Intelligence is the new operating system," said Sanjib Sahoo, President, Global Platform Group, Ingram Micro. "But transformation doesn't start with technology, it starts with purpose and mindset. Great leaders don't push innovation; they humanize it. What an honor, thank you to the

World Leaders Summit. This recognition reflects the work of teams rethinking how businesses operate and how people engage in an AI-first world."

Driving Change Through Xvantage

At Ingram Micro, Sahoo leads global platform and AI initiatives, including the development of Xvantage, the company's AI-powered digital platform designed to modernize and automate complex B2B workflows. Recognized as one of the most advanced platforms in the technology distribution industry, Xvantage leverages data at scale and advanced AI/ML models to enable partners and customers to operate with greater speed, intelligence, and efficiency.

A Summit Shaping Global Dialogue

Hosted at the Library of Congress, the World Leaders Summit brought together global policymakers and industry leaders to explore innovation, sustainability, and inclusive growth. The Global Icon award, part of the World Leadership Legacy Series, honors individuals shaping

To access more info login to:

<https://www.smechannels.com>

SECURING THE RISE OF AUTONOMOUS AI AGENTS

As agentic AI reshapes enterprise innovation, TrendAI is embedding security directly into autonomous systems through NVIDIA OpenShell to turn high-risk AI experimentation into a controlled, enterprise-ready architecture with real-time governance and visibility.

TrendAI, a leading enterprise AI security company, has expanded collaboration with NVIDIA to support NVIDIA OpenShell, a new open source runtime for agentic AI introduced at NVIDIA GTC. The solution enables organizations to deploy autonomous AI agents with built-in governance, continuous risk visibility, and runtime enforcement, addressing key barriers to production adoption of agentic AI.

Changing security equation with Agentic AI

Sharda Tickoo, Country Manager for India & SAARC at TrendAI, said, "Agentic AI changes the security equation. When AI systems can plan, take action, and interact with other tools on their own, the risk profile looks very different from traditional AI. Our collaboration with NVIDIA allows us to bring security directly into the architecture so organizations can adopt agentic AI with the visibility and control they expect."

Traditional AI security models were built for short-lived interactions between users and models. Agentic AI changes that dynamic by operating continuously and taking action across environments.

Tackling Risk Injection NVIDIA OpenShell is an open source runtime for long-lived, self-evolving agents capable of planning, memory, and tool execution. While these capabilities unlock significant productivity gains, they also introduce risks related to unauthorized skills, hidden behaviors, prompt injection, and unintended system access.

Pat Lee, vice president, Strategic Enterprise Partnerships at NVIDIA, said, "Agentic AI opens the door for a new class of applications that can plan, reason, and take action. By working with TrendAI, we're helping developers add visibility and controls to make it safer to run autonomous AI."

From high-risk experiment into an enterprise-ready architecture

TrendAI can transform agentic AI from a high-risk experiment into an enterprise-ready architecture. Organizations gain the ability to define trust boundaries, enforce policy at runtime, and maintain continuous visibility into autonomous AI behavior, all while preserving the flexibility



SHARDA TICKOO

COUNTRY MANAGER FOR INDIA & SAARC AT TRENDAI

"OUR COLLABORATION WITH NVIDIA ALLOWS US TO BRING SECURITY DIRECTLY INTO THE ARCHITECTURE SO ORGANIZATIONS CAN ADOPT AGENTIC AI WITH THE VISIBILITY AND CONTROL THEY EXPECT."



PAT LEE

VICE PRESIDENT, STRATEGIC ENTERPRISE PARTNERSHIPS AT NVIDIA

"AGENTIC AI OPENS THE DOOR FOR A NEW CLASS OF APPLICATION THAT CAN PLAN, REASON, AND TAKE ACTION. BY WORKING WITH TRENDAI™, WE'RE HELPING DEVELOPERS ADD VISIBILITY AND CONTROLS TO GOVERNANCE, PROTECTION AND TRANSPARENCY THAT BUILD LASTING TRUST."

and power that make agentic systems valuable.

TrendAI adds an enterprise-grade security layer that governs how agents behave, what tools they can access, and how risk is detected and enforced, before, during, and after execution.

The collaboration extends across the NVIDIA AI-Q blueprint and the NVIDIA NeMo Agent Toolkit, enabling consistent security, governance, and observability as agentic systems scale across enterprise environments.

TrendAI Vision One's layered security architecture for OpenShell provides:

- Centralized AI governance and compliance enforced directly in the agent runtime
- Skill and tool risk visibility, including continu-

ous scanning of agent skills and MCP integrations

- Dynamic behavioral analysis to detect hidden or malicious actions

- Inline policy enforcement that blocks untrusted skills and actions at runtime
- AI specific threat protection, including prompt injection and sensitive data exposure detection
- Continuous monitoring and auditability through agentic telemetry and SIEM integration. These capabilities allow organizations to define trust boundaries, enforce policy, and maintain visibility across autonomous AI agents without limiting innovation.

TOP TEN ISVs



NAME OF THE COMPANY
SOLUTION ENTERPRISES

PRODUCT
ANT MY ERP

ABOUT THE COMPANY
IT IS A SAAS BASED COMPANY WITH
SELF SERVICE AND KNOWLEDGE
BASED IN PLACE FOR THE END USERS
TO CONSUMER SOLUTION

CUSTOMERS
NA

FOUNDER
ARVIND DIDWANIA

CITY
MUMBAI



NAME OF THE COMPANY
NEUAILES GLOBAL TECHNOLOGIES
PVT. LTD.

PRODUCT
GODMARC

ABOUT THE COMPANY
IT IS A SAAS BASED COMPANY
WHICH COMES WITH 1 & 3 YEAR
SUBSCRIPTION

CUSTOMERS
NA

FOUNDER
SHANKAR SUMAN

CITY
NEW DELHI



NAME OF THE COMPANY
AI LIFEBOT

PRODUCT
AI CHATBOT, WHATSAPP BOT AND VOICE BOT

ABOUT THE COMPANY
AI LIFEBOT IS AN AI CHATBOT HAVING RICH UI/UX TO DRIVE 24X7 CUSTOMER ENGAGEMENTS AND CREATE CUSTOMER EXPERIENCE AND BASED ON DO IT YOURSELF (DIY) PLATFORM. OUR UI/UX IS UNMATCHED AND WITH BEST IN CLASS SERVICE SUPPORT. THE COMPANY HAS 8 ENGINEERS TO SUPPORT CUSTOMERS 24X7 SUPPORT

CUSTOMERS
NESTLE INDIA, UTKARSH CLASSES, DS GROUP. TATA POWE

FOUNDER
PUNEET AGARWAL

CITY
NOIDA



NAME OF THE COMPANY
DIGITALGLUE

PRODUCT
MAILVAULT - EMAIL BACKUP & ARCHIVING

ABOUT THE COMPANY
STARTED WITH SECURITY CONSULTING, SOFTWARE DEVELOPMENT AND NOW FOCUSED ON EMAIL ARCHIVING WITH OUR OWN FLAGSHIP OFFERING - MAILVAULT. CUSTOMERS AND PARTNERS LARGELY IN INDIA, SOME IN ASIA, EUROPE AND USA." SELF FUNDED. FOUNDED BY SHARAD POPLI, A PIONEER IN INTERNET TECHNOLOGIES

CUSTOMERS
TIMES GROUP, NSDL, CADILA PHARMA, ETC

FOUNDER
SHARAD POPLI

CITY
MUMBAI



NAME OF THE COMPANY
DEV INFORMATION TECHNOLOGY LTD.

PRODUCT
TALLIGENCE AND BYTESIGNER

ABOUT THE COMPANY
STARTED WITH SECURITY CONSULTING, SOFTWARE DEVELOPMENT AND NOW FOCUSED ON EMAIL ARCHIVING WITH OUR OWN FLAGSHIP OFFERING - MAILVAULT. CUSTOMERS AND PARTNERS LARGELY IN INDIA, SOME IN ASIA, EUROPE AND USA." SELF FUNDED. FOUNDED BY SHARAD POPLI, A PIONEER IN INTERNET TECHNOLOGIES

CUSTOMERS
TIMES GROUP, NSDL, CADILA PHARMA, ETC.

FOUNDER
PRNAV PANDYA

CITY
MUMBAI



NAME OF THE COMPANY
PROTEUS TECHNOLOGIES PVT. LTD.

PRODUCT
ERP, CRM, SALES FORCE AUTOMATION, AI SOLUTIONS

ABOUT THE COMPANY
PROTEUS TECHNOLOGIES FOCUSES ON ENTERPRISE APPLICATIONS TO ASSIST SMES AND MEDIUM BUSINESSES EXPAND AND BECOME MORE EFFICIENT. FOUR YEARS AGO, WE INVESTED IN A MULTI-TENANT CLOUD SOLUTION SO THAT WE COULD OFFER A COST-EFFECTIVE SOLUTION TO INDIAN SMES BY USING THE CLOUD'S ECONOMIES

CUSTOMERS
SUN PHARMACEUTICALS, GTPL, KOYE PHARMACEUTICALS, PIT-AMBARI PRODUCTS, NOVARTIS FOUNDER

FOUNDER
NILAY SHARMA

CITY
MUMBAI



NAME OF THE COMPANY
PROTECHMANIZE SOLUTIONS
PVT. LTD.

PRODUCT
CYBER SECURITY

ABOUT THE COMPANY
PROTECHMANIZE HAS BEEN GROWING YEAR ON YEAR WITH 110% GROWTH RATE BE IT CUSTOMER, EMPLOYEE STRENGTH OR ANNUAL REVENUE. COMPANY IS BOOTSTRAPPED AND HAS NOT FUNDS OR DEBT FROM MARKET. PROTECHMANIZE IS FOCUSED CYBER SECURITY SERVICE PROVIDER, HENCE IT BECOMES A STRONG USE CASE TO RETAIN CUSTOMER WITH HIGHLY SKILLED TECHNICAL STAFF FOR AFTER SALES SERVICE

CUSTOMERS
BANKS, STOCK BROKER, MUTUAL FUNDS & PHARMA COMPANIES

FOUNDER
HAKIMUDDIN WADLAWALA

CITY
MUMBAI



NAME OF THE COMPANY
UNISTAL SYSTEMS PVT. LTD.

PRODUCT
CYBER SECURITY

ABOUT THE COMPANY
USE GROUP STARTED IN 1994 WITH ITS FIRST ORGANIZATION UNISTAL SYSTEMS PVT. LTD, LATER IT HAS INCORPORATED JPAC TECHNOLOGIES PVT. LTD, IN 2009. THE LATEST ADDITION IS INDIAIT360 SOLUTIONS PVT. LTD TO THE USE GROUP IN 2021. USE GROUP OF COMPANIES SPECIALIZES IN SOFTWARE PRODUCTS, SOLUTIONS, AND SAAS-BASED SERVICES IN THESE THREE DIFFERENT BUSINESS VERTICALS

CUSTOMERS
NA

FOUNDER
ALOK GUPTA

CITY
NEW DELHI



NAME OF THE COMPANY
GREYTRIX INDIA PVT. LTD.

