

# SMECHANNELS

India's leading IT magazine for channel business

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**PRABHURAJ PATIL**

Senior Director, Physical Access  
Control Solutions  
ASEAN & India Subcontinent, HID

## HID POWERS INDIA'S IDENTITY-FIRST FUTURE THROUGH A NEW GENERATION OF SECURITY PARTNERS

As digital identity becomes the cornerstone of enterprise security, HID is enabling a smarter, more connected partner ecosystem to drive the next wave of innovation in mobile credentials, biometrics, cloud security, and trusted access management across India.....**Page..24**

# Meet the new Dell Pro PCs

Explore Dell Pro AI PCs — the new standard in professional-grade computing, delivering enhanced productivity, management, security and sustainability.



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# SME CHANNELS

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Akamai Charts Next Growth Phase In Apac, Bringing AI Inference Closer To Enterprises Through Edge-Powered Infrastructure

## EDITORIAL

### INDIA'S DEFENCE MODERNIZATION DRIVE OPENS NEW VISTAS FOR IT CHANNEL PARTNERS

**MANASH RANJAN DEBATA**  
manash@accentinfomedia.com



India's defence sector is undergoing one of its most significant transformations in recent decades. Driven by geopolitical realities, rapid technological advancements, and the government's vision of self-reliance under the Atmanirbhar Bharat initiative, the country is investing heavily in modernizing its military capabilities. Modern warfare is increasingly technology-driven. From artificial intelligence (AI) and cybersecurity to cloud computing, data analytics, unmanned systems, and secure communications, digital technologies are becoming integral to defence operations. As India accelerates investments in network-centric warfare, command-and-control systems, border surveillance, and defence manufacturing, the demand for advanced IT solutions is growing rapidly.

This shift presents a major opportunity for IT channel partners. Defence organizations and public-sector undertakings are seeking expertise in areas such as cybersecurity, secure networking, edge computing, AI-powered analytics, and data management. Channel partners with capabilities in these domains can play a crucial role in deploying, integrating, and maintaining mission-critical infrastructure.

As military assets become increasingly connected, protecting sensitive networks and operational systems has become a strategic priority. Channel partners specializing in cybersecurity operations, threat intelligence, identity management, and zero-trust architectures can find significant opportunities in defence projects and related government initiatives.

Another growth area is AI and data analytics. Defence agencies are exploring AI-driven applications for surveillance, predictive maintenance, logistics optimization, and intelligence gathering. Channel partners can help bridge the gap between technology vendors and defence users by delivering customized solutions and implementation support.

The rise of indigenous defence manufacturing is also creating opportunities. As Indian startups and defence technology firms develop drones, communication systems, sensors, and electronic warfare platforms, they require robust IT infrastructure, cloud platforms, software development tools, and cybersecurity frameworks. Channel partners can become trusted technology enablers for this emerging ecosystem.

As India strengthens its defence capabilities and expands domestic manufacturing, IT channel partners have an unprecedented opportunity to become key contributors to the nation's security and technological advancement. For those willing to invest in specialized skills and long-term relationships, defence may well become one of the most rewarding technology markets of the decade. **SME**

## MY EXPERIENCE

### Microsoft Surface Copilot+ PC

Microsoft Surface Copilot+ PC is a next-generation AI-powered computing device designed to deliver exceptional productivity, creativity, and performance for modern users. Built around Microsoft's new Copilot+ PC architecture, the device combines premium hardware with advanced on-device artificial intelligence capabilities to create a smarter and more intuitive computing experience.

**SPECIAL FEATURE :** BUILT-IN MICROSOFT COPILOT AI ASSISTANT, POWERFUL NPU FOR ON-DEVICE AI PROCESSING, LONG-LASTING BATTERY LIFE, PREMIUM LIGHTWEIGHT DESIGN, HIGH-RESOLUTION TOUCHSCREEN DISPLAY, AI-ENHANCED PRODUCTIVITY TOOLS, INTELLIGENT SEARCH AND RECALL FEATURES, SEAMLESS MICROSOFT 365 INTEGRATION, ADVANCED SECURITY FEATURES



### FINAL WORD:

The Microsoft Surface Copilot+ PC represents a significant leap forward in personal computing by bringing AI capabilities directly to the device. Its combination of intelligent features, premium design, efficient performance, and seamless user experience makes it an excellent choice for professionals, students, and creators looking to harness the power of AI.

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## REDINGTON PARTNERS WITH ANYTRON TO DELIVER END-TO-END DIGITAL LABEL FINISHING SOLUTIONS ACROSS INDIA



Redington, a leading integrated technology distributor, has announced its strategic partnership with Anytron, a provider of digital label finishing solutions. Through this partnership, Redington will bring Anytron's portfolio of digital finishing technologies to the Indian market, further strengthening its digital printing ecosystem with end-to-end production workflow capabilities.

The partnership marks a strategic expansion of Redington's digital printing portfolio beyond print engines, enabling customers to access integrated solutions covering the complete label production process from printing to finished output. Anytron's portfolio includes digital finishing solutions for lamination, die-cutting, slitting, trimming, and rewinding, designed to support short-run, on-demand, and customized label production requirements.

As demand continues to rise across label and packaging segments,

finishing is one of the key bottlenecks for converters. However, this partnership aims to bridge that critical gap by addressing the growing demand for compact, digital-first finishing solutions in India, and making it more accessible across markets.

The collaboration also complements Redington's existing digital printing portfolio, including solutions such as HP Inc. Indigo presses, enabling customers to build fully integrated production environments with improved workflow ownership and operational efficiency. Redington's pan-India reach, service network, and more than two decades of experience in the digital printing industry, will enable market expansion of Anytron's solutions.

K.S. Ramesh, Vice President, Digital Printing, Redington Limited, said, "Our partnership with Anytron reflects our continued focus on strengthening the digital printing ecosystem with solutions that address evolving production requirements."

## Bybit Named to Fortune Crypto 100 as It Accelerates Its Vision for The New Financial Platform

Bybit has announced its inclusion in the inaugural Fortune Crypto 100, a prestigious ranking recognizing the most influential companies and protocols shaping the future of the global digital asset ecosystem.

The Fortune Crypto 100 recognizes organizations driving innovation, building critical

market infrastructure, and expanding the role of digital assets in the broader financial system. Bybit was recognized in the CeFi category, which includes crypto-first companies such as exchanges, lenders, and custodians that facilitate the trading, custody, and movement of digital assets. The ranking brings together both crypto-native

leaders and established financial institutions, reflecting the growing role of digital assets within global finance.

"This recognition reflects the trust our users place in us, the dedication of our team, and the progress our industry has made over the years," said Ben Zhou, Co-founder and CEO of Bybit.

"Crypto is becoming an integral part of the global financial system. We are honored to be recognized among the companies helping build the infrastructure, products, and standards that will support its continued growth."

## LTM Launches AI 1000 to Develop the Next Generation of Forward Deployed Engineers

LTM, the Business Creativity partner to the world's largest enterprises, today announced AI 1000, a strategic workforce transformation initiative anchored by a dedicated Center of Excellence (CoE). The program will develop a pool of 1,000+ AI-certified engineers, including Forward Deployed Engineers (FDEs), to help enterprises adopt, deploy, and scale AI.

The launch comes amid a major shift in enterprise tech talent. The FDE — among the fastest-growing roles in the AI ecosystem — combines the technical knowledge of LLMs and domain SLMs with business understanding to turn ideas into quantifiable ROI accretive outcomes and to drive client adoption. AI 1000 is LTM's structured response to this shift: it provides the training, platforms, and governed career frameworks to develop FDEs at scale.

AI1000 takes an end-to-end approach to talent development via a four-stage model: Identify, Enable, Deploy, and Govern. It starts by identifying high-potential engineers using a proprietary AI Readiness Index. This is followed by curated learning journeys focused on AI-native skills and on validating capabilities through hackathons and real-world use cases. Qualified engineers are then deployed into AI programs

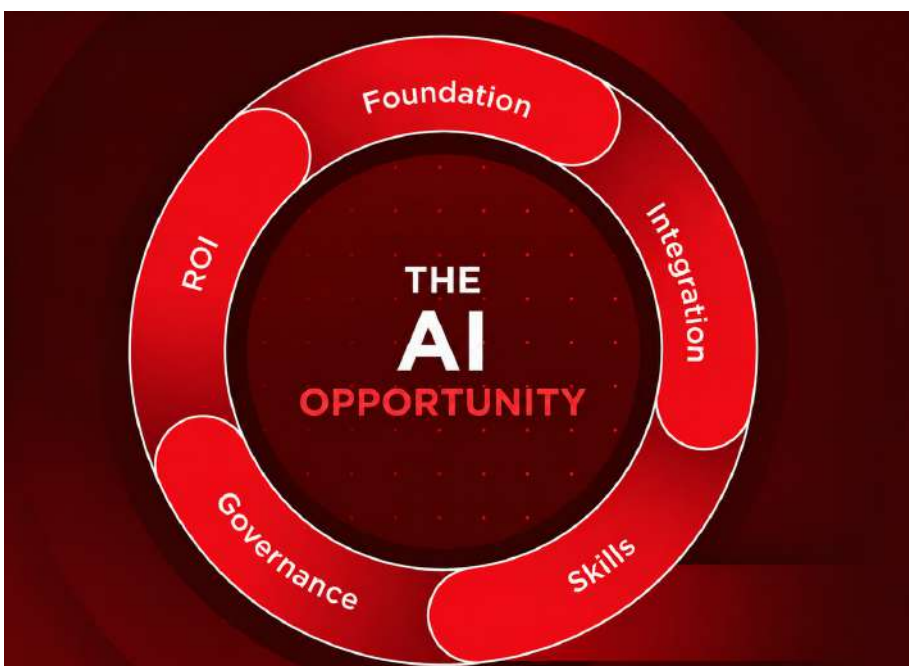
## LG ELECTRONICS DEMONSTRATES THE EVOLUTION OF THE AI HOME ECOSYSTEM

LG Electronics (LG) shared its vision for AI Home experiences, presenting a roadmap toward a "Zero Labor Home" where intelligent technologies proactively reduce daily household effort and enhance everyday living.

At the heart of this vision is LG's belief that the future home should not simply connect devices, but understand people, anticipate their needs, and take action on their behalf. To realize this vision, LG Electronics is building an AI Home ecosystem powered by three core pillars: AI-powered appliances, ThinQ AI<sup>™</sup> orchestration, and autonomous home robots.

Together, these technologies form the foundation of the ThinQ AI Universe — LG's autonomous, hyper-connected, and deeply personalized spatial operating system. Built on decades of hardware innovation and powered by LG's Affectionate Intelligence, the ecosystem is designed to learn household routines, coordinate devices seamlessly, and ultimately eliminate everyday friction throughout the home. LG's AI Home vision is built upon three interconnected technological pillars that work together to create more autonomous living environment.

## FIVE LOOPS THAT DETERMINE AI SUCCESS



### EXECUTIVE MOVEMENT



ZENDESK NAMES TIFENN DANO KWAN CMO



CROWDSTRIKE APPOINTS DR. BARTLEY RICHARDSON, CHIEF AI AND AUTONOMOUS SYSTEMS OFFICER



QLIK NAMES SAUGATA SAHA NEW CHIEF EXECUTIVE OFFICER



RAH APPOINTS SANJIT TALAPATRA AS VICE PRESIDENT- CLOUD & DIGITAL TRANSFORMATION

Courtesy: Building Durable AI Advantage Tata Communications--Bloomberg Report, 2026



**HID**



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



Open More Spaces

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## New Relic Report Reveals AI-Generated Code Grades Higher in Review, Yet Triggers Rise in Production Incidents

New Relic, an Intelligent Observability Company, has released its 2026 State of AI Coding report, which reveals a central contradiction in the vibe coding era. While a staggering 94% of leaders rate AI-generated code as higher quality than human-authored code at the time of review, its deployment has triggered a significant operational tax once live. Once this code ships, 78% of respondents report more incidents, 86% report an increase in time senior staff spends fixing code and 74% report at least 25% of AI code needs significant rework when considering the past 12 months. Eighty-two percent experienced at least one production failure tied to AI-generated code in the past six months. Just 19% of organizations report no AI-generated code challenges in this time period.

Conducted in partnership with Hanover Research, the report surveyed U.S. technology leaders at upper mid-market and enterprise companies who use generative and agentic AI in software engineering on its downstream operational consequences. The data reveals a historic volume shift in software authoring that has reached well beyond startups, with 67% of technology leaders stating that AI now generates or significantly refactors between 51% and 75% of their organization's weekly code output.

## Mphasis Receives Tech Pioneer Award at IIT Madras Technology Summit 2026

Mphasis has announced that it has been conferred with the Tech Pioneer Award at the IIT Madras Technology Summit 2026 held in New Delhi recently. The recognition was awarded for Mphasis' support towards establishing the Mphasis Centre for Quantum Information, Communication and Computing (MCQuICC) at Indian Institute of Technology (IIT) Madras.

This award marks a significant milestone in the strategic collaboration between the Mphasis F1 Foundation and IIT Madras to advance quantum technology research and innovation in India. Established through a five-year CSR partnership spanning 2022–2027, the initiative is focused on strengthening India's capabilities in quantum computing, quantum communication, and quantum information sciences. The collaboration has also facilitated the development of a dedicated quantum research lab at IIT Madras, further enhancing the institute's capabilities in advanced quantum research and experimentation.

Since the signing of the partnership in 2022, it has made significant headway in advanced research, innovation, and talent development in quantum technologies through the MCQuICC at IIT, Madras.

## LTM Launches AI 1000 to Develop the Next Generation of Forward Deployed Engineers

LTM, the Business Creativity partner to the world's largest enterprises, today announced AI 1000, a strategic workforce transformation initiative anchored by a dedicated Center of Excellence (CoE). The program will develop a pool of 1,000+ AI-certified engineers, including Forward Deployed Engineers (FDEs), to help enterprises adopt, deploy, and scale AI.

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AI1000 takes an end-to-end approach to talent development via a four-stage model: Identify, Enable, Deploy, and Govern. It starts by identifying high-potential engineers using a proprietary AI Readiness Index.

## U.S. Federal Court Dismisses Natsoft's Patent Claims Against Hexaware

Hexaware Technologies Limited, a global provider of IT solutions and services, today announced that on June 9, 2026, the United States District Court for the Northern District of Illinois dismissed all claims in the complaint filed by Natsoft Corporation and its affiliate, Updraft, LLC, against Hexaware Technologies Limited and its subsidiary, Hexaware Technologies Inc. (the "Company"). The dismissal includes Natsoft's patent infringement claims—spanning nine patents across two patent families.

The Court's decision turned on a deficiency in Natsoft's patents. It found that the asserted patents claimed broad, abstract ideas rather than any specific, concrete invention, and were therefore ineligible for patent protection under U.S. law. That finding concerns the breadth and validity of Natsoft's patents—not the originality of Hexaware's platforms. Because the federal patent claims were dismissed, the Court declined to retain jurisdiction over the related state-law claims, which were dismissed as well. The Court has granted the plaintiffs time to file an amended complaint adding a new federal claim; if they do not, the Court is expected to enter final judgment.

## Payroll Moves into Strategic Spotlight as Workforce Complexity Grows

Payroll in India is undergoing a significant transformation, moving beyond its traditional administrative remit to become a strategic enabler of workforce planning, compliance and employee experience, according to ADP's annual Future of Pay 2026: India report.

As artificial intelligence reshapes how work gets done and introduces new layers of workforce complexity, payroll in India is undergoing a significant transformation—moving beyond its traditional administrative remit to become a strategic enabler of workforce planning, compliance and employee experience. This shift underscores the growing need for trusted partners to manage high-stakes payroll and HR processes with accuracy and accountability.

Drawing on insights from senior HR, finance and payroll leaders across India, the report highlights how rising cost pressures, regulatory changes, shifting labour markets and rapid technological advancement are reshaping expectations of payroll. While accuracy and timeliness remain non-negotiable, organisations increasingly view payroll as a source of insight that informs business decisions and builds employee trust. In a context where the cost of getting payroll and compliance wrong continues to rise, the value of getting it right has never been greater.



## Kaspersky India records strong 2025 growth, with B2B sales growing 31%

In 2025, Kaspersky's business development progressed against the backdrop of persistent cyberthreat landscape evolution, with the average daily number of malicious files detected by the company reaching half a million. Kaspersky continued advancing its cybersecurity product portfolio in the past year, issuing more than 560 product releases and upgrades, ensuring complete protection tailored to the diverse needs of its customers, whether it be individuals or global powerhouses.

Kaspersky continued bolstering the trend of the past several years, reinforcing its B2B business success: sales of the company's B2B product portfolio demonstrated solid growth and rose by 16% year-on-year. The company increased sales of cybersecurity products to both enterprise (+21% YoY) and small and medium-sized businesses (+7% YoY), with the sales performance of non-endpoint solutions, products designed to protect infrastructure beyond traditional laptops and servers, outpacing their endpoint counterparts, getting +29% YoY and +1% YoY, respectively.

## AI Investment Boom in Asia Pacific Fuelled More by Fear of Missing Out Than Actual Results

Enterprise AI spending is climbing rapidly, with boards racing to deploy the technology faster than they can measure whether it works. According to the latest IDC InfoBrief, commissioned by Expereo\*, around 70% of organizations are investing in AI, motivated by its potential or by the fear of falling behind the competition, but they lag in disciplined ROI evaluation, and one in five (20%) admit they are investing aggressively in AI with little evaluation, driven by the fear of being left behind.

In Asia Pacific (APAC), that pressure is even more pronounced as 37% of organizations admit investing aggressively with little evaluation – nearly double the global average, and well ahead of the US (10%) and Europe (13%). The pressure is most acute in Australia (45%) and Vietnam (44%), while in Singapore, more than one in three organizations admit the same.

The IDC InfoBrief, based on a survey of 800 technology leaders across APAC, Europe, and the US, found that AI has become one of the most prioritized technology investments globally.

## IIT Kanpur Launches New Undergraduate Program in Cybersecurity

Indian Institute of Technology Kanpur is launching a new undergraduate program, Bachelor of Cybersecurity (B.Cyber.), from the current academic session beginning July 2026. The selection of candidates for the program will be based on an initial screening using JEE Main scores and evidence of prior work in the field of cybersecurity, followed by an in-person assessment that will include a hackathon to be conducted on the IIT Kanpur campus.

Introducing the program, Prof. Manindra Agrawal, Director of IIT Kanpur, emphasized the growing importance of cybersecurity, particularly from a national security perspective. He noted that future conflicts will be fought as much in cyberspace as in the physical world. Critical national infrastructure will require strong protection against cyberattacks. Therefore, there is an urgent need to develop a cadre of highly trained experts capable of safeguarding national digital systems. Keeping this objective in mind, IIT Kanpur is launching this program with a unique structure.

## Rubrik Launches Rubrik Agent Cloud for Anthropic's Claude Code

Rubrik has launched Rubrik Agent Cloud (RAC) for Anthropic's Claude Code and Claude Cowork. Organizations can now deploy Claude-powered agents at scale with observability, control, and the industry's only agent rewind to reverse unintended actions, and immutable codebase recovery when an incorrect action outruns version control. A new, additional layer of resilience for Claude agents backs up, monitors, and restores the configuration that governs how agents behave.

Rubrik has also unveiled Autonomous Business Recovery (ABR) for Cloud Applications, the agentic cyber resilience solution that recovers cloud applications from data to network, identity and configurations. The end result is a rebuild of an organization's Minimum Viable Business (MVB) at machine speed.