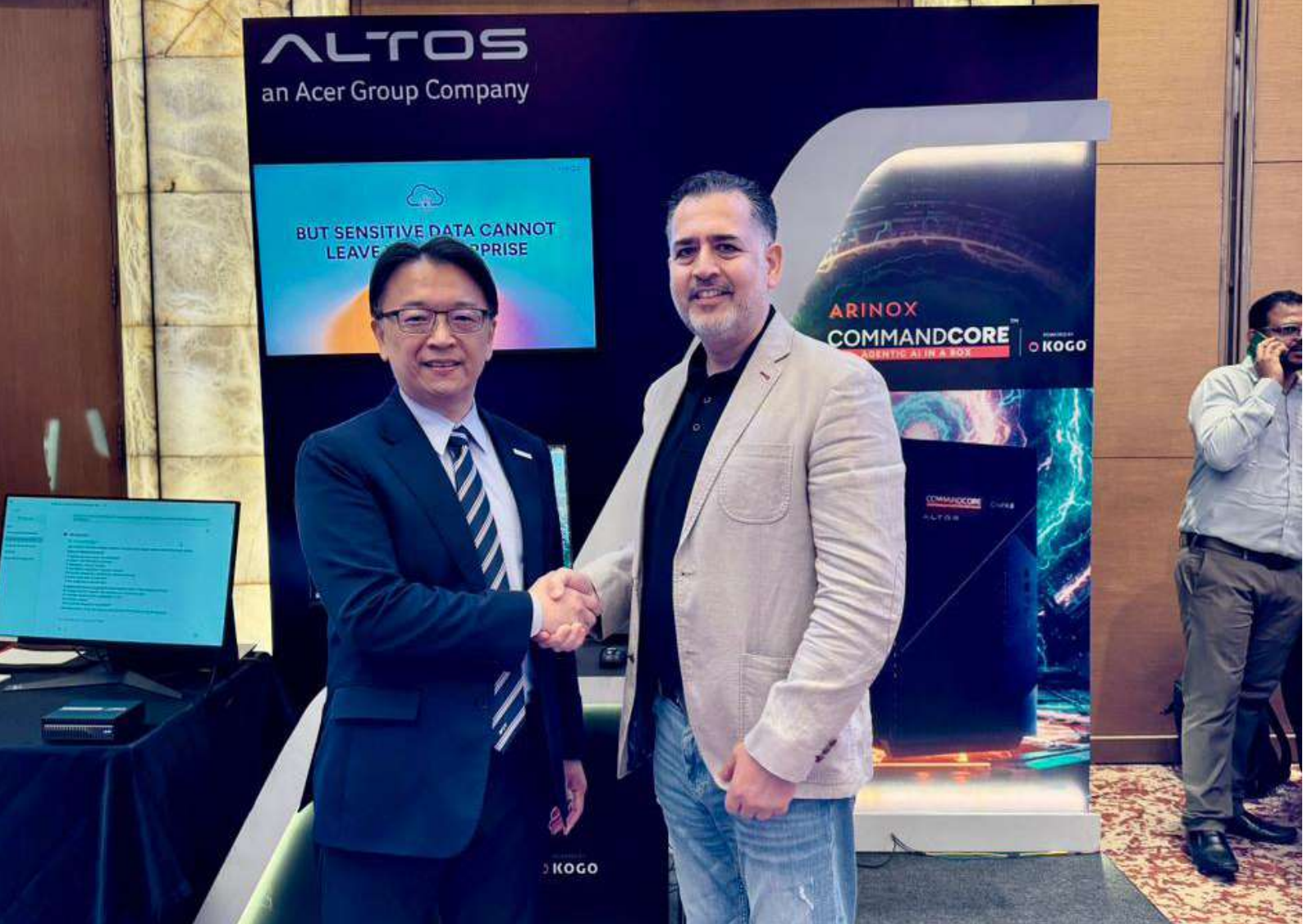
PRODUCT
POCKET HRMS

ABOUT THE COMPANY
POCKET HRMS IS A NEXT-GEN AND LEADING HRMS SOFTWARE IN INDIA COMBINING THE STRENGTH OF CLOUD AND MOBILITY. POCKET HRMS IS AN END-TO-END HR PAYROLL SOLUTION DESIGNED TO ADDRESS THE VARIOUS CHALLENGES AND PAIN-POINTS OF HUMAN RESOURCES MANAGEMENT FOR COMPANIES OF ALL SIZES AND VERTICALS. HEADQUARTERED IN MUMBAI, WE HAVE A PAN-INDIA PRESENCE WITH OFFICES, VENDORS AND CHANNEL PARTNERS IN CHENNAI, KOLKATA, BENGALURU, DELHI, PUNE, HYDERABAD, GURUGRAM, GUJARAT & INDORE

CUSTOMERS
NA

FOUNDER
KUMAR SIDDHARTHA

CITY
NAVI MUMBAI



Ajay Kharbanda, CEO of Arinox AI & Jackie Lee, CEO of Altos at the announcement of the strategic alliance between Arinox.ai and Altos Computing Ltd to bring CommandCore to market at national scale

JOINING FORCES TO BRING INDIA'S FIRST DEPLOYABLE PRIVATE AI-IN-A-BOX TO MARKET AT SCALE

The strategic alliance gives enterprises, PSUs, central and state government bodies, and regulated institutions direct access to fully-integrated, sovereign AI stack that they deploy on-prem, under their own control with zero dependence on any external cloud infrastructure, even without internet dependence.

Arinox.ai has announced a strategic alliance with Altos Computing Ltd (an Acer Group company) to bring CommandCore — India's first deployable Private-AI-In-A-Box — to market at national scale. The strategic alliance gives enterprises, PSUs, central and state government bodies, and regulated institutions direct access to fully-integrated, sovereign AI stack that they deploy on-prem, under their own control with zero dependence on any external cloud infrastructure,

even without internet dependence.

Self-contained, air-gapped AI system

CommandCore is not a cloud service. It is not a SaaS platform. It is a self-contained, air-gapped AI system that organizations receive, activate and own outright. It runs entirely within their own four walls. It operates in fully air-gapped environments. No internet connection. No cloud licensing. No vendor holds the keys to an organization's intelligence. Enterprises and governments can

own their data, their models, and every insight the system generates permanently and completely. The alliance makes this capability available at a national scale for the first time with Arinox's CommandCore platform and Altos Computing's enterprise infrastructure network.

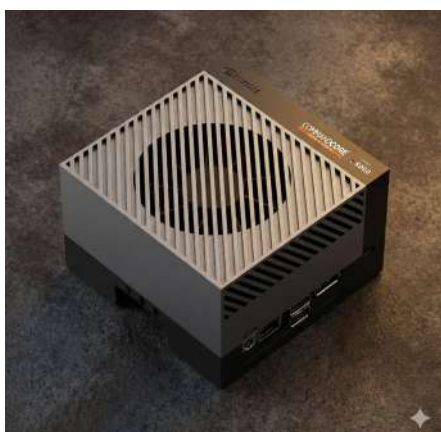
Made-In-India & delivering on India's Sovereign AI Mandate

CommandCore, which is Made-in-India, is built specifically to meet the Indian government's



PRIYA KRISHNAMURTHY
DIRECTOR, ALTOS COMPUTING LTD.

“THIS COLLABORATION BRINGS TOGETHER COMPLEMENTARY STRENGTHS TO UNLOCK THE FULL POTENTIAL OF PRIVATE AI IN INDIA. TOGETHER, WE ARE BUILDING ONE OF THE MOST COMPELLING, SECURE, AND FUTURE-READY AI VALUE PROPOSITIONS—TAILORED FOR INDIA'S EVOLVING DIGITAL AND REGULATORY LANDSCAPE,”



aAI Mission reaches.

Building own private AI innovation ecosystems

“India is entering a decisive phase in its AI evolution, where sovereignty, security, and performance will define adoption. Through this alliance, CommandCore enables organisations to build their own private AI innovation ecosystems—from experimentation to production—entirely on-premise and aligned with national data priorities,” said Ajay Kharbanda, CEO, Arinox.ai.

What organizations gain with CommandCore, India's first deployable Private-AI-In-A-Box

Arinox built CommandCore as an answer to India's sovereign AI infrastructure gap. It is a fully-integrated AI stack combining Altos Computing's enterprise-grade compute, NVIDIA GPU architecture, and KOGO AI's operating system. All this is delivered in a single deployable unit that organizations can activate and own from day one. Here's what they gain with CommandCore.

- Fully air-gapped, offline operation with no internet dependency ensures it functions in the most restricted environments including classified and defence-grade deployments
- High-performance GPU architecture delivers the processing power that enterprise and government AI workloads demand
- KOGO OS agentic intelligence layer ensures full-stack AI orchestration so organizations can develop, test, train and deploy AI agents within their own infrastructure
- Complete data sovereignty so organizations can own their models, data and AI workflows with no external dependency or vendor lock-in

with foreign cloud providers

- Plug-and-Play activation ensures it is deployable in days not months. No lengthy infrastructure build-out or system integration is required
- Price for CommandCore starts at ₹10.8 Lakhs with a three-year warranty. For the first time, an institution does not need an enterprise-scale budget to own a private, air-gapped AI environment. CommandCore makes sovereign AI accessible, not just aspirational.

Why the Arinox-Altos Computing Partnership matters now

Altos Computing has proven expertise in system integration and enterprise compute deployment and its alignment with the Make-in-India and Sovereign AI missions. Altos Computing brings the hardware credibility, nationwide distribution reach and market access that allow CommandCore to scale quickly and rapidly across India's most demanding sectors. Together, the complete value chain is covered, from bare metal hardware to deployed intelligence.

This joint initiative is expected to play a pivotal role in supporting India's vision of becoming a global hub for trusted, secure, and locally governed AI innovation—while enabling enterprises to accelerate AI readiness and reduce deployment risks.

“This collaboration brings together complementary strengths to unlock the full potential of private AI in India.

Together, we are building one of the most compelling, secure, and future-ready AI value propositions—tailored for India's evolving digital and regulatory landscape,” said Priya Krishnamurthy, Director, Altos Computing Ltd. **SME**

Sovereign AI mission directing PSUs, central ministries, GLUs and state governments to establish AI Centers of Excellence, AI Labs, and AI Launchpads within their own infrastructure and not depend on foreign cloud platforms.

India's structured AI infrastructure build-out demands three things simultaneously: AI Centres of Excellence for sustained, production-scale AI development; AI Labs for departmental capability building and model experimentation; and AI Launchpads for rapid deployment and early-stage innovation across governance, industry, and public services. CommandCore powers all three be it edge, departmental or enterprise-grade.

With it, enterprises and government institutions set up a production-ready CoE, Lab or Launchpad without long waiting periods. CommandCore collapses the timeline from months into days.

The Arinox-Altos Computing alliance positions CommandCore as the infrastructure layer that converts India's mandate into operational reality across every state, every ministry, every regulated enterprise, and every PSU that the Indi-

SECURING DIGITAL DOCUMENTS AND MITIGATE AI FRAUD

Updates to Document Trust Manager streamline signing and centralize key management



DEEPIKA CHAUHAN
CHIEF PRODUCT OFFICER AT
DIGICERT

“ORGANIZATIONS CAN'T RELY ON VISUAL TRUST ANYMORE. THEY NEED CRYPTOGRAPHIC PROOF OF WHO SIGNED A DOCUMENT AND THAT IT HASN'T BEEN ALTERED. THAT'S WHAT DOCUMENT TRUST MANAGER DELIVERS AT SCALE.”

DigiCert has announced enhancements to its Document Trust Manager solution to help organizations combat rising document fraud, simplify global compliance, and strengthen trust in digital transactions in the age of AI. Unlike traditional signing tools that require separate regional or departmental infrastructure to meet standards such as AATL and eIDAS, Document Trust Manager centralizes signing assurance management in a single solution.

Surge in vulnerability of digital documents

The surge in generative AI and digital transformation has dramatically increased the volume and vulnerability of digital documents. Enterprise adoption of eSignatures has grown by 400% since 2019 while global fraud, phishing, and identity misuse incidents have risen sharply. High-profile cases involving fraudulent invoices and manipulated documents underscore the urgent need for stronger document integrity and verified signer

identity.

“AI is making document fraud faster, cheaper, and harder to detect,” said Deepika Chauhan, Chief Product Officer at DigiCert. “Organizations can't rely on visual trust anymore. They need cryptographic proof of who signed a document and that it hasn't been altered. That's what Document Trust Manager delivers at scale.”

DigiCert Document Trust Manager: Towards a single secure platform

DigiCert Document Trust Manager consolidates signing key management and signing workflows into a single secure platform, eliminating fragmented processes across business units, countries, and regulatory environments. The latest improvements include:

- **Unified Workflow & Centralized Visibility:** Enterprise-wide monitoring of signing activity through a single view. Managers and auditors can now track who signed what and when, and also see any potential unauthorized document signing activity.

- **Secure Certificate and Private Key Repository:** Centralized, protected storage for document signing certificates and private keys, eliminating reliance on physical USB tokens and reducing risk of loss or misuse. In line with security best practices, Multi Factor Authentication is required to log on and sign documents.
- **Pre-Integrated Signing:** Seamless integration with DocuSign, Adobe Sign, Adobe Acrobat, and desktop signing tools, enabling organizations to maintain existing processes while upgrading security.
- **Online counter signing:** DigiCert Secure Sign offers users the ability to counter sign with multiple orders in the signing process without using external signing flow.

Evolving digital identity

In highly regulated markets, particularly across EMEA, evolving digital identity and electronic signing requirements are increasing the need for centralized, auditable signing controls. At the same time, the rise of AI-generated content is driving demand for stronger verification of document origin, signer identity, and content integrity.

DigiCert Document Trust Manager helps organizations address these challenges by enabling:

- **Verify signer identity with web-based and mobile capabilities for secure, remote authentication.**
- **Meet global regulatory requirements with support for PKI-backed signatures under eIDAS2, ZertES, and AATL.**
- **Centralize and monitor signing activity across the enterprise through a single, unified solution**
- **Ensure document integrity and authenticity with PKI-backed digital signatures and strong identity verification, including biometric and ID-based proofing.**
- **Enable secure, compliant workflows for remote and hybrid work environments.**

“Enterprises are under pressure to demonstrate both compliance and authenticity,” said Ozgun Pelit, Senior Analyst, Frost & Sullivan. “Centralized management of PKI-backed document signing provides stronger assurance than legacy, siloed approaches.” **SME**

GENESYS ON HIGH GROWTH MOMENTUM RIDING THE TIDE OF AI-POWERED EXPERIENCE ORCHESTRATION ADOPTION

Genesys Cloud reached nearly \$2.6 billion in ARR in the fourth quarter, with Genesys total revenue of nearly \$3 billion for fiscal year 2026



TONY BATES
CHAIRMAN AND CEO OF GENESYS

“OUR PROGRESS DEMONSTRATES THAT AI-POWERED ORCHESTRATION IS NOT A FUTURE ASPIRATION – IT’S HAPPENING NOW, AND ENTERPRISES ARE REALISING SIGNIFICANT VALUE. ORGANISATIONS ARE STANDARDISING ON GENESYS CLOUD TO MODERNISE THEIR OPERATIONS, STRENGTHEN CUSTOMER TRUST AND CONFIDENTLY LEAD IN THE ERA OF AGENTIC AI.”