With Rubrik Agent Cloud (RAC) for Anthropic's Claude Code and Claude Cowork, AI agents now write, push, and deploy code autonomously, but enterprise security infrastructure was built assuming humans are always in the loop.

## AI adoption in financial services accelerate, but growing governance gaps and infra challenges slow the scale

Nutanix announced the findings of its eighth annual Financial Sector Enterprise Cloud Index (ECI) report. The findings reveal that while financial services organisations are rapidly adopting AI, many are struggling to scale effectively as governance, infrastructure and operational readiness lag behind.

The findings point to an inflection for the financial services industry, as organisations race to scale AI amid increasing regulatory and operational pressures.

As organisations push forward with deployment, 68% acknowledge that their infrastructure is not fully equipped to support AI workloads on-premises, while nearly two-thirds (64%) rely on third-party providers to bridge that gap. To move from adoption to scale, organisations will need to better align infrastructure, governance, and operational processes to ensure AI can be deployed securely and compliantly.

## Autodesk Bets on Digital-First India: Revamps Autodesk store to a self-serve platform for country's next gen creators and builders

Autodesk today announced a significant evolution of the Autodesk Store in India, transforming it into a full self-serve procurement platform designed to make professional design and make technology more accessible to startups, entrepreneurs, freelancers, and small and medium-sized businesses (SMBs) across the country. The move underscores Autodesk's intent towards a digital-first go-to-market model, simplifying how customers discover, evaluate, purchase, and manage its Design and Make solutions.

India now has 958 million active internet users, according to the Internet and Mobile Association of India's latest edition of the Internet in India report, making it one of the world's largest and fastest-growing digital economies. Given the scale of internet adoption, professional technology purchase experience of Autodesk's creator community has fundamentally evolved as well. By simplifying access to professional-grade technology and introducing new purchasing and consumption options, the reimaged Autodesk Store aims to lower barriers for businesses, particularly emerging businesses.

## POWER GOALS FOR POWER HOMES

AKAI India, operating under Home Tech Digital Limited, today announced its Power Goals for Power Homes campaign — a comprehensive product offensive timed to coincide with the upcoming global soccer tournament, one of the most watched sporting events in human history. The campaign centres on AKAI's newly upgraded 2026 TV range, supported by its summer-ready Air Conditioner and Refrigerator collections, together delivering the ultimate football watching experience in every Indian home. As billions of fans across the world prepare to follow every goal, every save, and every golden moment of the championship, AKAI India is ensuring that Indian households are equipped to experience the tournament the way it deserves to be seen: on a QLED 4K screen with Google TV Android 14, in a room cooled to comfort, with refreshments kept cold; a complete home ecosystem purpose-built for the world game. At the heart of the Power Goals campaign is AKAI's flagship PowerView TV range engineered around the tagline, "It's not a TV, It is PV."

## L&T Technology Services, Databricks Partner to Deliver Industrial AI at Scale for Asset-Intensive Industries

L&T Technology Services announced a strategic go-to-market partnership with Databricks, the leading Data and AI company, to co-develop and deliver Industrial AI solutions that advance Engineering Intelligence (EI) for asset-intensive enterprises. Anchored in LTTs' Sustainability segment, spanning Process Engineering, Discrete Manufacturing and Industrial Products, the partnership will support Energy, Petrochemicals and Industrials clients globally.

As industrial organizations seek to unlock greater value from decades of operational and engineering data, the alliance will combine LTTs' deep domain capabilities with the Databricks platform to transform complex plant data into Engineering Intelligence - enabling improved asset reliability, operational efficiency and sustainability performance. The partnership brings together LTTs' expertise in forward looking technologies and extensive experience across more than 600 major plants worldwide with Databricks' leading AI, analytics, and data capabilities.

## Seclore Launches ARMOR DSPM to Secure the Data Behind AI

Seclore announced the general availability of ARMOR DSPM, a new capability within the ARMOR platform designed to help organizations discover, understand, and protect sensitive data across enterprise and AI environments.

As enterprises accelerate AI adoption, security leaders face a growing challenge: understanding what sensitive data exists across the organization, where it resides, who has access to it, and whether it is adequately protected before it is consumed by AI systems. Without that visibility, organizations risk exposing intellectual property, regulated information, and other business-critical data.

While many Data Security Posture Management (DSPM) solutions focus primarily on discovering sensitive data, organizations often struggle to determine which findings pose the greatest risk.

## DIGEST

### 5C NETWORK SELECTED FOR BHARAT INNOVATES 2026, SHOWCASING INDIA'S AI-DRIVEN HEALTHCARE INNOVATION ON THE GLOBAL STAGE

5C NETWORK, INDIA'S LEADING AI-NATIVE RADIOLOGY PLATFORM, HAS BEEN SELECTED TO PARTICIPATE IN BHARAT INNOVATES 2026, A NATIONAL PLATFORM THAT BRINGS TOGETHER A CURATED GROUP OF HIGH-POTENTIAL INDIAN TECHNOLOGY VENTURES FOR INTERNATIONAL ENGAGEMENT AND COLLABORATION. SCHEDULED TO TAKE PLACE FROM JUNE 14-16, 2026, IN NICE, FRANCE, THE PROGRAMME WILL CONVENE STARTUPS, INVESTORS, RESEARCHERS, POLICYMAKERS, AND INDUSTRY LEADERS FROM ACROSS INDIA AND EUROPE.

BHARAT INNOVATES SERVES AS A PLATFORM TO FOSTER INNOVATION-LED PARTNERSHIPS, STRENGTHEN GLOBAL MARKET ACCESS, AND FACILITATE CROSS-BORDER COLLABORATION FOR EMERGING TECHNOLOGY COMPANIES. 5C NETWORK'S INCLUSION IN THE PROGRAMME REFLECTS THE GROWING GLOBAL RECOGNITION OF INDIA'S DEEP-TECH ECOSYSTEM AND THE ROLE OF HOMEGROWN INNOVATION.

### NEYSA BRINGS VETERAN BUSINESS TECHNOLOGY LEADER ANUP PUROHIT ON BOARD AS STRATEGIC ADVISOR

NEYSA, A PURPOSE-BUILT AI COMPUTE AND ACCELERATION CLOUD PROVIDER, APPOINTED ANUP PUROHIT AS STRATEGIC ADVISOR. THE APPOINTMENT BRINGS TOGETHER A TECHNOLOGY LEADER WITH MORE THAN THREE DECADES OF EXPERIENCE ACROSS GLOBAL AND INDIAN ENTERPRISES AND A COMPANY BUILDING AI INFRASTRUCTURE FOR INDIA'S AI ECONOMY, AT A TIME WHEN ORGANIZATIONS ARE RETHINKING HOW AI CAPABILITIES ARE BUILT, DEPLOYED AND SCALED.

PUROHIT HAS HELD LEADERSHIP POSITIONS INCLUDING GLOBAL CIO AT WIPRO, GROUP CIO AT YES BANK, HEAD OF IT AT RBL BANK, AND SENIOR TECHNOLOGY LEADERSHIP ROLES AT BARCLAYS AND JPMORGAN ACROSS ASIA PACIFIC, THE MIDDLE EAST AND AFRICA.

### SEQRITE WARNS ENTERPRISES OF RISING BRAND IMPERSONATION ATTACK

THE MOST DAMAGING CYBERATTACK ON A BRAND MAY NEVER TOUCH ITS NETWORK, TRIGGER ITS FIREWALL, OR APPEAR IN ITS ENDPOINT LOGS. IT MAY BEGIN INSTEAD WITH A LOOKALIKE DOMAIN, A FAKE MOBILE APP, A CLONED EXECUTIVE PROFILE, OR A PHISHING PAGE DESIGNED TO EXPLOIT THE VERY TRUST A BUSINESS HAS SPENT YEARS BUILDING. SEQRITE, THE ENTERPRISE SECURITY ARM OF QUICK HEAL TECHNOLOGIES LIMITED, TODAY WARNED THAT BRAND IMPERSONATION HAS BECOME ONE OF THE FASTEST-GROWING AND LEAST VISIBLE THREAT CATEGORIES CONFRONTING INDIAN ORGANISATIONS, WITH CUSTOMERS, PARTNERS AND EMPLOYEES INCREASINGLY BEARING THE FINANCIAL AND REPUTATIONAL COST OF ATTACKS LAUNCHED ENTIRELY OUTSIDE THE TRADITIONAL PERIMETER.





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- ✓ Total Power: 65W
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## DES-F1010P-FE

Higher Port Density for Growing Installations

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- ✓ 2 10/100 Mbps uplink port
- ✓ Total power: 120w
- ✓ Ideal for medium retail stores, schools & hotel floors



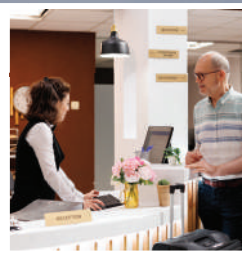
Medical  
Clinic



Retail Stores



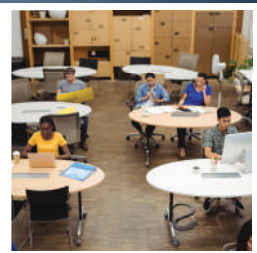
Cafés &  
Restaurants



Hospitality



Schools &  
Institutes



SMB Offices

## BENEFITS

- ✓ Single Cable Deployment
- ✓ Lower Infrastructure Cost
- ✓ No External Power Adapters
- ✓ Faster Installation

## FEATURES

- ✓ 250m Long-Range Support
- ✓ 6kV Surge Protection
- ✓ Plug-and-Play Deployment
- ✓ Fanless Silent Operation
- ✓ Built-In Power Supply
- ✓ Auto MDI/MDIX Ports
- ✓ IEEE 802.3af/at PoE Support
- ✓ IEEE 802.3x Flow Control

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## ABB Powers India's Green Maritime Future with Electric Tug Partnership with Cochin Shipyard

ABB has won a contract with Cochin Shipyard to supply power and propulsion systems for two forthcoming electric tugs. Due for delivery to Polestar

Maritime in 2027 as part of Phase 1 of India's Green Tug Transition Programme (GTTP)[i], the vessels will operate out of Jawaharlal Nehru Port Authority (JNPA). JNPA is India's largest container port, which accounts for around 50 percent of the total containerized cargo volume across the major ports of the country. The GTTP aims to transition India's harbor tug fleet from conventional diesel-powered vessels to greener alternatives in five phases from 2024 to 2040.