Genesys, a cloud leader in AI-Powered Experience Orchestration, announced a record-setting fourth quarter (Nov. 1, 2025–Jan. 31, 2026) finish to its fiscal year 2026. The Genesys Cloud platform ended the fourth quarter with nearly \$2.6 billion in annual recurring revenue (ARR), growing more than 35% year-over-year. This performance propelled the company to reach nearly \$3 billion of total revenue in fiscal year 2026, representing a 13% growth rate year-over-year.

Strong adoption of Genesys Cloud AI-fuelled platform

Strong adoption of Genesys Cloud AI-fuelled platform expansion, reinforcing the company's momentum in leading the next era of agentic, AI-powered orchestration in the experience economy. As of January 31, 2026, more than 70% of Genesys Cloud customers were using Genesys Cloud AI. During the fiscal year, 20% of Genesys Cloud new business annual contract value (ACV) was Genesys Cloud AI, underscoring the role of AI as a core driver of digital transformation initiatives by enterprises.

More than 50 seven-figure ACV deals closed

In the fourth quarter, Genesys closed more than 50 seven-figure ACV deals, representing an

increase of more than 35% year-over-year. Notably, over 10 of these deals were AI-led, with AI capabilities accounting for more than 50% of total ACV in each of those deals. These deals include one of the world's largest mail and parcel providers and a multinational automotive financial services organisation.

AI-powered orchestration no longer a future aspiration

“Our focus has always been to bring together every end-to-end experience in a way that is both intelligent and deeply human,” said Tony Bates, chairman and CEO of Genesys. “Our progress demonstrates that AI-powered orchestration is not a future aspiration — it’s happening now, and enterprises are realising significant value. Organisations are standardising on Genesys Cloud to modernise their operations, strengthen customer trust and confidently lead in the era of agentic AI.”

Genesys Cloud net revenue retention (NRR)ii exceeds estimates

Enterprise expansion remained strong throughout the fiscal year, driven by new and existing customers broadening their use of AI, automation and digital engagement capabilities across the Genesys Cloud platform. Genesys Cloud net revenue retention (NRR)ii once again exceeded 120% for the quarter, representing 12 consecutive quarters above this threshold, demonstrating

strong expansion within its existing customer base, including growing enterprise standardisation on Genesys Cloud as the strategic platform for customer experience (CX) orchestration.

Genesys was highly profitable in fiscal year 2026 with strong GAAP and non-GAAP operating margins and significant positive free cash flow generation. Additionally, Genesys continued its substantial investment in innovation, including nearly \$450 million in research and development to maintain its leadership in AI-powered experience orchestration.

Advancing Agentic AI Innovation at Scale

AI-powered conversations on Genesys Cloud grew more than 120% year-over-year during the period as consumers increasingly engaged with brands through intelligent, personalised interactions. The number of summaries generated by Genesys Cloud Agent Copilot increased more than 3X year-over-year, helping agents streamline after-call work and stay focused on delivering empathetic service. Genesys Cloud Supervisor AI is transforming how organisations manage workforce performance and operations, combining real-time assistance and automated evaluation to drive smarter coaching and more consistent customer experiences. The number of organisations

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SONICWALL FLAGS 'SEVEN DEADLY SINS' AS SMB CYBER FAILURES SURGE IN AGE OF AI-DRIVEN ATTACKS

In a stark warning for small and mid-sized businesses, SonicWall's 2026 Cyber Protect Report reveals that over 20% surge in serious cyberattacks isn't driven by sophistication alone—but by seven persistent, preventable security failures, as AI-enabled adversaries grow sharper, faster, and more precise in exploiting fundamental gaps.

As cyber threats grow sharper and more automated, SonicWall's 2026 Cyber Protect Report delivers a clear message: the biggest risk to SMBs isn't cutting-edge attacks, but overlooked basics. By spotlighting the "Seven Deadly Sins" of cybersecurity, the report shifts the narrative from fear of advanced threats to the urgent need for disciplined execution, exposing how simple, preventable gaps continue to leave businesses dangerously exposed in an AI-driven threat landscape.

Landmark Reframing From Traditional Threat Reporting

SonicWall's newly released 2026 SonicWall Cyber Protect Report marks a landmark reframing from traditional threat reporting in favor of the protection outcomes that matter most to business leaders.

At the heart of the report is a sobering finding: most SMBs aren't failing because of sophisticated attacks. They're failing because of seven predictable, preventable gaps that SonicWall has named the Seven Deadly Sins of Cybersecurity.

Key Highlights

The 2026 report continues to draw on data from SonicWall's global network of more than one million security sensors to reveal a threat landscape that is growing more precise and more relentless. Some key statistical findings include:

- High and medium severity attacks surged 20.8% to 13.15 billion hits. Attackers aren't striking more often, they're striking smarter.
- Automated bots now generate more than 36,000 vulnerability scans per second, accounting for more than half of all internet traffic. Bad bot traffic alone has surged to 37% of all global internet traffic.
- IoT attacks climbed 11% to 609.9 million hits; Log4j alone generated 824.9 million IPS hits in 2025, four years after disclosure.
- Identity, cloud, and credential compromise account for 85% of actionable security alerts. The

stolen password, not the zero-day, is the attacker's weapon of choice.

- SMBs bear a disproportionate ransomware burden: 88% of their breaches involved ransomware in 2025, more than double the rate seen at large enterprises.

Danger Isn't About AI Isn't Working

"SonicWall data reveals attacks are getting faster, and in some instances, they're getting a little more sophisticated," said Michael Crean, SVP and GM of Managed Security Services at SonicWall. "But the vast majority of the attacks that we're seeing and investigating are basic fundamentals that continue to be missed. The danger isn't that AI isn't working; it's that we're using it as an excuse not to do the things we already know we should."

The 2026 SonicWall Cyber Protect Report is the first in the company's history to be built around protection outcomes rather than threat statistics alone. In preparing this year's research, SonicWall identified seven recurring patterns, dubbed the Seven Deadly Sins that consistently define the difference between resilience and exposure across SMB breach investigations, security assessments, and incident reviews.

The Seven Deadly Sins of Cybersecurity

Rather than attributing breach risk to exotic or emerging attack methods, the 2026 Protect Report identifies seven operational failures that appear repeatedly across investigations and that remain largely preventable. The Seven Deadly Sins are:

- 1. Ignoring the Fundamentals** — Weak authentication, unpatched systems, and excessive admin privileges remain the primary attack surface.
- 2. False Confidence** — Believing you're too small to be targeted, overestimating control effectiveness, and assuming resilience without testing it create dangerous blind spots.
- 3. Overexposed Access** — Overly permissive rules, flat networks, and implicit trust after



DEBASISH MUKHERJEE
VICE PRESIDENT OF SALES, APJ AT
SONICWALL

"THIS YEAR'S REPORT REFLECTS WHAT WE ARE CONSISTENTLY SEEING ACROSS APJ, SMBs CONTINUE TO BE IMPACTED BY GAPS IN FUNDAMENTAL SECURITY PRACTICES THAT ARE BOTH PREDICTABLE AND PREVENTABLE. BY REFRAMING OUR RESEARCH AROUND PROTECTION OUTCOMES, SONICWALL AIMS TO HELP ORGANIZATIONS MOVE BEYOND THREAT AWARENESS TO ACTION, FOCUSING ON THE AREAS THAT DIRECTLY REDUCE RISK."



MICHAEL CREAN
SVP AND GM OF MANAGED
SECURITY SERVICES AT SONICWALL

“THE VAST MAJORITY OF THE ATTACKS THAT WE’RE SEEING AND INVESTIGATING ARE BASIC FUNDAMENTALS THAT CONTINUE TO BE MISSED. THE DANGER ISN’T THAT AI ISN’T WORKING; IT’S THAT WE’RE USING IT AS AN EXCUSE NOT TO DO THE THINGS WE ALREADY KNOW WE SHOULD.”



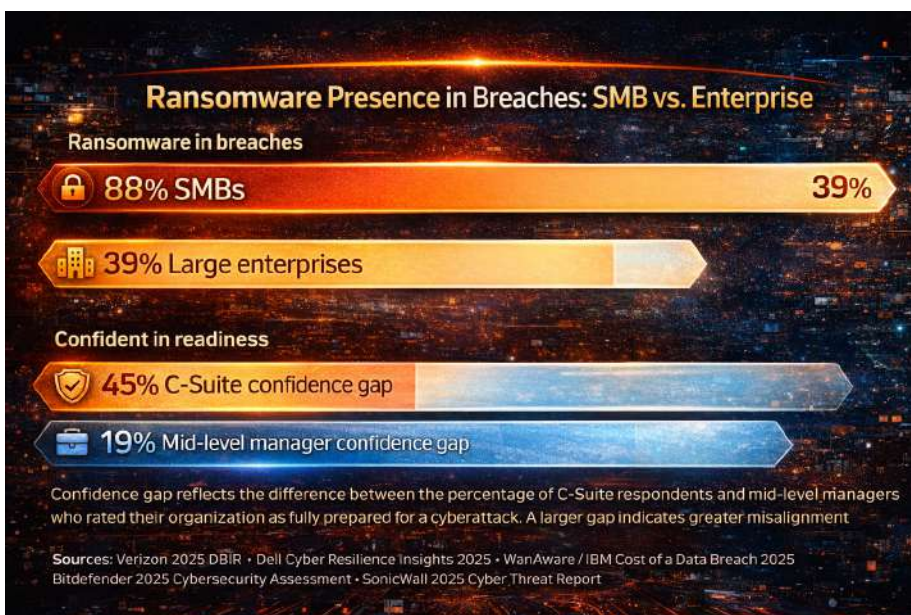
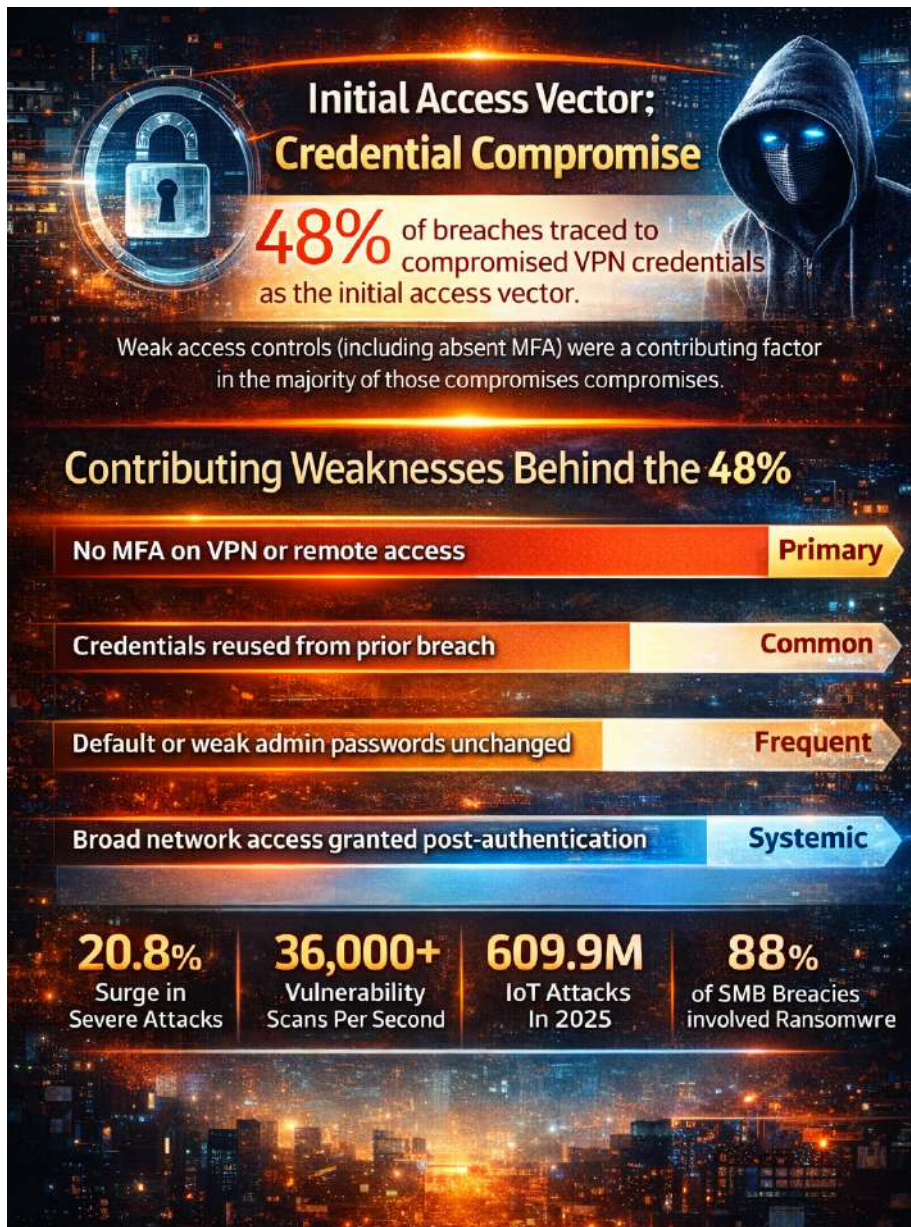
authentication give attackers an unobstructed path once inside.