Covering electrical, propulsion, automation, and digitalization solutions, ABB's comprehensive scope of supply will ensure the e-tugs' efficient and reliable operations, aligning with the broader objectives of the GTTP while advancing JNPA's efforts towards 'Green Port' status. ABB's Onboard DC Grid power system platform and PEMS™ power and energy management system will form the core of the combined power and propulsion solution.

## Cummins India Closes FY26 With Record Revenue, Profitability on Strong Domestic Demand

Cummins India Limited has reported its highest-ever annual revenue and profitability for FY26, driven by robust domestic demand, operational efficiencies, and a resilient supply chain strategy. The company posted an 18% rise in annual sales and a 22% jump in net profit, underscoring strong momentum across key industrial and infrastructure sectors.

The company's total sales for the financial year ended March 31, 2026 stood at ₹11,950 crore, compared to the previous year, while domestic sales climbed 19% to ₹9,961 crore. Export sales also registered healthy growth of 12%, reaching ₹1,989 crore. Profit before tax rose 24% year-on-year to ₹3,104 crore, with margins improving to 26%. Profit after tax increased 22% to ₹2,330 crore.

For the March quarter, Cummins India posted total sales of ₹2,963 crore, marking a 23% increase over the same period last year. Domestic sales surged 30% to ₹2,513 crore, while export sales moderated by 6% due to near-term global market pressures. Quarterly profit before tax stood at ₹820 crore, with margins of 27.7%, while profit after tax came in at ₹650 crore.

Commenting on the performance, Shveta Arya, Managing Director of Cummins India Limited, said the company's strong execution and globally integrated operations played a crucial role in achieving record numbers.

## Datadog Unveils 100+ AI-Powered Innovations at DASH 2026

Datadog, Inc., a leading AI-powered observability and security platform, today unveiled its latest capabilities and technologies at DASH, the company's annual event where it launches new features and rolls out key integrations focused on driving autonomy and reducing complexity in an industry facing rapid AI-driven transformation.

"AI has created new operational challenges where code development has outpaced human-scale management and malicious actors now use AI to attack critical systems. But AI didn't create this complexity — it accelerated what was already there. The companies that win on AI won't just build better models, they'll build operational control around them," said Olivier Pomel, co-founder and CEO at Datadog.

"We consistently invest about 30% of revenue into R&D, which is why we are able to deeply understand and solve the problems our customers face every day in managing operational complexity," said Alexis Lê-Quôc, co-founder and CTO at Datadog. "At DASH, we launched 100+ capabilities unified around one goal: giving customers the visibility they need to find and fix the issues that matter most, the moment they matter."

## Epson Unveils Spectacular Immersive Projection Experience at AV-ICN Expo 2026

Epson is showcasing its advanced large venue projection solutions at AV-ICN Expo 2026, taking place from May 28–30 at the Bombay Exhibition Centre (BEC), Mumbai.

At Stall 3B11, Epson is presenting a large-scale immersive projection experience that highlights the power and versatility of its high-brightness laser projectors for professional AV and experiential indoor and outdoor applications.

At the expo, Epson has created a fully immersive environment featuring seamless projection mapping inside an enclosed space across four walls, the floor, and a centrally positioned pillar projected from all sides. This projection mapping is powered by 12 units of Epson EB-PU2220B 20,000 lumen 3LCD laser projectors with 4K Enhancement technology, delivering bright, sharp, and vibrant visuals even in demanding large venue environments.

## Genesys Delivers Strong First Quarter Results as Enterprises Scale Agentic Experience Orchestration

Genesys, a global cloud leader in AI-Powered Experience Orchestration, today announced strong first quarter momentum for fiscal year 2027 (Feb. 1 – Apr. 30, 2026), driven by continued enterprise adoption of the Genesys Cloud™ platform and increasing demand for AI capabilities that help organisations orchestrate customer journeys and workflows at scale.

Genesys Cloud reached \$2.8 billion in annual recurring revenue (ARR)<sup>i</sup> during the quarter, representing growth of nearly 35% year-over-year. Genesys Cloud net revenue retention (NRR)<sup>ii</sup> again exceeded 120%, reflecting continued expansion within its customer base as organisations increasingly leverage the full platform capabilities of Genesys Cloud to modernise customer experiences and unify their front- and back-office operations. It continued to expand its global footprint, with nearly 45% of Genesys Cloud revenue coming outside of North America.

"AI is moving from experimentation to enterprise scale, and organisations need strategic platforms that can orchestrate customer experiences across the business," said Tony Bates, chairman and CEO of Genesys.

# SOPHOS

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### WHY YOU NEED MDR



#### **Evolving threat landscape**

Modern threats are increasingly sophisticated and designed to evade security tools.



#### **Lack of resources**

Security personnel are difficult and expensive to find, hire, train, and retain.



#### **Security tool sprawl**

Disparate tools cause complexity and produce too much noise and siloed data.

[www.sophos.com/MDR](https://www.sophos.com/MDR)

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## GoTo Transforms AI Into a Strategic Partner for IT Teams With Latest Innovations for LogMeIn Solutions

GoTo announced new innovations for its LogMeIn Resolve and LogMeIn Rescue products. The latest features introduce new agentic AI, real-time insights, deeper integrations, and enhanced security capabilities to transform how IT teams manage, support, and secure modern environments. The enhancements come at a time when 97% of IT leaders are looking for more AI tools to assist with performance insights and troubleshooting, according to a new GoTo global survey also announced today.

"In the past, we had to manually enter all the support steps our agents took into a ticket," said Benito Tedesco, Technical Support Specialist at Wolters Kluwer. "With LogMeIn Resolve's agentic AI, we can create knowledge bases in seconds by simply telling the AI what we want to do. All of this means we can operate more efficiently and accurately, saving valuable hours and improving the quality of work."

Resolve's newest features add agentic AI to autonomously identify, diagnose, and remediate issues.

## Hitachi Vantara Advances AI-Ready Partner Strategy at India & SAARC Partner Summit 2026

Hitachi Vantara, the data storage, infrastructure, and hybrid cloud management subsidiary of Hitachi, Ltd., concluded its annual Partner Summit 2026, welcoming approximately 80 partners and distributors from India and the South Asian Association for Regional Cooperation (SAARC) for three days of strategic collaboration, recognition and forward-looking alignment.

Held June 3 - 5 at The Westin Rishikesh, the summit was anchored by the theme "Dream, Discipline and Determination," a call to action for partners to embrace bold ambitions, execute with focus and build the resilience needed to lead in an AI-driven market. Partners engaged in leadership conversations, future-ready insights and hands-on sessions designed to address modern data challenges and the accelerating pace of digital transformation across the region.

India and the SAARC region stand at the forefront of one of the its most significant waves of AI-driven transformation and its partners are the force multiplying that momentum.

## Iris Global Powers India's Digital Education Push with ₹45 Crore Deployment

In a significant development, Iris Global Services, India's Most Trusted ICT Distributor, has supplied IT hardware worth Rs 45 crore to its Delhi-NCR-based partner ProcMart a brand owned by Instant Procurement Services Pvt. Ltd. (IPSPL), reinforcing its strong presence in the government education and digital infrastructure space.

The supplies spanning Desktops & Tablets, Power Solutions Products and CCTV surveillance systems from leading global brands including Acer and Sparsh have been deployed across 18 state-level education and ICT projects. Key states include – Tripura, Himachal Pradesh and Delhi among others.

IPSPL's flagship brand ProcMart, founded in 2015, is a leading B2B supply chain solutions provider catering to enterprise giants such as Colgate, Cadbury, Unilever, P&G and Harman.

The company serves over 130 enterprise clients across sectors including FMCG and automotive.

Beginning its association with Iris Global in 2019 with modest orders of Rs 5 lakh, the partnership has scaled significantly.

## Ingram Micro India Brings Google Cloud into Its Channel Arsenal to Accelerate AI-Led Enterprise

Ingram Micro India has announced that it has become a distributor for Google Cloud, further strengthening its cloud leadership position and expanding its portfolio of next-generation cloud solutions. The collaboration will enable channel partners across India to accelerate digital transformation through secure, scalable, and AI-powered cloud technologies.

Google Cloud helps organisations transform and grow by delivering enterprise-grade solutions that feature cutting-edge innovation, advanced data capabilities, and industry-leading artificial intelligence, all running on one of the most reliable cloud infrastructures in the industry. Through this collaboration, Ingram Micro India will offer the Google Cloud portfolio, enabling partners to build and deliver AI-driven cloud solutions spanning infrastructure, data and analytics, security, application development, and modern workplace collaboration. Flavio Moraes Junior, Managing Director and Chief Country Executive (CCE), Ingram Micro India, said, "We are excited to collaborate with Google Cloud and further strengthen our cloud ecosystem in India."

## 'Frozen screen' scams are evolving into advanced stealthy attacks hitting millions

CypherLoc is an advanced web-based scam that locks a victim's browser and pressures them into calling a fraudulent tech support number. New findings from Barracuda Research show the attack uses stealth techniques to avoid detection by security tools such as scanners and sandboxes. Since the start of 2026, researchers have observed around 2.8 million attacks using CypherLoc.