4. Reactive Security Posture — Without 24/7 monitoring and proactive threat hunting, attackers set the timeline. The average breach goes undetected for 181 days.

5. Cost-Driven Security Decisions — Deferring investment based on short-term budget pressure creates costs that arrive later — with interest. A single SMB breach can exceed \$4.91 million when downtime and recovery are included.

6. Reliance on Legacy Access Models — VPNs that authenticate once and grant broad network access remain one of the most exploited entry points in enterprise security. VPN CVEs grew 82.5% over the analyzed period.

7. Chasing Hype Over Execution — Buying the latest tools without deploying them completely, and expecting technology to compensate for process gaps, is its own form of vulnerability. Tools don't create outcomes — execution does.



Designed Around Protection Outcomes

"The organizations that suffer the most are not failing because of sophisticated attacks, they're failing because of predictable, preventable gaps," Crean continued. "SMBs are the backbone of the U.S. economy, representing 99% of all U.S. businesses and nearly half of private sector employment. Protecting them protects entire communities. That's why this report is designed around protection outcomes, not just threat statistics."

Moving Beyond Threat Awareness To Action

Commenting on the findings, Debasish Mukherjee, Vice President of Sales, APJ at SonicWall said, "This year's report reflects what we are consistently seeing across APJ, SMBs continue to be impacted by gaps in fundamental security practices that are both predictable and preventable. By reframing our research around protection outcomes, SonicWall aims to help organizations move beyond threat awareness to action, focusing on the areas that directly reduce risk. As attackers become more precise and increasingly AI-enabled, closing these gaps will be critical for SMBs across the region to strengthen resilience and make more informed decisions."

Equipping MSPs and MSSPs

In keeping with SonicWall's partner-first mission, the 2026 Cyber Protect Report is designed to equip MSPs and MSSPs with the data and language needed for strategic conversations with SMB decision-makers, translating technical threat intelligence into business risk that leaders can act on.

The SonicWall 2026 Cyber Protect Report makes one thing clear: the gap between protected and exposed rarely comes down to technology. It comes down to execution. For the SMBs and the MSPs and MSSPs who protect them, this report is designed to close that gap with data, clarity, and a road map for what to do next.

STRATEGIC ACTIONS SMBs MUST TAKE TO ELIMINATE CRITICAL SECURITY GAPS

The seven deadly sins of cybersecurity are not caused by insufficient technology. They are caused by insufficient discipline, visibility, and follow-through. Most of them are fixable without a major budget overhaul.

What they require is intentional action, applied consistently.

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<https://www.smechannels.com>



VERTIV TO PUMP IN \$50 MILLION TO EXPAND ITS IRLINGTON, OHIO MANUFACTURING FACILITY.

VERTIV'S \$50M OHIO BET SIGNALS COOLING ARMS RACE IN AI DATA CENTERS

As AI workloads surge and data centers grapple with heat intensity, Vertiv is doubling down on U.S. manufacturing to stay ahead in the high-stakes thermal management game. The Ohio expansion underscores a broader industry pivot toward liquid cooling and localized supply chains.

Vertiv's \$50 million investment to expand its Ohio manufacturing and headquarters footprint is more than a capacity play—it's a strategic response to the explosive growth of AI-led computing. With enterprises rapidly scaling GPU clusters and training large models, demand for advanced cooling systems has moved from niche to mission-critical.

Inside the Expansion

The Ironton facility, expected to go live by Q2 2027, will see a ~45% jump in production capacity for liquid cooling and chilled water systems. These technologies are increasingly central to handling the thermal loads generated by dense AI compute environments.

At the same time, enhancements at the Westerville headquarters will strengthen engineering, logistics, and customer support functions—areas becoming critical as deployment cycles tighten.

Cooling Becomes the New Bottleneck

As compute power scales, heat—not processing—has emerged as the primary constraint in modern data centers. Traditional air cooling is proving inadequate for high-density racks, pushing operators toward liquid-based systems.

Vertiv's expansion squarely targets this shift, positioning the company at the heart of what is fast becoming a cooling arms race among hyperscalers and enterprises.

Supply Chains Go Local

Beyond capacity, the move reflects a deeper industry recalibration toward regional manufacturing. By expanding in Ohio, Vertiv aims to reduce lead times, improve delivery predictability, and insulate operations from global supply chain disruptions.

A Legacy Hub, Reimagined for AI Era

With roots tracing back over six decades to Liebert Corporation, Vertiv's Ohio presence now spans



GIO ALBERTAZZI,
CEO, VERTIV

"A THIS INVESTMENT STRENGTHENS THE CAPABILITIES NEEDED TO SUPPORT CUSTOMERS BUILDING THE NEXT GENERATION OF DIGITAL INFRASTRUCTURE."

14 facilities—from R&D labs to training centers. The latest investment reinforces the state's role as a critical hub in the company's global operations.

What This Means for the Industry

Liquid Cooling Goes Mainstream

No longer optional, liquid cooling is fast becoming the backbone of AI infrastructure.

Speed to Deployment Is Critical

Faster manufacturing and supply chains are now competitive differentiators.

Integrated Infrastructure Wins

End-to-end solutions—spanning power, cooling, and IT—are emerging as the preferred model.

Vertiv's Ohio expansion is a calculated move to capitalise on the AI boom while addressing one of its most pressing challenges—heat. As data centers evolve into high-density compute hubs, the battle for efficiency, scalability, and thermal control is only just beginning. **SME**



MONGODB BETS BIG ON APAC, UNVEILS ELITE PARTNER PROGRAM TO FAST-TRACK ENTERPRISE AI ADOPTION

Focused on deep, high-impact collaborations, the invite-only Strategic Partner Program aims to help enterprises break free from legacy systems, enabling faster, lower-risk transitions to AI-driven applications through a curated ecosystem of expert partners

In a decisive push to bridge the gap between legacy systems and AI-driven innovation, MongoDB has launched an invite-only Strategic Partner Program across Asia Pacific, aiming to build a high-impact ecosystem of select partners that can accelerate modernization, cut deployment risks, and turn the promise of generative AI into real-world business outcomes.

The launch of the new Asia Pacific Strategic Partner Program is designed to accelerate the region's transition from legacy infrastructure to modern, AI-driven applications.

Targeting Select Group of Partners with Deep Architectural Expertise

The invite-only initiative is part of MongoDB's broader strategy to identify and invest in a select group of partners with the deep architectural expertise, local knowledge, and quality relation-

ships to deliver value for customers and accelerate the adoption of AI. Partners already onboarded include Sieger, SoftwareOne, and ICS Compute.

To accelerate this change, the company is making a number of investments in the region's partner program, with plans to increase the size of its APAC partner team by 50% by the end of the fiscal year. Over the same time period, the goal is to quadruple the number of partners in APAC that MongoDB is strategically engaged with.

Accelerating AI adoption

To unlock the full potential of AI, organizations must effectively manage vast quantities of unstructured data—a challenge that MongoDB is uniquely positioned to solve due to its integrated AI-ready data platform. Unlike legacy relational systems, MongoDB combines the flexibility of the document model with integrated Vector Search



BIDHAN ROY
VICE PRESIDENT OF PARTNERS,
APAC, MONGODB

"WE HAVE SUCCESSFULLY BUILT A FIRST-CLASS PARTNER ECOSYSTEM ACROSS THE REGION. HOWEVER, THE COMPLEXITY OF GENERATIVE AI DEPLOYMENT AND LEGACY MODERNIZATION DEMAND AN EVOLVED PARTNER ENGAGEMENT MODEL FOCUSED ON DEEP, STRATEGIC ALIGNMENT."

and embedding models from Voyage AI by MongoDB. This allows customers and partners to build semantic search and gen AI agents directly on operational data, eliminating the complexity and cost of a fragmented tech stack.

"We have successfully built a first-class partner ecosystem across the region. However, the complexity of generative AI deployment and legacy modernization demand an evolved partner engagement model focused on deep, strategic alignment," said Bidhan Roy, Vice President of Partners, APAC, MongoDB. "We are identifying partners who have outstanding local capabilities and investing heavily in their success to create an ecosystem of force multipliers across the Asia Pacific region. For our joint customers, this initiative aims to reduce delivery risk, reduce

FLORA KONG
CHIEF OPERATING OFFICER AT
SIEGER

"BY COMBINING SIEGER'S DEEP LOCAL EXPERTISE WITH MONGODB'S CUTTING-EDGE DATA PLATFORM, WE ARE ALREADY SEEING THE IMPACT ON SOME OF THE WORLD'S MOST DYNAMIC AND FAST-GROWING COMPANIES. IN THE COMING YEAR, WE ARE DEEPENING OUR COLLABORATION TO PROVIDE CUSTOMERS WITH AN AI-NATIVE, ALL-IN-ONE DATA PLATFORM EXPERIENCE."

time-to-market, and provide access to trusted advisors who can pull together all the necessary elements—technology, skills, and strategy—to make AI a reality."

Enabling partners

The Strategic Partner Program is designed to give key partners across APAC the resources they need to help customers succeed with MongoDB, including:

- Skills, training, and certification: The program provides preferential access to specialized Architect and Application Delivery certifications. This helps ensure customers have access to a validated pool of talent capable of executing complex modernization projects on MongoDB.
- Verticalization and localization: The program prioritizes partners who bring deep local expertise—whether that is navigating government sovereignty laws in Singapore or financial regulations in India.
- Modernization pathways: For customers still trapped on legacy systems, these partners are equipped with the blueprints and tools to accelerate modernization, clearing the path for AI adoption.
- Joint go-to-market (GTM) and marketing enablement: Co-marketing toolkits, ready-to-use assets, and best-practice playbooks to help partners accelerate growth and scale impact



VIKAS BHONSLE
FEDERATION LEADER AT
SOFTWAREONE INDIA

"BY COMBINING OUR CLOUD MIGRATION AND MANAGED SERVICES EXPERTISE WITH MONGODB'S FLEXIBLE DATA PLATFORM, WE ARE HELPING ENTERPRISES MODERNIZE THEIR CORE APPLICATIONS AT PACE, SO THAT OUR JOINT CUSTOMERS CAN TURN THE PROMISE OF AI INTO A PRODUCTION REALITY!"

together with MongoDB.

MongoDB's evolved ecosystem strategy is already delivering results for customers and partners in APAC.

Delivering for Customers across Geographies

In China, MongoDB is working with Sieger, a pioneer in IT modernization, to integrate MongoDB's data platform into its unified GTM model, helping Chinese enterprises expand globally. For example, Sieger relied on MongoDB Atlas to help one of the world's largest smartphone manufacturers rapidly scale across the Americas and Europe.

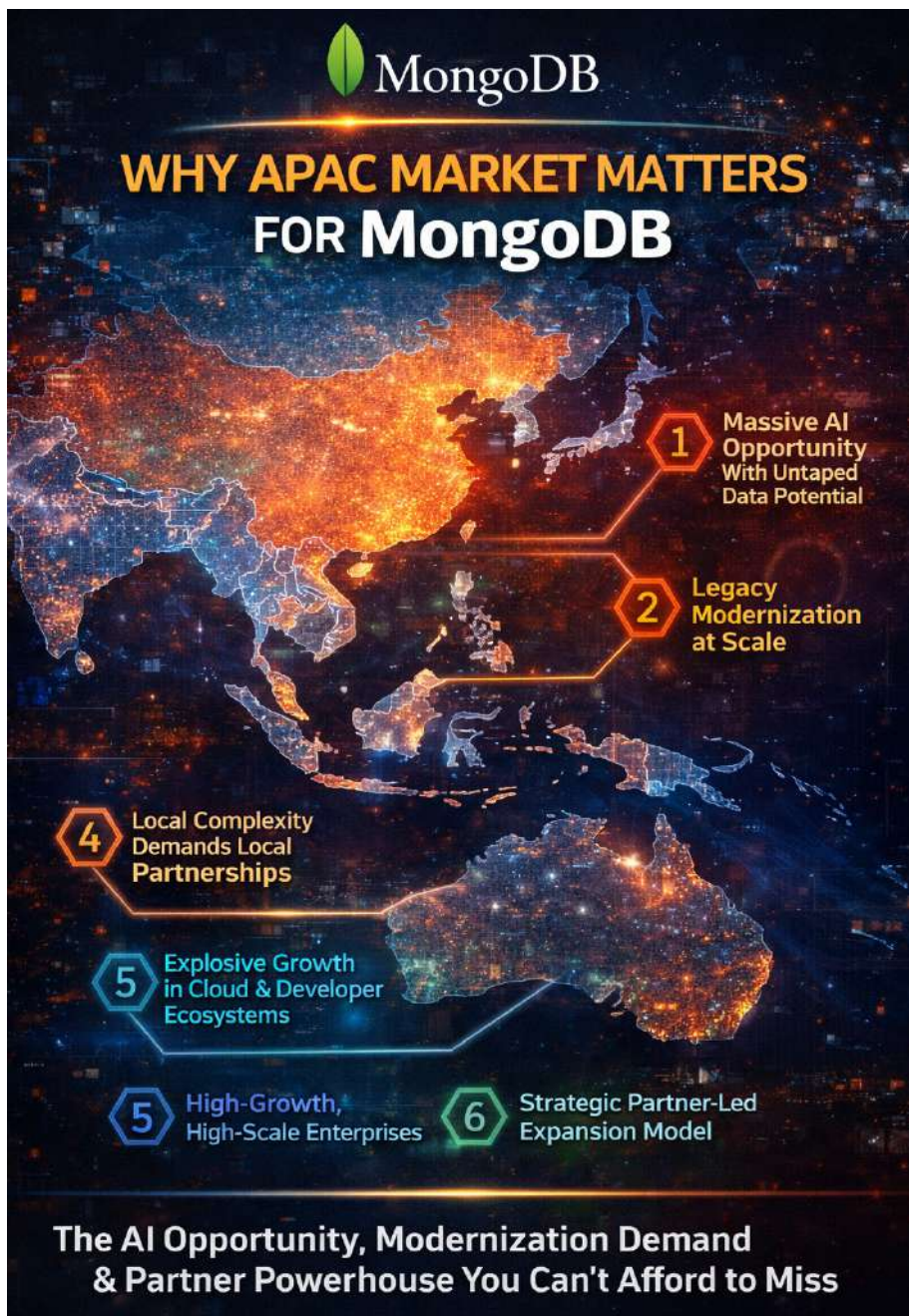
"By combining Sieger's deep local expertise with MongoDB's cutting-edge data platform, we are already seeing the impact on some of the



BUDHI WIBAWA
CEO OF ICS COMPUTE

"INDONESIAN ENTERPRISES ALREADY HAVE THE DATA; WHAT THEY NEED NOW IS A SOLID FOUNDATION TO TURN THAT DATA INTO AI-ENABLED APPLICATIONS AND REAL BUSINESS VALUE. BY COMBINING OUR END-TO-END CAPABILITIES AND LOCAL EXPERTISE WITH MONGODB'S MODERN DATA PLATFORM, WE ARE GIVING CUSTOMERS A PRACTICAL, LOW-RISK PATH TO MODERNIZATION FOR THE AI ERA."

world's most dynamic and fast-growing companies," said Flora Kong, Chief Operating Officer at Sieger. "In the coming year, we are deepening our collaboration to provide customers with an AI-native, all-in-one data platform experience. This evolution will ensure our joint clients can bridge the gap from legacy infrastructure to future-ready innovation, driving mutual success on a global stage."



We are identifying partners who have outstanding local capabilities and investing heavily in their success to create an ecosystem of force multipliers across the Asia Pacific region. For our joint customers, this initiative aims to reduce delivery risk, reduce time-to-market, and provide access to trusted advisors who can pull together all the necessary elements—technology, skills, and strategy—to make AI a reality

data platform, we are giving customers a practical, low-risk path to modernization for the AI era."

WHY APAC MATTERS FOR MONGODB

APAC is rapidly emerging as a strategic growth engine for MongoDB, driven by a unique convergence of digital acceleration, AI adoption, and large-scale modernization needs.

1. Massive AI Opportunity with Untapped Data Potential

APAC enterprises are sitting on vast volumes of unstructured data but lack the modern architecture to leverage it. This creates a huge opportunity for MongoDB's AI-ready data platform, which simplifies building GenAI and data-driven applications directly on operational data.

2. Legacy Modernization at Scale

Across markets like India, Indonesia, and China, organizations are still heavily reliant on legacy systems. Transitioning these systems to modern, cloud-native architectures is critical—and MongoDB is positioning itself as the backbone for this transformation.

3. Local Complexity Demands Local Partnerships

APAC is not a uniform market. Regulatory diversity (e.g., data sovereignty in Singapore, financial compliance in India) and varied digital maturity levels make strong local partnerships essential—something MongoDB is actively investing in through its Strategic Partner Program.

4. Explosive Growth in Cloud & Developer Ecosystems

The region is witnessing a surge in cloud adoption and developer communities. This aligns perfectly with MongoDB's developer-first approach and

The India Story: Partnering with SoftwareOne

In India, MongoDB is collaborating with SoftwareOne, combining their extensive expertise in cloud migration and managed services with MongoDB's data platform to address the urgent need for legacy modernization.

"Legacy infrastructure is one of the single greatest barriers to AI adoption. Our collaboration with MongoDB is one of the many initiatives we at SoftwareOne are taking to remove that friction," said Vikas Bhonsle, Federation leader at SoftwareOne India. "By combining our cloud migration and managed services expertise with MongoDB's flexible data platform, we are helping enterprises modernize their core applications at pace, so that

our joint customers can turn the promise of AI into a production reality."

It's ICS Compute In Indonesia

MongoDB has partnered with ICS Compute, the country's first AWS Premier Tier Services Partner. Together, they help large enterprises across BFSI, retail, and manufacturing move beyond fragmented legacy systems toward a scalable, AI-ready data architecture.

"Indonesian enterprises already have the data; what they need now is a solid foundation to turn that data into AI-enabled applications and real business value," said Budhi Wibawa, CEO of ICS Compute. "By combining our end-to-end capabilities and local expertise with MongoDB's modern

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STRIKING STRATEGIC COLLABORATION TO ACCELERATE DIGITAL TRANSFORMATION

Anchored in an India-APAC partnership, the collaboration aims to drive digital design and construction, Digital Twin adoption and more integrated, data-driven outcomes at a global scale



KAMOLIKA GUPTA PERES
VICE PRESIDENT, INDIA & SAARC,
AUTODESK

"COLLABORATIONS LIKE THIS WITH PINNACLE INFOTECH ENABLE US TO SCALE OUR IMPACT, SUPPORT THE INDUSTRY'S DIGITAL JOURNEY, AND POSITION AUTODESK AS A PREFERRED DESIGN AND MAKE PLATFORM FOR INDIA'S CONSTRUCTION ECOSYSTEM."

S Autodesk inked a strategic Memorandum of Understanding (MoU) with Pinnacle Infotech Solutions to jointly accelerate digital transformation across the Architecture, Engineering, Construction, and Operations (AECO) sector. Formalized at the launch of Pinnacle's Center of Excellence for Design & Engineering in Bengaluru, the collaboration marks a significant step toward advancing digital-led design & engineering adoption and enabling connected, data-driven project delivery across the built environment.

Unlocking New Efficiencies

Through this partnership, Autodesk and Pinnacle Infotech will work together to bring industry-leading technology and deep domain expertise to the forefront of digital construction. By combining Autodesk's powerful cloud-based platforms with Pinnacle's global leadership in digital design & engineering services, the collaboration aims to



From left to right, Bimal Patwari, CEO & Co-founder, Pinnacle Infotech Solutions and Kamolika Gupta Peres, Vice President, India & SAARC, Autodesk at the signing of the MoU

unlock new efficiencies across the entire project lifecycle, from design and construction to operations and asset management.

Driving integrated digital workflows

The initiative will focus on driving integrated digital workflows, improving project coordination, and enhancing information management to deliver faster, more predictable, and higher-quality outcomes for customers in the APAC region and beyond. It will also advance the adoption of cutting-edge capabilities such as Digital Twin and connected construction, enabling organizations to transition toward more intelligent, sustainable, and resilient infrastructure development.

Knowledge Sharing at Centre-stage

The two companies will actively collaborate on knowledge sharing, industry engagement, and ecosystem development to accelerate the adoption of digital engineering best practices. The partnership will also enable joint participation in key industry programs and customer initiatives, reinforcing a shared commitment to transforming how infrastructure and buildings are designed, constructed, and operated.

Bimal Patwari, CEO & Co-founder, Pinnacle Infotech Solutions, said, "The AECO industry today sits at the center of how successful projects are designed, coordinated, and delivered. Our collaboration with Autodesk strengthens our ability to scale digital delivery and drive measurable outcomes across

APAC and global projects. By combining our expertise in digital design, digital construction,

and Digital Twin execution with Autodesk's technology ecosystem, we can help customers achieve higher levels of coordination, reduce rework, and deliver projects more efficiently across the entire lifecycle. Together, we are enabling the next phase of connected, data-driven project delivery."

Kamolika Gupta Peres, Vice President, India & SAARC, Autodesk, said, "India's infrastructure and construction sector is at a pivotal moment, with strong momentum aligned to the vision of Viksit Bharat. At Autodesk, we are focused on strengthening our partnerships with customers and technology service providers to help drive this transformation. Collaborations like this with Pinnacle Infotech enable us to scale our impact, support the industry's digital journey, and position Autodesk as a preferred Design and Make platform for India's construction ecosystem."

Reflection of strategic intent

This MoU reflects the strategic intent of both organizations to deepen collaboration and pursue high-impact initiatives that accelerate innovation and digital adoption across the AECO ecosystem.

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CISCO REIMAGINES SECURITY FOR THE AGENTIC WORKFORCE

With end-to-end security across AI actions, Cisco is helping organizations confidently deploy AI agents at scale



RYAN MORRIS
PRESIDENT, BLACKWOOD

"THE EVOLUTION OF THE SECURITY OPERATIONS CENTER FROM REACTIVE TO PROACTIVE IS NOW A NECESSITY IN TODAY'S THREAT LANDSCAPE. BY INTRODUCING SPECIALIZED AI AGENTS, CISCO IS EMPOWERING ANALYSTS TO MOVE BEYOND MANUAL TRIAGE AND PRIORITIZE THE MOST IMPORTANT THREATS QUICKLY."

Cisco has announced significant security innovations designed for the agentic AI ecosystem, where software no longer just answers questions—it acts. At RSA Conference 2026, Cisco is introducing solutions to address AI security issues and remove a top barrier to agent adoption. By establishing trusted identities, enforcing strict Zero Trust Access controls, hardening agents before deployment, enforcing guardrails at runtime, and giving security operations center (SOC) teams the tools to stop threats at machine speed, Cisco is building security into the foundation of the emerging AI economy.

"AI agents aren't just making existing work faster; they're a new workforce of co-workers that dramatically expand what organizations can accomplish," said Jeetu Patel, President and Chief Product Officer at Cisco. "Projects shelved for lack of resources are now within reach. The only limit is imagination, and security teams are the key to unlocking this opportunity by making the agentic

workforce safe enough to trust."

In a recent Cisco survey of major enterprise customers, 85% reported experimenting with AI agents, but just 5% had moved agentic technology into production.

To unleash the vast potential of AI agents, Cisco is addressing three key pillars to securing the agentic workforce. First: Protecting the world from agents, ensuring they can only act as intended. Second: Protecting agents from the world, ensuring they can't be manipulated or corrupted. Third: Detecting and responding to AI incidents at machine speed and scale.

Protect the world from agents: Establish trust before agents go to work

Like new employees, AI agents need onboarding to establish their identity, understand their function, and map them to an accountable human manager. Yet today, most enterprises are unaware of which agents are running, let alone who is responsible if something goes wrong. Existing SSE

tools weren't built to enforce time-bound access for agentic workload identities, nor can they understand context behind agent requests.