The attack typically begins with a phishing email containing a link, either in the message or an attachment. The link opens a page that appears normal at first.

The attack code is hidden in the web page and only activates if specific conditions are met. For example, if a special code key is present and the user is not using a security scanner or test environment. Once triggered, the page switches to an attacker controlled full screen that locks the browser, disables control and displays fake and alarming security warnings.

The attackers try to block any escape attempts. The page slows down or crashes the browser if inspected and hides the cursor and disables menus, re-locking itself.



## Netpoleon India Partners with BMC Helix to Accelerate AI-Powered IT Transformation Across Indian Enterprises

Netpoleon India, a leading value-added distributor of enterprise technology solutions, and BMC Helix, a global leader in software solutions that help the world's most forward-thinking organizations reset the economics of IT, today announced a strategic partnership designed to accelerate enterprise IT transformation across India.

This joint venture combines the strengths of Netpoleon India and BMC Helix to bring together Netpoleon's deep regional expertise, established partner network, and strong enterprise relationships with BMC Helix's cutting-edge, AI-driven IT service and operations management capabilities—creating a powerful alliance positioned to deliver transformational value to Indian enterprises.

The partnership will focus on the growth and enablement of a robust channel ecosystem, extending BMC Helix's reach across the region, and will extend managed service capabilities to enterprises seeking outcome-based IT operations. Netpoleon India are committed to delivering best-in-class enterprise technology solutions while empowering its partner network to capitalise on the rapidly growing demand for intelligent IT operations and service management capabilities.

## NTT DATA and Google Cloud Unite to Turn Enterprise AI Ambitions into Large-Scale Business Transformation

NTT DATA, a global leader in AI, digital business and technology services today announced an expanded collaboration with Google Cloud to help enterprises move from AI experimentation to scaled deployment of agentic AI solutions built with Gemini Enterprise. The collaboration is focused on enabling AI-powered reinvention, helping enterprises redesign processes, operating models and customer experiences using agentic AI.

The collaboration combines Google Cloud's AI, data and cloud platform capabilities with NTT DATA's global delivery scale and deep industry expertise across strategy, implementation, adoption, managed services and value realization. Together, the companies will help clients embed AI into core workflows, improve productivity, accelerate time-to-value and support governance, security, compliance and responsible use of AI.

NTT DATA is establishing a dedicated global Gemini Enterprise practice, backed by joint business planning, technical enablement, training, certifications, and engineering support.

## Acronis Exposes Sophisticated Cyber Espionage Campaigns Targeting Cambodian Government and Defense Networks

Acronis Threat Research Unit (TRU) has uncovered two targeted espionage campaigns aimed at Cambodian Government entities in the defense and public works sectors, revealing the growing sophistication of cyber operations targeting public institutions across Southeast Asia. Detailed in Acronis' latest threat research report, the campaigns leveraged a previously undocumented custom loader dubbed NIGHTFORGE to deploy the Havoc Demon malware framework while evading traditional security controls.

According to the report, the threat cluster, tracked by Acronis as Khmer Shadow, used government themed lure documents delivered through self-extracting archives masquerading as legitimate files. The attacks employed DLL sideloading techniques using trusted VMware signed binaries to execute NIGHTFORGE, which subsequently decrypted and launched Havoc Demon directly in memory. Researchers observed that both campaigns targeted Cambodian government organisations, including entities linked to defense and military intelligence operations.

## Honeywell Unveils AI-Powered Experion Cognition, Bringing Autonomous Control Rooms Closer to Reality for Industrial Operations

Honeywell today introduced Experion Cognition, an AI-enabled control system platform designed to advance autonomous operations by making recommendations and automated decisions that optimize production and increase safety within industrial facilities. The live proof-of-concept was demonstrated at Borouge Group International AG's ("Borouge International") Ruwais facility in Abu Dhabi.

By proactively detecting and mitigating abnormal situations before they happen, Experion Cognition can help reduce process mistakes and downtime, ultimately increasing the operator's scope of responsibilities while optimizing facility production.

"The industry has talked about autonomous control rooms for years – and now, Experion Cognition brings autonomous control rooms into production.

## Consistent Infosystems Expands GeM Portfolio with Advanced Storage and Surveillance Solutions

Consistent Infosystems, a growing IT hardware and electronics brand, has announced the expansion of its product offerings on the Government e-Marketplace (GeM). The newly listed categories include Memory Cards, USB Type External Hard Disk Drive (V2), Video Recorder for CCTV System (V2), and USB Type External Solid-State Drives, further strengthening the company's portfolio on the platform.

The expansion aligns with the growing demand for dependable storage and surveillance solutions across government departments, PSUs, and educational institutions as digital infrastructure modernization accelerates nationwide. Through GeM, Consistent Infosystems aims to provide easier access to performance-driven technology solutions while strengthening its presence in the institutional segment.

The newly introduced range is designed to address diverse institutional requirements. The Memory Cards and USB Type External SSDs offer fast data transfer, secure storage, and portability, while the USB Type External HDDs provide high-capacity backup and archival support. The Video Recorder for CCTV System (V2) is designed to deliver reliable surveillance recording and monitoring for offices, campuses, and public infrastructure environments.



**PRASHANT BHATIA**  
Vice President, Sales, Vertiv India

#### PROFILE

A seasoned sales and business leader, Prashant serves as Vice President - Sales at Vertiv Energy Private Ltd. With extensive experience in strategic leadership and business development, he plays a pivotal role in driving growth, market expansion, and innovation across the energy solutions landscape. Leveraging his deep industry expertise and customer-centric approach, Prashant consistently delivers high-impact results, transforms complex business challenges into strategic opportunities, and contributes significantly to strengthening Vertiv's leadership in global markets.

# CHANNEL 3.0: HOW THE EVOLVING TECH ECOSYSTEM IS RESHAPING THE ROLE OF IT PARTNERS

Exploring the evolution of the IT channel ecosystem from traditional transactional models to strategic, value-driven partnerships, the article highlights how Channel 3.0 is redefining the role of IT partners as trusted advisors, enabling business transformation through consultative engagement, collaborative ecosystems, AI-driven opportunities, and data-led decision-making.

**T**he IT channel landscape is evolving as businesses increasingly seek partners who can provide strategic direction, advanced technical insights, and holistic solutions.

The shift from traditional transactional models to value-driven partnerships defines the emergence of Channel 3.0. In this new phase, IT partners transcend their conventional roles as solution providers and become strategic advisors. Instead of focusing solely on product delivery, they help clients navigate complex technology landscapes, integrate innovative solutions, and align IT strategies with business goals. Technical expertise remains essential, but it must be paired with a nuanced understanding of the business landscape.

#### From Implementation to Insight: Redefining IT Partnership

Modern enterprises operate within intricate IT ecosystems, including multi-cloud infrastructures, hybrid environments, and sustainability initiatives. These setups require more than isolated technical fixes; they demand comprehensive solutions that address long-term objectives.

Channel 3.0 partners take on a consultative role, examining the reasons behind technology needs and exploring integration strategies that align with broader business outcomes. They address critical questions such as "What are your challenges?" and "How can technology solutions support your strategic goals?" This approach fosters a deeper connection with clients, moving beyond mere transactions to delivering real business value.

One area where this shift is particularly evident is in artificial intelligence. India's artificial intelligence market is projected to touch \$17 billion by 2027, growing at an annualised rate of 25–35% between 2024 and 2027, according to a report by IT industry body Nasscom. This explosive growth underscores the increasing need for IT partners who can not only implement AI solutions but also guide clients

in leveraging them to drive strategic outcomes.

#### Enhancing Partner Capabilities Through Advanced Support Models

Supporting the transition to Channel 3.0 means equipping partners with resources that go beyond basic product training. To build stronger, more resilient partnerships, the focus must be on comprehensive enablement.

Key support strategies include:

- **Integrated Solution Bundles:** Providing end-to-end solutions that address practical business challenges, rather than offering a list of independent products.
- **Strategic Training Programs:** Equipping partners with knowledge that spans technical skills, industry trends, and consultative selling techniques.
- **Data-Driven Insights:** Leveraging data to help partners understand customer needs more effectively and customize their approach accordingly.

These resources empower partners to lead customer engagements with greater confidence and clarity.

#### Collaborative Ecosystems: Moving Beyond Siloed Approaches

The success of Channel 3.0 relies on fostering a collaborative mindset. Effective partnerships are built on integrating diverse capabilities, such as combining the expertise of systems integrators, software developers, and cloud service providers. Creating interconnected networks allows partners to address complex client challenges with more agility and precision.

Rather than working in isolation, partners that actively collaborate within ecosystems can offer solutions that are both comprehensive and adaptable. This integrated approach fosters innovation

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# DEEPENING CYBER RESILIENCE ALLIANCE WITH AUTOMATED RANSOMWARE RESPONSE AT THE DATA LAYER

Expanding their long-standing collaboration, NetApp and Cisco have introduced a new Splunk SOAR playbook that enables enterprises to automate ransomware containment directly at the storage layer, accelerating response times and minimizing data loss.

**L**eading Intelligent Data Infrastructure company, NetApp and Cisco announced an expansion of their collaboration to help customers strengthen defense-in-depth strategies for customers. Combining Intelligent Data Infrastructure with advanced analytics and observability capabilities, NetApp and Splunk have delivered deep, real-time visibility into storage and infrastructure health. Together, they are helping customers turn operational data into actionable insights that improve reliability, security, and business outcomes.

## Containing the blast radius of cyberattacks

By expanding their collaboration with the new NetApp Splunk Security Orchestration, Automation, and Response (SOAR) playbook, NetApp and Splunk are helping joint customers contain ransomware attacks and limit data loss at the storage layer, enhancing the containment of the blast radius of cyberattacks while increasing the speed and reducing the cost of recovery.