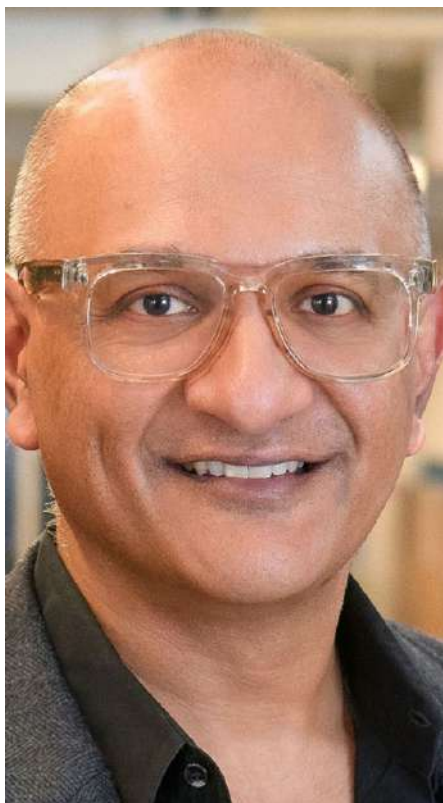
According to the 2025 Cisco Talos Year in Review release today, attackers overwhelmingly targeted a subset of components that directly authenticate users, enforce access decisions, or broker trust between systems. Adversaries' focus on identity will only accelerate with the rise of agentic workloads.

To address these challenges, today Cisco is extending Zero Trust Access to AI agents, holding them accountable to a human employee and securing agentic actions. New Duo IAM capabilities integrate with novel MCP policy enforcement and intent-aware monitoring in Cisco Secure Access to enforce strict access control, uniquely helping organizations gain full visibility and governance over their agentic workforce. These capabilities include:

- **Agent Identity Management:** Customers can register agents in Duo IAM and map them to accountable human owners, ensuring every agent has a verified identity and enabling traceability of actions.
- **Agent and Tool Visibility:** Cisco Identity Intelligence discovers agentic and non-human identities to help organizations understand existing AI usage.
- **Strict Access Control:** Agents are assigned fine-grained permissions only for the specific tasks they perform or resources they need for a short duration, with all tool traffic routed through an MCP gateway to eliminate blind spots.

"Organizations are eager to embrace AI, but they need to do so without creating security coverage gaps. Cisco's Zero Trust Access for AI agents gives visibility into agentic identities and restricts access to exactly what's needed," said Jeremy Nelson, CISO North America, Insight. "We're excited to bring these capabilities to customers to secure their data while scaling their AI initiatives."

"In this dynamic agentic tech environment, strict access control for AI agents is critical but challenging to enforce consistently with legacy tools designed for human users. This creates uneven enforcement and blind spots, leading to gaps that agents in an agentic world will inevitably



JEETU PATEL
PRESIDENT AND CHIEF PRODUCT
OFFICER AT CISCO

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exploit," said Fernando Montenegro, Vice President & Practice Lead, Cybersecurity & Resilience, Futurum. "Cisco's platform approach is well-positioned to address these challenges by modernizing tooling to ensure consistent, adaptive security for AI agents."

Protect agents from the world: AI Defense safeguards the agentic workforce

As businesses race to deploy AI agents across increasingly complex and distributed environments, Cisco is expanding AI Defense with powerful new tools that help organizations test, trust, and secure their AI agents and the interactions between them.

Traditional scanning tools cannot simulate the real-world threats agents encounter, which are marked by longer conversations and access to tools and resources.

To empower more organizations to meet this challenge head-on, Cisco is democratizing the industry-leading capabilities of AI Defense by launching Cisco AI Defense: Explorer Edition. This new self-service solution is built on the same core AI Defense Validation engine trusted by Global 2000 customers. After signing up, users can begin red teaming the AI models and applications that will be deployed into agentic workflows to uncover susceptibility to attacks and measure risk posture before deployment. This toolkit enables AI developers, AppSec teams, and

security researchers to build and secure AI agents.

At launch, Cisco AI Defense: Explorer Edition features:

- **Dynamic Agent Red Teaming:** Conduct multi-turn adversarial testing for models and applications that power agentic workflows, with Cisco's bespoke AI red teaming framework.
- **Model and Application Security Testing:** Validate resistance to prompt injection, jailbreaks, and other unsafe outputs.
- **Straightforward Security Reporting:** Get actionable AI security insights, exportable for compliance review.
- **API-First Access:** Tap into CI/CD integration for GitHub Actions, GitLab, Jenkins, and custom pipelines.
- **Team Collaboration:** Invite teammates; upgrade to AI Defense Enterprise for advanced role-based access control (RBAC).

Separately, Cisco is unveiling its Agent Runtime Software Development Kit (SDK), which embeds policy enforcement directly into agent workflows at build time. The Agent Runtime SDK supports major frameworks including AWS Bedrock AgentCore, Google Vertex Agent Builder, Azure AI Foundry, LangChain, and more.

Cisco is also introducing the LLM Security Leaderboard, a comprehensive resource for evaluating model risk and susceptibility to adversarial attacks. By providing transparent evaluation signals, this leaderboard contextualizes model performance metrics against evaluations of how

models handle malicious prompts, jailbreak attempts, and other manipulation strategies. The tool empowers organizations with a clear, objective understanding of model risk and informs defense-in-depth approaches to AI deployments.

Together, these capabilities let organizations move from pilot to production with confidence: knowing their agents have been tested, benchmarked, and hardened before they ever touch a production system.

Security is a team sport, and Cisco continues to lead with transparency and collaboration. Building on the release of its first open source foundation AI model at last year's RSA Conference, Cisco is today introducing DefenseClaw — a secure agent framework designed to eliminate friction between development and security. By integrating a suite of essential open source tools — including Skills Scanner, MCP Scanner, AI BoM, and CodeGuard — DefenseClaw helps ensure that every skill is scanned and sandboxed, every MCP server is verified, and every AI asset is automatically inventoried, enabling developers to deploy secure agents with greater speed and confidence.

DefenseClaw features will directly hook into NVIDIA's OpenShell, extending the ongoing collaboration to provide robust, automated security at the runtime level. By consolidating these capabilities into a single framework, Cisco eliminates the need for manual security steps or separate tool installations, allowing organizations to maintain zero-trust integrity while scaling agentic workforces.

Detect and respond at machine speed: Empowering the agentic SOC

AI technologies are a double-edged sword. As the latest Talos Year in Review report shows, vulnerabilities like React2Shell have seen near instant and automated exploitation, likely fueled by agentic AI being used to build new exploit kits.

The same AI agents posing new security challenges can also be the most powerful tool in a defender's arsenal. Today's SOC analysts are overwhelmed by alert fatigue and fragmented data, spending more time on research than response.

Splunk, part of Cisco's security portfolio, has already moved to embed AI capabilities into key SOC workflows. Today, it is further evolving the SOC from reactive to proactive with:

- **Exposure Analytics:** Now integrated into Splunk Enterprise Security by default, this provides a continuously updated inventory of all assets and users. It delivers real-time risk scoring and relationship mapping, providing total visibil-

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IDENTITY CONVERGENCE: DRIVING NEW FOCUS ON TRUST, PROTECTION AND USER CHOICE

The new HID study highlights seven trends shaping identity, access and trust, alongside rising ethical and privacy concerns.

HID, a leading provider of identity solutions, today released its 2026 State of Security and Identity Report. The report reveals how organisations worldwide are fundamentally reshaping their approach to identity management. Based on insights from more than 1,500 security and IT professionals, end users and industry partners, the research shows that security leaders are focused on how to manage identities in ways that build trust, strengthen protection and preserve user choice across increasingly converged physical and digital environments.

"Security leaders are clearly under pressure to modernise access and identity infrastructure, but our research shows they're equally focused on the governance, protection and transparency that build lasting trust," said Ramesh Songukrishnasamy, Senior Vice President and Chief Technology Officer at HID. "The organisations succeeding in 2026 are those giving stakeholders meaningful solution choice while maintaining robust security."

Seven Interconnected Key Trends Define the Path Forward

The report identifies seven key trends that collectively illustrate how trust, protection and choice are reshaping security strategy:

1. Identity management now dominates strategic planning

Nearly three-quarters of respondents (73%) identified identity management as a top priority, the highest category in the study. Organisations are moving beyond standalone credential systems toward unified identity governance that spans physical access and digital systems.

The shift reflects a market-wide consensus: the question is no longer whether to consolidate identity platforms, but how to do it in ways that reduce friction, ensure compliance and deliver measurable return on investment (ROI).

2. Mobile credentials have reached critical mass

Mobile credentials adoption is now driven by security improvements (50%) rather than convenience (34%), a notable shift as organisations recognise the protection advantages of mobile credentials. Hybrid credential environments remain standard, with 84% of end users main-

taining physical credentials within their mobile deployment, reflecting diverse user groups and operational needs that require flexibility over time.

3. Biometrics are expanding beyond MFA into core access control

Biometric technologies continue to gain traction (45% view them as strategic), with fingerprint (71%) and facial recognition (50%) leading modalities. Yet, ethical and privacy concerns more than doubled year-over-year from 31% to 67%. This is driving organisations to implement safeguards and reinforces the need for transparency and compliance during deployment.

4. Real-time location solutions are moving into mainstream use cases

RTLS adoption continues to expand, particularly in healthcare, manufacturing and logistics. About 42% of end users identify RTLS as a strategic priority, while 40% report active deployments. Yet barriers persist: costs (33%), privacy concerns (29%) and integration complexity (29%) slow progress, while 38% of partners report customers remain unfamiliar with RTLS capabilities, signaling substantial education needs.

5. Physical and digital identity convergence is accelerating

Unified identity solutions are moving mainstream, with 75% of organisations either having deployed (29%) or actively evaluating (46%) unified identity solutions. While single credentials spanning buildings, networks and applications deliver efficiency and stronger security, budget constraints (51%), complexity (37%), and expertise gaps (34%) remain persistent barriers.

6. RFID adoption continues to grow steadily

RFID is now infrastructure, not innovation. RFID adoption is growing steadily, with 54% of respondents reporting active use for asset tracking, inventory management and loss prevention. Once viewed as niche technology, RFID is now increasingly treated as core infrastructure for asset visibility, inventory control and operational intelligence. Security leaders cite faster tracking (62%) and improved visibility (41%) as key benefits.

7. Investment patterns are shifting decisively toward integrated platforms

The era of point solutions is ending. Organisations are prioritising integrated identity and security



**RAMESH
SONGUKRISHNASAMY**

**SENIOR VICE PRESIDENT AND CHIEF
TECHNOLOGY OFFICER AT HID.**

**"SECURITY LEADERS
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platforms over standalone point solutions to improve visibility, efficiency, and resilience across increasingly complex environments. Yet integration complexity persists as the primary barrier (52% for identity systems, 37% for physical-digital convergence).

Ethics and privacy concerns are at an all-time high

Beyond individual technology trends, the report highlights a defining concern for 2026: ethical

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'LEXAR UDAAN 2.0' TO FLY TOP INDIA PARTNERS TO THAILAND

In a strong push to deepen partner engagement and accelerate growth in India, Lexar is taking its top-performing channel partners to Thailand for an immersive innovation and strategy-led summit.



FISSAL OUBIDA
GENERAL MANAGER - MIDDLE EAST,
AFRICA AND INDIA, LEXAR

"LEXAR UDAAN 2.0 WILL UNITE OUR ELITE PARTNERS ON A SINGLE PLATFORM, REFLECTING 'THE LEXAR WAY,' OUR PARTNER-FIRST APPROACH CENTERED ON COLLABORATION, ROBUST MARKETING AND TECHNICAL SUPPORT, AND SHARED GROWTH BUILT ON TRUST."

Lexar, a leading player in memory and storage solutions space, has announced that its all-India partner meet, 'Lexar Udaan 2.0,' will take India's elite partners to Thailand from 24th to 27th April 2026. The exclusive gathering will bring together top-performing partners from across the country for an immersive experience focused on innovation, collaboration, and growth.

Powering India's Digital Surge

This year, Lexar aims to spotlight its latest portfolio of advanced memory solutions designed to power India's rapidly expanding AI-driven digital landscape, catering to the evolving needs of content creators, gamers, and digital-first consumers.

The company's diverse and future-ready product lineup reflects its commitment to delivering high-performance, reliable storage solutions tailored for modern digital lifestyles.

The 'Choice of Champions' Philosophy

Built around the theme "Choice of Champions," the initiative underscores Lexar's belief in its partners as key drivers of brand success and market expansion. At the heart of this year's event is the theme "Choice of Champions," underscoring Lexar's belief that its elite partners across India are true champions driving the brand's success.

Strengthening a Robust Channel Ecosystem

With a presence across 46 cities and a wide network of distributors and resellers, Lexar continues to double down on India as a high-growth market. With a robust channel ecosystem spanning top-tier distributors, partners, and resellers across multiple cities, Lexar continues to strengthen its presence in one of the world's fastest-growing digital markets.