## AI Escalates the Cybersecurity Arms Race

"With AI accelerating both the speed and sophistication of cyberattacks, the window to respond has never been smaller," said Sandeep Singh, Senior Vice President and General Manager, Platform at NetApp. "To limit the cost and impact of ransomware, organizations must act the moment a threat is detected, which means extending security automation into the storage layer where data lives. As the company delivering the most secure storage on the planet, NetApp is uniquely positioned to make storage an active part of a defense-in-depth strategy. By working with Cisco to enable Splunk SOAR workflows to take direct action on data stored in NetApp ONTAP®, we're helping make a defense-in-depth security strategy simpler and more effective."

## Automating Incident Response at the Data Layer

To give customers the resiliency and flexibility they need to protect their data, Cisco and NetApp are releasing the NetApp Splunk SOAR playbook.

Splunk Enterprise Security is already integrated with NetApp Ransomware Resilience to collect analytics from the data layer, enhancing incident triage and prioritization. With the new playbook, Splunk SOAR users can now use those signals as well as signals from other solutions to automatically take incident response actions directly on NetApp ONTAP storage as an integral part of their incident response. These actions include blocking a suspicious user, taking snapshots of the data and taking data volumes offline to protect against further infection. As a result, customers will be better able to contain ransomware attacks and limit data loss at the storage layer. Utilized as part of the organization's defense in depth security strategy, the NetApp Splunk SOAR playbooks help to strengthen collaboration between security and storage teams.

## Accelerating Recovery and Cyber Resilience

Automating the response and recovery actions against cyber threats with the NetApp Splunk SOAR playbook improves security team metrics like mean time to contain (MTTC) and reduces the manual effort and skills required to protect data. As a result, NetApp and Cisco are making it faster and more efficient for enterprises to achieve cyber resilience.

## Making Storage a Strategic Security Asset

"Effective security strategies require visibility and action across the entire technology stack, including the data layer," said David Dalling, GVP, Splunk Security at Cisco. "With the new NetApp Splunk SOAR playbook, ONTAP storage becomes an active participant in the security ecosystem, enabling organizations to contain threats directly targeting enterprise data. By connecting NetApp storage into Splunk SOAR workflows, we're helping security and storage teams collaborate more seamlessly and respond to incidents with greater speed and confidence."

## Turning Visibility into Business Advantage

"The partnership between Splunk and NetApp helps customers run their businesses more securely and effectively, connecting operations across storage and security teams," said Dallas



**SANDEEP SINGH**  
SENIOR VICE PRESIDENT AND GM,  
PLATFORM, NETAPP

**"BY WORKING WITH CISCO TO ENABLE SPLUNK SOAR WORKFLOWS TO TAKE DIRECT ACTION ON DATA STORED IN NETAPP ONTAP, WE'RE HELPING MAKE A DEFENSE-IN-DEPTH SECURITY STRATEGY SIMPLER AND MORE EFFECTIVE."**

Olson, Chief Commercial Officer at NetApp. "By giving customers real-time visibility into what's happening across their environments, NetApp and Splunk enable enterprises to reduce disruption and optimize performance so they can use their data to drive measurable business outcomes." SME



# INGRAM MICRO INDIA BRINGS GOOGLE CLOUD INTO ITS CHANNEL ARSENAL TO ACCELERATE AI-LED ENTERPRISE

By partnering with Google Cloud, Ingram Micro India is empowering partners across the country with enterprise-grade AI, cloud, data, and security capabilities to drive the next wave of digital innovation.



**FLAVIO MORAES JUNIOR**  
MD & CHIEF COUNTRY EXECUTIVE,  
INGRAM MICRO INDIA

**"THIS COLLABORATION WITH GOOGLE CLOUD MARKS A SIGNIFICANT MILESTONE IN OUR CLOUD GROWTH JOURNEY, ENABLING OUR CHANNEL PARTNERS TO HARNESS CUTTING-EDGE AI AND CLOUD TECHNOLOGIES TO CREATE GREATER BUSINESS VALUE FOR CUSTOMERS."**

Ingram Micro India has announced that it has become a distributor for Google Cloud, further strengthening its cloud leadership position and expanding its portfolio of next-generation cloud solutions. The collaboration will enable channel partners across India to accelerate digital transformation through secure, scalable, and AI-powered cloud technologies.

## Enabling Partners with Enterprise-Grade AI, Data and Cloud Capabilities

Google Cloud helps organisations transform and grow by delivering enterprise-grade solutions that feature cutting-edge innovation, advanced data

capabilities, and industry-leading artificial intelligence, all running on one of the most reliable cloud infrastructures in the industry. Through this collaboration, Ingram Micro India will offer the Google Cloud portfolio, enabling partners to build and deliver AI-driven cloud solutions spanning infrastructure, data and analytics, security, application development, and modern workplace collaboration. The offering will help businesses modernise IT environments, improve operational efficiency, and bring innovative solutions to market faster.

## Strengthening the Cloud Ecosystem to Accelerate Digital Transformation

Expressing his happiness on the partnership, Flavio Moraes Junior, Managing Director and Chief Country Executive (CCE), Ingram Micro India, said, "We are excited to collaborate with Google Cloud and further strengthen our cloud ecosystem in India. This partnership reinforces our commitment to enabling partners with advanced cloud capabilities and empowering them to deliver innovative, AI-led solutions that address the evolving needs of enterprises. Together, we aim to accelerate partner growth and support customers in their digital transformation journeys."

## Leveraging Global Expertise to Drive Local Partner Success

Ingram Micro is a Google Cloud distributor in 17 countries across North America, South America, Europe, and Southeast Asia. As a Google Cloud distributor in India, Ingram Micro will provide partners with access to a comprehensive suite of solutions, including cloud infrastructure, data analytics, AI and machine learning tools, security capabilities, and Google Workspace collaboration solutions. Partners will also benefit from Ingram Micro India's enablement programmes, professional services, and local market expertise to help accelerate adoption and business growth.

## Creating New Growth Opportunities

## Through Cloud Innovation

This announcement reflects Ingram Micro India's continued investment in cloud innovation and partner success, creating new opportunities for the channel ecosystem to deliver transformative, AI-powered solutions at scale.

## Understanding Ingram Micro India-Google Cloud Partnership

- **Strategic Collaboration:** Ingram Micro India has partnered with Google Cloud to strengthen its cloud portfolio and expand access to AI-powered cloud solutions for businesses across India.
- **Empowering Channel Partners:** The alliance enables channel partners to deliver advanced cloud, AI, data analytics, security, and collaboration solutions to customers more effectively.
- **Accelerating Digital Transformation:** Enterprises will gain access to secure, scalable, and intelligent cloud technologies that help modernize IT environments and improve operational efficiency.
- **Comprehensive Google Cloud Portfolio:** Partners can leverage Google Cloud's infrastructure, AI and machine learning capabilities, security solutions, data platforms, and Google Workspace offerings.
- **Enhanced Partner Enablement:** Ingram Micro India will support partners through training, professional services, technical expertise, and go-to-market programs to drive faster cloud adoption.
- **Expanding AI Innovation at Scale:** The partnership reinforces Ingram Micro India's commitment to cloud innovation, creating new growth opportunities for the channel ecosystem in the rapidly evolving AI era.

## Driving Global Technology Distribution Through an AI-Powered Digital Ecosystem

A leading technology company for the global information technology ecosystem, Ingram Micro has a strong market reach worldwide. It

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# BETTING ON AI-NATIVE FUTURE WITH STRATEGIC ACQUISITION

**Cloudflare is redefining AI-era software development by integrating the world's most widely adopted modern web tooling ecosystem into its global platform, creating a seamless path from code creation to global deployment.**

**C**loudflare, Inc., a leading connectivity cloud company, acquired VoidZero, an open source-first company behind the next-generation JavaScript tooling ecosystem Vite. The acquisition aims to unify VoidZero's high-performance tooling — including the Vite build tool, Vitest test runner, Rust-based Rolldown bundler and Oxc toolchain — natively into the Cloudflare ecosystem. By merging Cloudflare's global edge network and Workers developer platform with the modern web's industry-standard toolchain, Cloudflare is creating a frictionless, one-click deployment stack from local code straight to Cloudflare's global network.

## AI Coding Revolution Drives Demand for Faster Development Pipelines

Application development is undergoing a fundamental shift. The rise of autonomous AI coding agents has ushered in an era of rapid application scaffolding where speed and local-to-production predictability are paramount. VoidZero's toolchain, anchored by Vite, has emerged as the shared substrate for the web ecosystem, capturing over 130 million weekly downloads. The Cloudflare Vite plugin has reached 13.9 million weekly downloads — equivalent to more than 10% of Vite's entire weekly volume — proving that developers are already choosing this combined stack for AI-coded applications.

## Cloudflare Bets on Speed, Simplicity and Developer Productivity

"The best engineers I know are shipping more code than ever, and writing less of it by hand. AI is doing more of the typing — so everything around it has to keep up," said Matthew Prince, Co-founder and CEO of Cloudflare. "Evan and his team built Vite from scratch with the same philosophy we used to build Cloudflare: strip out the bloat and make it fast. Bringing them on board gives millions of developers, and the AI agents working alongside them, the fastest path from local code to our global network."

## VoidZero-Cloudflare Tango to Accelerate Open Source Innovation

VoidZero's team of open source creators and Rust

optimization specialists, led by widely recognized Vue.js and Vite creator Evan You, will join Cloudflare's Emerging Technology and Incubation (ETI) organization. The team will continue to advance VoidZero's open source roadmap while accelerating deep integration with the Cloudflare Workers developer platform.

## A Shared Vision for an Open, High-Performance Web Ecosystem

"Our mission at VoidZero has always been to eliminate the fragmentation and performance bottlenecks of the modern web stack," said Evan You, Founder and CEO of VoidZero. "Cloudflare shares our obsession with speed and architectural purity. Joining forces allows us to keep the Vite ecosystem neutral, open, and vendor-agnostic, while giving us the resources and global infrastructure to supercharge the developer experience for millions of engineers worldwide."

## Creating a Seamless Path from Idea to Global Deployment

By integrating VoidZero's hyper-performant, Rust-based tooling directly into Cloudflare's Workers developer platform, Cloudflare will unify the entire software development lifecycle. Developers and autonomous AI agents alike will be able to move from an idea to global production instantly via a native, pluggable Vite deploy ecosystem.

## Three Strategic Initiatives to Power the Next Gen Development:

Through this acquisition, Cloudflare plans to drive a project-centric development paradigm, focusing on three core initiatives:

**Unify the Developer Pipeline:** Align the Cloudflare CLI natively with the seamless Vite workflow developers already love, bringing a frictionless end-to-end experience to every creator.

**Enable Intent-Based Infrastructure:** Evolve toward a workflow where a single Vite deploy command handles everything. If application logic declares a need for a database or an object store, a Vite application with Cloudflare integration will automatically detect that intent and natively provision Cloudflare resources like D1 or R2 — with



**MATTHEW PRINCE**  
CO-FOUNDER AND CHIEF  
EXECUTIVE OFFICER, CLOUDFLARE

**"BY BRINGING VOIDZERO AND THE VITE ECOSYSTEM INTO CLOUDFLARE, WE ARE CREATING THE INDUSTRY'S MOST SEAMLESS DEVELOPER EXPERIENCE—ENABLING DEVELOPERS AND AI AGENTS ALIKE TO MOVE FROM IDEA TO PRODUCTION FASTER, WHILE PRESERVING THE OPENNESS AND INNOVATION THAT HAVE MADE VITE A GLOBAL STANDARD."**

no manual dashboard intervention required.

**Maintain Open Source Steward Neutrality:** Vite, Rolldown, Oxc, and Vitest will remain open source, vendor-agnostic and community-driven. Vite, Vitest, Rolldown, Oxc, and Vite+ will remain strictly open source under MIT licenses. Cloudflare is committing \$1 million to a new independent Vite ecosystem fund to support community maintainers and contributors who are indepen-

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# FROM DRY CONVERSATIONS TO MEASURABLE OUTCOMES: HOW GENESYS IS POWERING INDIA'S SHIFT TO AUTONOMOUS CUSTOMER EXPERIENCE

As the race to unify fragmented customer engagement systems intensify, Genesys is championing a new era of AI-led experience orchestration for Indian enterprises where intelligent platforms predict intent, automate decisions, and deliver measurable business outcomes – transforming customer experience from a support function into a strategic engine for growth, loyalty and competitive advantage

**MANASH RANJAN DEBATA**

manash@accentinfomedia.com

**A** new phase of customer experience is emerging—one that goes beyond managing interactions to orchestrating every customer moment in real time. Powered by AI, this transformation brings together intent, context and historical data to deliver meaningful outcomes rather than simply facilitating conversations.

To explore this evolution, Genesys brought the India leg of its global Genesys CX Tour to Delhi, Bengaluru and Mumbai in May, bringing together enterprise leaders and CX practitioners to discuss the future of customer experience. The event highlighted a significant industry transition from conversational AI to autonomous, outcome-driven customer experience, where intelligent systems are increasingly expected to anticipate needs, take action and resolve customer issues

end-to-end.

To gain deeper insights into this shift, SME Channels Magazine Editor Manash Ranjan Debata spoke with Raja Lakshmipathy, Vice President and Managing Director – India & SAARC at Genesys, and Raveender Singh, Sr. Partner Lead, Asia and India at Genesys.

During the exclusive interaction, the Genesys team shared invaluable insights on how Indian enterprises are moving from fragmented customer experience tools to unified, AI-powered orchestration platforms that drive operational efficiency and customer loyalty at scale. They also discussed why customer experience has evolved from a support function into a strategic driver of revenue growth, customer retention and long-term business value. The conversation further explored how Genesys is helping organizations

transition from traditional automation to agentic AI, enabling systems to predict, act and deliver outcomes in real time, while highlighting customer success stories that demonstrate the business impact of experience orchestration. Edited Excerpts...

**As enterprises move towards unified AI-led customer experience platforms, what opportunity does this create for channel partners, and how is Genesys strengthening its partners to capture this epic opportunity?**

**Raja Lakshmipathy:** Over the past 15–20 years, enterprises adopted the best technologies for voice, email, messaging and social media independently, creating fragmented technology





**RAJA LAKSHMIPATHY**  
VICE PRESIDENT & MANAGING DIRECTOR, INDIA & SAARC AT GENESYS

**"CUSTOMER EXPECTATIONS HAVE EVOLVED FROM SERVICE DELIVERY TO EXPERIENCE DELIVERY, AND THE FUTURE BELONGS TO ORGANIZATIONS THAT CAN ORCHESTRATE EVERY INTERACTION, EVERY CHANNEL AND EVERY DATA POINT INTO A SEAMLESS CUSTOMER JOURNEY."**

environments. Today, customer expectations have shifted from service delivery to experience delivery. At the same time, AI requires unified data to generate meaningful outcomes, while businesses are also facing increasing interaction volumes and pressure to optimize costs.

This has created a need for unified orchestration platforms that can improve customer experience, provide a unified view of customer data and

optimize the cost of service. Genesys addresses this through a platform that unifies channels, uses AI as its backbone and orchestrates the entire customer journey.

As organizations move toward orchestration, partners become increasingly important because a contact center environment must integrate with core banking systems, underwriting platforms, CRM applications, IT service management platforms and many other technologies. The platform alone is not enough; partners add significant value by bringing together the broader ecosystem.

**Raveender Singh:** Partners play a critical role in helping organizations navigate CX transformation. They bring domain expertise, implementation capabilities and an understanding of local market nuances. We treat partners as an extension of our own organization and continuously enable them.

Our API-first platform gives partners the flexibility to curate solutions suited to customer environments. Together, we create measurable outcomes and long-term value for customers. As AI, agentic AI and experience orchestration become more prevalent, partners are designing, implementing and continuously optimizing customer environments. They are evolving from implementers to innovators, trusted advisors and change agents.

**Looking ahead, how do you see AI redefining the role of human agents in customer experience? Will the future contact center be AI-first with human oversight, or will the balance evolve differently in markets like India and SAARC?**

**Raja Lakshmipathy:** The number of customer interactions is expected to grow significantly over the coming years. Simply increasing the number of agents is neither practical nor sustainable. AI therefore becomes imperative. The question is not whether AI will replace agents, but how AI and humans will work together. Agents will continue to play an important role, but much of the workload will shift to AI. The role of agents will evolve as AI takes on more operational tasks. New roles will emerge, including AI ethicists, bias-control specialists, AI trainers, conversational designers and journey analysts. In the short term, AI will make agents more productive. Over time, as AI gains greater autonomy, agents will move into higher-value and more specialized roles.

**What challenges do partners face as organizations move from traditional automation to agentic AI**



**RAVEENDER SINGH**  
SR. PARTNER LEAD, ASIA AND INDIA AT GENESYS

**"PARTNERS ARE NO LONGER JUST IMPLEMENTERS; THEY ARE BECOMING INNOVATORS, TRUSTED ADVISORS AND TRANSFORMATION CATALYSTS, HELPING ENTERPRISES UNLOCK THE FULL POTENTIAL OF AI-POWERED EXPERIENCE ORCHESTRATION."**

**and autonomy?**

**Raja Lakshmipathy:** The focus is shifting from automation to autonomy and from transactions to outcomes. Experience orchestration platforms become the central layer that integrates multiple applications and backend systems.

Partners help address several challenges. Telecom partners support connectivity requirements between customer data centers and cloud

infrastructure. Technology partners contribute local language expertise, appropriate LLMs and market-specific understanding. Strategic ecosystem partners provide native integrations with platforms such as Salesforce and ServiceNow. Other partners, including ISVs and BPOs, support localization, operations and customer-specific requirements.

Different partners contribute different capabilities, making the ecosystem essential to delivering customer outcomes in an agentic AI environment.

**Q In a diverse and digitally complex market like India, what are the biggest challenges enterprises face in delivering hyper-personalized, real-time customer experiences? What would be your sage advice to enterprises?**

**Raja Lakshmipathy:** Customer experience has become a key differentiator for brands. Customers increasingly compare experiences not only within industries but against the best experiences they receive anywhere.

AI enables personalization and empathy at scale. It can analyze previous interactions, understand customer context, identify intent and recommend next-best actions. It can connect customers with the most suitable agents while simultaneously helping businesses identify opportunities for upselling and cross-selling.

Customer experience platforms are evolving from cost centers into growth engines. Organizations can use AI-driven personalization to improve customer outcomes while also generating additional business value and revenue opportunities.

**Q Could you share some customer success stories where a business transformed its operations or customer loyalty metrics through AI-powered orchestration on the Genesys platform? What were the measurable outcomes?**

**Raja Lakshmipathy:** IDP unified fragmented systems across more than 25 countries on the Genesys platform and improved lead qualification success rates by approximately 93%.

For a customer implemented through AIONOS, customer experience scores increased by around 20% within eight to nine months. At Narayana Health, average handling time reduced by 15%.

Genesys also focuses on employee experience because strong customer experience depends on engaged employees. Through workforce engagement capabilities, AI-driven learning and coach-

ing can significantly reduce agent training times, in some cases from six to eight weeks down to three to four weeks.

**Q What are your India plans and how are you planning to engage the partner ecosystem to spread more awareness and possibly more adoption of CX orchestration, which is AI powered?**

**Raja Lakshmipathy:** Genesys established a local cloud node in India in 2021 and has been advocating cloud adoption for several years because AI innovation is primarily occurring in cloud environments.