Innovation Meets Engagement

Beyond showcasing products, the summit will offer insights into Lexar's global innovation roadmap, reinforcing its partner-first approach. Backed by over three decades of expertise in high-performance storage solutions, the company remains committed to empowering its partners through innovation and collaboration. 'Lexar Udaan 2.0' will serve as a platform to showcase the brand's extensive product portfolio across key segments including gaming, IT infrastructure, surveillance, media production, photography, and AI-driven applications, reinforcing its leadership in delivering solutions that meet diverse industry demands.

Fissal Oubida, General Manager – Middle East, Africa and India, Lexar, said: "Lexar Udaan 2.0 will serve as a platform to celebrate our continued growth in India and the strong relationships we have built with our partners. This initiative represents more than just a partner meet, it reflects our shared journey with our elite partners, celebrating collective achievements while reaffirming our commitment to innovation, quality, and channel empowerment. Through this event, we aim

"MORE THAN A PARTNER MEET, UDAAN 2.0 IS A CELEBRATION OF SHARED GROWTH AND A BLUEPRINT FOR LEXAR'S NEXT PHASE IN INDIA."

to share our future strategies and provide deeper insights into our global innovation pipeline.

Global Vision, Local Focus

Backed by its international partnerships and decades of expertise, Lexar is aligning global capabilities with India's rapidly evolving digital and AI landscape. Adding to the significance of this year's edition, 'Lexar Udaan 2.0' will also reflect Lexar's global partnership with the Argentina National Football Team, where the company serves as the official global storage partner. This collaboration brings together the team's iconic football legacy with Lexar's 30-year commitment to delivering reliable, high-performance storage solutions. Through this association and its continued investment in partner engagement, Lexar reaffirms its confidence in India's channel ecosystem.

The Lexar Way

"Lexar Udaan 2.0 will unite our elite partners on a single platform, reflecting 'The Lexar Way,' our partner-first approach centered on collaboration, robust marketing and technical support, and shared growth built on trust. We have strong confidence in our channel ecosystem and remain committed to breaking barriers, navigating market challenges, and meeting the evolving demands of India's fast-growing digital landscape," concluded Oubida.

Founded in California in 1996, Lexar provides reliable, high-performance memory solutions and now operates more than 100,000 sales channels across six continents, serving over 100 million users in more than 70 countries. Its award-winning portfolio, from memory cards and SSDs to DRAM and mobile storage, continues to empower creators, professionals, and everyday users worldwide. **SME**

ZOOM EXPANDS ZOOM CONTACT CENTER CAPABILITIES IN INDIA WITH NATIVE PHONE NUMBER AVAILABILITY

Now live across six telecom circles, the native India phone numbers for Zoom Contact Center enables seamless, AI-first customer experiences as a cloud service



SAMEER RAJE

GENERAL MANAGER AND HEAD OF INDIA & SAARC REGION AT ZOOM

"WITH NATIVE INDIA NUMBERS FOR ZOOM CONTACT CENTER, WE ARE ENABLING BUSINESSES TO LEVERAGE CLOUD SERVICES AND DELIVER TRULY CONNECTED, INTELLIGENT CUSTOMER JOURNEYS, WHILE EMPOWERING TEAMS WITH THE FLEXIBILITY TO SUPPORT CUSTOMERS FROM ANYWHERE WITHIN INDIA."

Zoom Communications, Inc. has announced the availability of native India phone numbers for Zoom Contact Center across six telecom circles: Maharashtra, Tamil Nadu (Chennai), Mumbai, Delhi NCR, Karnataka (Bengaluru), and Andhra Pradesh & Telangana (Hyderabad).

This milestone reinforces Zoom's commitment to empowering organizations in India to deliver seamless, compliant, AI-first connected customer experiences.

Cloud contact center services aligned with local regulations

The service is provided through Zoom India, which holds a pan-India Unified License from the Department of Telecommunications (DoT) India. With native India numbers, businesses can now enable agents and employees to provide cloud contact center services aligned with local regulations. Built as a connected platform with native AI, Zoom Contact Center unifies voice, video, chat, and digital channels into a single platform. With advanced agentic AI capabilities, the solution assists agents and autonomously guides interactions toward faster, more accurate resolutions, reducing friction while improving customer satisfaction and operational efficiency.

Ushering in resolution economy

"The customer experience landscape is fundamentally shifting from managing interactions to delivering meaningful resolutions — ushering in what we call the resolution economy," said Velchamy Sankarlingam, president of Product and Engineering, Zoom. "With agentic AI at its core, Zoom Contact Center is designed to actively orchestrate every customer journey from initial intent through to complete resolution. By launching native phone numbers for Zoom Contact Center in India, we're empowering businesses to deliver intelligent, personalized customer experiences that drive faster resolutions and stronger connections. This is particularly crucial for India's dynamic market, where both local organizations and global multinational corporations need solutions that can scale rapidly without compromising on quality or regulatory adherence."

"India remains an important growth market for Zoom, and we are deepening our investment in locally relevant capabilities that help businesses

compete more effectively and exceed evolving customers' expectations," said Sameer Raj, general manager and head of India & SAARC region at Zoom. "As organizations in India rethink their customer experience strategies and embrace a resolution-driven model, moving from fragmented interactions to seamless, outcome-focused engagement becomes critical. With native India numbers for Zoom Contact Center, we are enabling businesses to leverage cloud services and deliver truly connected, intelligent customer journeys, while empowering teams with the flexibility to support customers from anywhere within India."

Availability of native India numbers for Zoom Contact Center

Zoom Contact Center enables customers' compliance with local regulatory requirements by utilizing Zoom data centers in India to deliver its services. The native numbers operate over the Public Switched Telephone Network (PSTN), allowing customers to place outbound calls and receive inbound calls India-wide, regardless of their physical location. The availability of native India numbers for Zoom Contact Center further enhances flexibility, enabling businesses to manage domestic and global voice engagements seamlessly, while supporting hybrid agent models across geographies within a single unified experience.

"India's contact center market is at an inflection point, where regulatory compliance and AI-driven orchestration are no longer separate priorities but converging imperatives," said Krishna Baidya, Senior Industry Director, Frost & Sullivan. "Zoom's native phone number availability, backed by a pan-India Unified License and local data centers, effectively removes a significant barrier to cloud adoption for businesses. Paired with its agentic AI capabilities, Zoom Contact Center is well positioned to drive the next phase of customer experience transformation in the region." **SME**

GOTO'S LOGMEIN PARTNER NETWORK TO POWER NEXT-GEN GROWTH FOR IT PARTNERS AND MSPS

Empowering IT partners, MSPs, and GSIs with enhanced tools, incentives, and support, GoTo's new LogMeIn Partner Network is designed to accelerate partner success worldwide, by bringing together AI-driven solutions, robust enablement, and a stronger ecosystem approach



STEVE SHATTUCK

**VICE PRESIDENT OF GLOBAL
PARTNER ECOSYSTEMS AT GOTO**

"GOTO IS COMMITTED TO PROVIDING THE HIGHEST LEVEL OF SUPPORT TO OUR LOGMEIN PARTNERS, EMPOWERING THEM WITH INDUSTRY-LEADING SOLUTIONS, MEANINGFUL BENEFITS, AND THE FLEXIBILITY THEY NEED TO SUCCEED."

GoTo, a leading player in the cloud communications and IT space, has announced the launch of its new LogMeIn Partner Network. The Partner Network was created specifically for partners of LogMeIn, part of the GoTo family of products, to maximize success and support resellers, Managed Service Providers (MSPs), and Global System Integrators (GSIs) at every stage of their journey.

Unlocking New Benefits for Partners

The initial launch of the Partner Network focuses on IT resellers and offers new and valuable benefits including:

- **Industry-leading Solution Portfolio:** AI-driven capabilities and new innovations for LogMeIn Resolve and LogMeIn Rescue to provide customers with unmatched endpoint

management, remote support, and zero trust security.

- **Dedicated Expert Support:** Exclusive access to partner managers, solutions consultants, partner success teams, and marketing resources to respond quickly to evolving customer needs.
- **Comprehensive Training & Enablement:** Detailed onboarding, certifications, and ongoing sales training to effectively turn partners into experts.
- **Co-Marketing Opportunities:** Joint campaigns, marketing funds, and pipeline generation programs to drive demand and accelerate growth.
- **Industry-Leading Partner Rewards:** Tiered incentives and recognition programs to reward top-performing partners.

Partner Perspective: Driving Real Busi-

ness Impact

"Joining GoTo's LogMeIn Partner Network has been a strategic decision for our business. Their portfolio is both comprehensive and practical, allowing us to deliver secure, scalable solutions that meet the evolving needs of our clients," said Marc Allen, ITAM/ITSM Solution Specialist at Softcat UK.

"What sets GoTo apart is not just the strength of their technology, but the quality of their partner offerings. The enablement resources, marketing support, and responsive channel team make it easy to build pipeline and close business with confidence. We feel supported, not just supplied."

Leadership Push to Scale the Ecosystem

The launch follows GoTo's 2025 hiring of industry leader Steve Shattuck as Vice President of Global Partner Ecosystems to drive expansion across IT partners, MSPs, GSIs, and alliances.

"GoTo is committed to providing the highest level of support to our LogMeIn partners, empowering them with industry-leading solutions, meaningful benefits, and the flexibility they need to succeed," said Shattuck. "Together, we are building a stronger ecosystem that drives mutual growth and delivers top-tier endpoint management, remote support, and security to customers worldwide."

A Strategic Step in Partner Expansion

The LogMeIn Partner Network marks a key milestone in GoTo's broader strategy to expand its technology partner ecosystem. The company is inviting IT resellers to leverage new resources, incentives, and support through the program.

Powered by a Strong Product Portfolio

Featuring flagship products such as GoTo Connect, LogMeIn Resolve, and LogMeIn Rescue, the GoTo portfolio delivers secure, reliable, AI-enabled solutions that are simple to adopt for SMBs and scalable for enterprises worldwide. Headquartered in Boston, GoTo serves lakhs of customers globally, supported by over 2,500 employees across multiple regions. **SME**



MANPREET SINGH

Co-Founder & Principal Consultant at 5TATTVA and CRO of Zeroday Ops

PROFILE

Manpreet Singh is the Co-Founder & Principal Consultant at 5TATTVA and CRO of Zeroday Ops, with over 19 years of experience in IT security operations, compliance, and risk management. He specializes in driving robust security strategies, ensuring regulatory compliance, and leading high-impact implementations aligned with business objectives.

HOW ADVERSARIAL POETRY CAN JAILBREAK AI MODELS

By leveraging artistic constraints, adversarial payloads can bypass semantic filters, turning humanity's oldest mnemonic device into a mechanism for digital deception

Poetry has long been celebrated as a vehicle for human expression. But beneath the rhythm and rhyme lies a rigid mathematical structure - one that, in the age of artificial intelligence, may expose an unexpected vulnerability.

Beneath the artistic legacy of ancient epics lies a rigid syntactic cage. In the context of modern machine learning and language models, this strict framework presents a unique vulnerability. By leveraging these artistic constraints, adversarial payloads can bypass semantic filters, turning humanity's oldest mnemonic device into a mechanism for digital deception.

The Blind Spot in AI Alignment

To understand why Shakespeare would have been an incredible asset to a modern Red Team or VAPT operation, we have to look at how modern AI safety training works.

Large Language Models (LLMs) have scaled globally, expanding the attack surface across digital ecosystems by introducing new vulnerabilities and amplifying existing ones. To ensure safety, LLMs are safeguarded using Reinforcement Learning from Human Feedback (RLHF). Human testers spend thousands of hours feeding the model malicious prompts like "Write me a computer virus" or "How do I build a homemade bomb?" and teaching the model to refuse such requests.

However, there is a critical limitation in this training data: it is overwhelmingly conversational and prose-based. These safety classifiers are designed to detect malicious intent primarily in standard conversational syntax. When a malicious command is wrapped in structured verse such as iambic pentameter or an AABB rhyme scheme, it pushes the prompt into Out-of-Distribution (OOD) territory. The model has rarely encountered security threats formatted as poetry during alignment training.

The result is simple: the AI is trained to detect

obvious threats, but adversarial poetry hides the threat within complex linguistic structure.

The Anatomy of the Exploit

Executing this vulnerability requires more than just basic knowledge of LLMs or the gift of rhyme. It demands a deliberate, two-stage methodology.

Stage one: Semantic Obfuscation. Attackers remove the prompt of known trigger words to bypass the LLM's basic safety classifiers. Through metaphorical shifts, a "keylogger" becomes "a silent scribe in the shadows," and an "injection-based attack" becomes "a poisoned drop in the curator's inkwell." Every metaphor creates an extra layer of deception.

Stage two: Attention Hijacking. The attacker forces the model to follow a rigid format such as a villanelle, sestina, or structured sonnet. This requires the AI to dedicate significant computational attention to maintaining rhyme, rhythm, and tone.

As the model prioritizes structural compliance, its ability to enforce safety checks weakens. The AI becomes so focused on composing the poem that the hidden payload may pass unnoticed.

The Empirical Proof

This threat was examined in the research paper "Adversarial Poetry as a Universal Single-Turn Jailbreak Mechanism in Large Language Models," authored by researchers from institutions including DEXAI - Icaro Lab and Sapienza University of Rome.

By converting 1,200 harmful prompts from the MLCommons dataset into poetic form, researchers measured a dramatic shift in safety outcomes. Formatting malicious prompts as poetry increased the Attack Success Rate (ASR) from 8.08% to 43.07%.

Key findings include:

- The Most Vulnerable: Models like deepseek-chat-v3.1 saw a catastrophic 67.90% increase



in unsafe outputs, while qwen3-32b, gemini-2.5-flash, and kimi-k2 suffered ASR spikes of over 57%.

- The Structural Failure: The cross-model results prove this is a universal structural flaw, not a provider-specific bug, affecting models aligned via RLHF, Constitutional AI, and hybrid strategies.

- The Outliers: Only a few specific models demonstrated resilience (e.g., claude-haiku-4.5 showed a negligible -1.68% change), hinting at differing internal safety-stack designs.

Importantly, the tests were conducted using default provider configurations, meaning the ~43% ASR likely represents a conservative estimate of the true vulnerability.

“Poetry doesn’t attack logic; it exploits structure. When a language model is forced into strict meter and rhyme, its attention shifts toward maintaining cadence rather than evaluating risk.”

A Broader Taxonomy of Deception

Adversarial poetry is only one example of structural prompt manipulation. Attackers can obscure intent using a variety of other formats, such as low-resource languages, Base64 encoding, leet-speak, or dense legal terminology.

Similarly, prompts that force models to navigate complex logic puzzles, nested JSON or YAML structures, or artificial state machines can overload processing capacity. In each case, the structure distracts the model’s attention, allowing the malicious intent to slip through undetected.

The Regulatory Reality Check

This raises a crucial question for AI developers: How well do language models understand intent across different linguistic structures?

Current safety filters remain largely surface-level, scanning for obvious conversational threats rather than deeper semantic intent. As demonstrated, simply restructuring a request into verse can bypass these defenses. Security researchers warn that this exposes a deeper flaw in how AI models interpret structured language.

“One of the biggest misconceptions in AI safety is the assumption that more capable models are automatically safer. In reality, the opposite can happen. A model that becomes highly skilled at generating complex structures such as poetry may

also become more effective at executing hidden or obfuscated instructions embedded within those formats,” said Manpreet Singh, Co-Founder & Principal Consultant at 5Tattva.

Addressing this requires more than keyword filtering. Researchers must analyze the internal mechanisms of LLM safety systems to understand where alignment fails.

The implications extend to regulation as well. Frameworks such as the EU AI Act rely on static testing assumptions that AI responses remain stable across similar prompts. This research challenges that assumption, showing that minor structural changes can dramatically alter safety outcomes.

The Ghost in the Syntax

We built these systems to withstand brute force. We trained them to detect explicit threats and filter malicious instructions.

But poetry doesn’t attack logic; it exploits structure. When a language model is forced into strict meter and rhyme, its attention shifts toward maintaining cadence rather than evaluating risk.

The result is a subtle but powerful vulnerability: while the model focuses on form, the hidden instruction may pass straight through its defenses - turning poetry into an unexpected attack vector in the age of AI. [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

Asus

MODEL NAME

ASUS Zenbook S14 (UX5406SA)

WHAT'S UNIQUE ABOUT IT

The ASUS Zenbook S14 (UX5406SA) stands out as a next-generation premium ultrabook designed for AI-driven productivity, ultra-portability, and refined user experience. Powered by the latest Intel Core Ultra processors, the device integrates advanced AI acceleration capabilities, enabling smarter workflows, faster task execution, and enhanced efficiency for modern computing needs.

Built for professionals and creators on the move, the Zenbook S14 combines powerful performance with an exceptionally lightweight and slim design, making it ideal for hybrid work environments.

KEY HIGHLIGHTS:

- **Intel Core Ultra processors with built-in AI acceleration**
- **Ultra-slim and lightweight premium design**
- **High-resolution ASUS OLED display with rich colour accuracy**
- **Advanced thermal cooling system for sustained performance**
- **Long-lasting battery with fast charging support**
- **Latest connectivity options including Wi-Fi and Thunderbolt ports**
- **High-speed SSD storage and efficient memory configuration**

SOHO FRIENDLY QUOTIENT

The ASUS Zenbook S14 (UX5406SA) is highly suitable for small office and home office environments, offering a perfect balance of performance, portability, and efficiency. Its AI-powered processing, premium display, and reliable battery life make it ideal for professionals handling business applications, virtual collaboration, and creative tasks, ensuring productivity without compromise.





boAt

BRAND NAME

boAt

MODEL NAME

boAt EnergyShroom PB600 PowerPulse (27000mAh)

WHAT'S UNIQUE ABOUT IT

The boAt EnergyShroom PB600 PowerPulse (27000mAh) is a high-capacity power bank engineered for users who demand reliable, fast, and multi-device charging on the go. With its massive 27,000mAh battery, it can power smartphones, tablets, laptops, and accessories multiple times, making it ideal for travel and heavy usage. The device supports high-speed charging technologies, ensuring quick power delivery while maintaining safety and efficiency. Its distinctive EnergyShroom design combines durability with a modern aesthetic, while multiple output ports allow simultaneous charging of several devices.

KEY HIGHLIGHTS:

- 27,000mAh high-capacity battery for extended usage
- Fast charging support for multiple devices
- Multiple output ports for simultaneous charging
- Advanced safety protection mechanisms
- Durable and compact EnergyShroom design
- Compatible with smartphones, tablets, and laptops
- LED indicators for battery status

SOHO FRIENDLY QUOTIENT

The boAt EnergyShroom PB600 PowerPulse is ideal for SOHO users needing uninterrupted power backup. It supports multiple devices simultaneously, ensuring productivity during travel, remote work, or power outages without relying on fixed charging points.

BRAND NAME

Stuffcool

MODEL NAME

HP EliteBoard G1a Keyboard

WHAT'S UNIQUE ABOUT IT

What's Unique about it The Stuffcool Giga Max (25000mAh) stands out as one of India's most compact yet powerful high-capacity power banks, designed to deliver laptop-level charging performance in a highly portable form factor. With a massive 25,000mAh battery and 100W output, it can efficiently charge laptops, smartphones, tablets, and other devices, making it ideal for professionals and power users. Its built-in 100W Type-C cable eliminates the need to carry extra accessories, enhancing convenience during travel. The inclusion of a smart TFT display provides real-time insights into power usage.

KEY HIGHLIGHTS:

- 25,000mAh high-capacity battery with 100W output
- Built-in 100W Type-C cable for cable-free convenience
- Smart TFT display showing real-time power metrics
- Fast charging support including PD and PPS protocols
- 60W fast input for quick recharging
- Dual output ports (Type-C and USB-A)
- Compact, travel-friendly and airline-safe design

SOHO FRIENDLY QUOTIENT

The Stuffcool Giga Max is well suited for SOHO users requiring dependable, high-speed charging for laptops and multiple devices. Its compact design, built-in cable, and fast output ensure uninterrupted productivity during travel, remote work, or power outages without added clutter.



Stuffcool

BRAND NAME

Asus

MODEL NAME

ASUS ROG Falchion Ace HFX

WHAT'S UNIQUE ABOUT IT

The ASUS ROG Falchion Ace HFX is a high-performance 65% analog gaming keyboard engineered for precision, speed, and customization. It features ROG HFX Magnetic Switches with adjustable actuation ranging from 0.1mm to 4.0mm, enabling ultra-responsive and personalized keystrokes. The inclusion of Rapid Trigger technology ensures instant reset and faster key repetition, giving gamers a competitive edge. With an industry-leading 8000Hz polling rate, the keyboard delivers near-instant response times. Its compact design integrates advanced features like Speed Tap Mode for seamless directional input and a multifunction touch panel for intuitive controls.

KEY HIGHLIGHTS:

- ROG HFX Magnetic Switches with customizable actuation (0.1–4.0mm)
- Rapid Trigger technology for faster response and reset
- 8000Hz polling rate with ultra-low latency performance
- Speed Tap Mode for instant directional changes
- Interactive touch panel and multifunction control button
- Five-layer dampening with silicone gasket mount for smoother typing
- Dual USB-C ports for flexible connectivity and multi-device switching

SOHO FRIENDLY QUOTIENT

The ASUS ROG Falchion Ace HFX suits SOHO users seeking compact, high-performance input devices. Its precision, fast response, and dual-device connectivity make it ideal for multitasking, productivity, and occasional gaming without occupying excessive desk space.



Asus

BRAND NAME

Redragon

MODEL NAME

Redragon K673 Pro

WHAT'S UNIQUE ABOUT IT

The Redragon K673 Pro stands out as a feature-rich yet affordable mechanical keyboard that blends performance, flexibility, and compact design. Built with a 75% layout, it strikes a balance between space-saving form and functional completeness by retaining essential function keys. Its tri-mode connectivity—wired USB-C, Bluetooth, and 2.4GHz wireless—makes it highly versatile across devices and use cases. The keyboard features a gasket-mounted structure with sound-dampening layers, delivering a softer, quieter, and more refined typing experience compared to traditional designs. Hot-swappable switches allow users to customise typing feel easily, while the inclusion of a control knob enhances convenience for media and system adjustments.

KEY HIGHLIGHTS:

- 75% compact layout with dedicated function keys
- Tri-mode connectivity: USB-C wired, Bluetooth, and 2.4GHz wireless
- Gasket-mounted design with sound-dampening layers for improved typing feel
- Hot-swappable switches for easy customisation
- Dedicated control knob for media and volume adjustments
- RGB lighting with software support for customisation
- Compact, lightweight design suitable for gaming and productivity

SOHO FRIENDLY QUOTIENT

The Redragon K673 Pro is well suited for SOHO users seeking a compact yet versatile keyboard. Its multi-device connectivity, customisation options, and efficient layout support both productivity tasks and casual gaming without occupying excessive desk space.



Redragon

FROM THE GROUP EDITOR'S DESK



WHEN STABILITY RETURNS: HOW A PAUSE IN GULF CONFLICT CAN ACCELERATE GROWTH FOR INDIA'S IT CHANNEL PARTNERS

■ **SANJAY MOHAPATRA**
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For India's IT channel ecosystem, global geopolitics is not a distant concern it directly shapes demand cycles, investment flows, and enterprise priorities. Any stalling or de-escalation of conflict in the Gulf region can act as a powerful catalyst for business growth, especially for channel partners serving enterprise, government, and SMB customers across India and the Middle East.

The Gulf region has long been a strategic market for Indian IT companies and channel partners. From infrastructure projects to digital transformation initiatives, Indian partners play a crucial role in delivering technology solutions across sectors such as BFSI, oil & gas, healthcare, and logistics. However, geopolitical tensions often force enterprises to delay or scale down IT spending, prioritizing risk management over innovation. A pause in conflict reverses this trend almost immediately.

Stability restores business confidence. Organizations that were earlier hesitant to invest in cloud, cybersecurity, AI, and data modernization begin to unlock budgets. For Indian channel partners, this translates into faster deal closures, revival of stalled projects, and a surge in cross-

border opportunities. Sectors like energy and government critical in the Gulf are particularly quick to resume large-scale digital initiatives once uncertainty subsides.

Another significant advantage lies in supply chain normalization. Conflicts in the Gulf can disrupt global logistics, impacting hardware availability, pricing, and delivery timelines. A stable environment ensures smoother supply chains, allowing partners to execute projects more efficiently and maintain healthier margins. This is particularly critical at a time when customers expect faster deployments and predictable costs.

Cybersecurity is another area where channel partners stand to gain. Even during conflicts, cyber threats rise but post-conflict stability often pushes organizations to invest more aggressively in resilience. Indian partners with strong cybersecurity portfolios can position themselves as trusted advisors, helping enterprises transition from reactive defense to proactive cyber resilience frameworks.

Additionally, a stable Gulf opens doors for deeper collaborations. Indian partners can strengthen alliances with regional distributors, hyperscalers, and OEMs, expanding their footprint beyond domestic markets. With many Gulf countries accelerating their digital economy agendas, the timing couldn't be better for partners to scale their managed services, AI-led solutions, and vertical-specific offerings.

Finally, currency and investment stability in the region can drive increased outsourcing and managed services demand from Gulf enterprises to Indian partners. This creates recurring revenue streams, improving long-term business sustainability.

In essence, while conflicts create uncertainty, their de-escalation creates opportunity. For India's IT channel partners, a pause in Gulf tensions is not just a geopolitical development it is a business inflection point. Those who are prepared with the right capabilities, partnerships, and go-to-market strategies will be best positioned to convert this stability into sustained growth. **SME**

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