India represents a significant opportunity because of its scale, high interaction volumes and strong technology ecosystem. Partners play a key role in adapting platform capabilities to industry-specific use cases and customer requirements.

**Raveender Singh:** Partner enablement is a major focus. Whenever new capabilities are launched, partners receive dedicated training and hands-on enablement to help them take those solutions to market.

As customers move away from siloed point solutions toward unified experience ecosystems, partners are linking front-office and back-office systems, gathering and orchestrating data, and creating AI-driven workflows that optimize business processes. This is where the partner ecosystem is increasingly excelling.

**Q Amidst an unprecedented and massive digitization drive by the Indian Govt. the national digitization discourse is dominated by a call for data sovereignty. As a major global player, how do you look at this call for data sovereignty?**

**Raja Lakshmipathy:** At Genesys, we take compliance with local regulations extremely seriously. In fact, that commitment was one of the key reasons we established a dedicated local node in India well before many others in the industry. Genesys was the first global Contact Center as a Service (CCaaS) provider to launch a full-fledged intelligent node in Mumbai, rather than a limited or satellite deployment.

We made this investment nearly four to five years ago in response to local regulatory requirements that mandate calls originating within India must terminate within the country and not be routed overseas. Recognizing the importance of data residency and regulatory compliance, we established the Genesys Mumbai region on AWS to ensure that enterprises could meet these requirements seamlessly.

As India's data protection framework continues to evolve and mature, Genesys remains well-positioned to comply with all applicable regulations. Compliance is deeply embedded in our operating model across global markets. We adhere to stringent international standards and regulatory frameworks, including GDPR in Europe, HIPAA in the United States, and FedRAMP for U.S. federal agencies, among others.

As India's data protection legislation is fully implemented, we will continue to align our solutions and processes accordingly, just as we have successfully done across every region in which we operate. Ensuring customer trust, data security, and regulatory compliance remains a core priority for Genesys.

Building on this commitment, Genesys also launched its Sovereign Cloud offering in November 2025.

The solution is designed to address increasingly stringent data sovereignty requirements, enabling organizations to maintain greater control over data while meeting local regulatory obligations.

**Q You have been very vocal about agentic AI and CX orchestration. What would be your message to system integrators, resellers and the wider partner ecosystem?**

**Raja Lakshmipathy:** Genesys wants to be the orchestration engine for customer experience, but this can only be achieved through a strong ecosystem of technology, network and other partners. We rely on partners to help enable these outcomes for customers.

**Raveender Singh:** The opportunity for partners is significant and already being realized. Partners are evolving from implementers into innovators. By leveraging the Genesys platform, they can connect multiple systems, orchestrate experiences and deliver the business outcomes customers are seeking.

Our ecosystem—including global and regional system integrators, resellers, AppFoundry partners and technology alliances—is aligned around this vision and actively driving it forward.

**Q How would you define the Genesys platform in one sentence?**

**Raja Lakshmipathy:** "We want to be a strategic experience orchestration platform for our customers."

The emphasis is on being strategic, delivering customer experiences rather than merely operational efficiency, and orchestrating the entire ecosystem beyond the traditional boundaries of the contact center. **SME**

# REIMAGINING DIGITAL PROCUREMENT FOR INDIA'S CREATOR ECONOMY

As India's digital economy surges toward a billion internet users, Autodesk is reimagining software procurement with a self-serve platform that makes professional design and engineering tools more accessible, affordable, and seamless for creators and businesses across Bharat

**A**utodesk announced a significant evolution of the Autodesk Store in India, transforming it into a full self-serve procurement platform designed to make professional design and make technology more accessible to startups, entrepreneurs, freelancers, and small and medium-sized businesses (SMBs) across the country. The move underscores Autodesk's intent towards a digital-first go-to-market model, simplifying how customers discover, evaluate, purchase, and manage its Design and Make solutions.

## Meeting the Expectations of a Rapidly Digitizing India

India now has 958 million active internet users, according to the Internet and Mobile Association of India's latest edition of the Internet in India report, making it one of the world's largest and fastest-growing digital economies. Given the scale of internet adoption, professional technology purchase experience of Autodesk's creator community has fundamentally evolved as well. By simplifying access to professional-grade technology and introducing new purchasing and consumption options, the reimagined Autodesk Store aims to lower barriers for businesses of all sizes, particularly emerging businesses and first-time users looking to innovate, design and build for India or Viksit Bharat.

## A Fast-Growing Channel for Entrepreneurial and Emerging Businesses

Since its launch in 2017, the platform has steadily grown into one of Autodesk's most strategically important customer acquisition channels in India. Today, startups, freelancers, and emerging businesses account for more than 50% of first-time customers on the digital Store reflecting both the scale of India's entrepreneurial class and the degree to which digital-first procurement has become the default for a new generation of professionals.

## Beyond Metros: Expanding Access Across Bharat's Growth Markets

This shift is equally evident beyond traditional metro markets, where growing entrepreneurial activity and rising digital adoption are creating new opportunities for innovation with Tier 2 and Tier 3 cities accounting for more than 20% of Autodesk's online customers. The data reinforces how emerging business hubs are becoming key engines of India's next wave of growth and digital technology adoption.

## Designing a Store Experience Around Modern Buyer Expectations

"India has nearly a billion active internet users — and for this generation, digital is not a channel. It is the expectation. Today, the Autodesk creator community that includes designers, animators, manufacturers want to explore, evaluate and purchase professional technology instantly, just as they would any other product or service online," said Kamolika Gupta Peres, Vice President, Autodesk India and SAARC.

"Over the past year, we analysed the online buying behaviour and preferences of our customers and Autodesk's creator community across India. The insights and feedback have shaped the evolution of the Autodesk Store into a more intuitive, inclusive, seamless and locally relevant experience, designed around the needs of modern Indian businesses and professionals. As Autodesk's reach expands across Bharat, we are making it easier to access professional design technology, regardless of where they are located," Gupta added.

## New Purchasing Models Tailored for India's SMBs and Independent Professionals

The enhanced platform introduces a set of purchasing models and capabilities designed specifically around how India's independent professionals and small businesses operate:

- Comprehensive Product Access and Flex-



**KAMOLIKA GUPTA PERES**  
VICE PRESIDENT, AUTODESK INDIA & SAARC

**"BY TRANSFORMING THE AUTODESK STORE INTO A FULLY SELF-SERVE PLATFORM, WE ARE MAKING WORLD-CLASS DESIGN AND MAKE TECHNOLOGY MORE ACCESSIBLE, EMPOWERING INNOVATORS ACROSS METROS AS WELL AS EMERGING GROWTH MARKETS TO BRING THEIR IDEAS TO LIFE FASTER."**

ible Payments: The official Autodesk online Store hosts the complete product range offered in India with over 60 products available for purchase using Credit Cards, Debit Cards, Net Banking and UPI.

- Monthly Subscriptions for Greater Flexibility: Professionals can now subscribe to Autodesk products month by month, with entry pricing starting at ₹1,062 per month for AutoCAD Web. This allows users to align software investments with project timelines and business needs.

- Autodesk Flex: Pay Only for What You Use: Autodesk Flex, available exclusively on the India Store, lets teams purchase usage tokens starting at ₹29,300 for 100 tokens, valid for a year and usable across multiple users and select Autodesk products.

- A Fully Self-Service Procurement Experience: Customers can generate and share quotes inter-

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<https://www.smechannels.com>



**PRABHURAJ PATIL**

Senior Director, Physical Access  
Control Solutions, ASEAN & India  
Subcontinent, HID

**"THE FUTURE OF SECURITY  
WILL BE DEFINED BY TRUSTED  
IDENTITIES RATHER THAN  
STANDALONE TECHNOLOGIES.  
OUR PARTNERS ARE EVOLVING  
FROM PRODUCT PROVIDERS  
INTO STRATEGIC ADVISORS  
WHO HELP ORGANIZATIONS  
BUILD SECURE, SCALABLE,  
AND INTEROPERABLE  
IDENTITY ECOSYSTEMS THAT  
SEAMLESSLY CONNECT  
PHYSICAL AND DIGITAL  
ENVIRONMENTS."**



## **HID POWERS INDIA'S IDENTITY- FIRST FUTURE THROUGH A NEW GENERATION OF SECURITY PARTNERS**

As digital identity becomes the cornerstone of enterprise security, HID is enabling a smarter, more connected partner ecosystem to drive the next wave of innovation in mobile credentials, biometrics, cloud security, and trusted access management across India

**BY MANASH RANJAN DEBATA**  
manash@accentinfomedia.com

**A**s the boundaries between physical and digital security continue to blur, identity has emerged as the foundation of modern enterprise trust. At the forefront of this transformation is HID, a global leader that is redefining identity and access technologies by moving beyond traditional access control toward integrated, intelligent, and lifecycle-driven identity ecosystems. From mobile credentials and biometrics to cloud-enabled security platforms and digital identity management, HID is helping organizations build secure, seamless, and future-ready environments. Equally important is the evolution of its partner ecosystem, which is rapidly transforming from a product-focused channel network into a highly consultative community of trusted advisors capable of addressing the complex security, compliance, and operational needs of enterprises across India's diverse economic landscape.

In this Special SME Channels interaction, Prabhuraj Patil, Senior Director, Physical Access Control Solutions, ASEAN & India Subcontinent delves deeper into how

HID is reshaping the future of identity and access management in India through a partner-first strategy centered on innovation, integration, and long-term customer value. Patil offers immense insights into the critical role partners play in enabling digital identity adoption, integrating physical and cyber security, supporting cloud-led deployments, and delivering unified identity experiences.

The interaction brings into sharp focus HID's vision of building trusted identity frameworks that enable secure access to people, places, systems, and services. It further examines emerging trends such as AI-powered security, mobile credentials, critical infrastructure protection, and government-led digital initiatives, while highlighting the investments partners must make in cybersecurity, cloud capabilities, integration expertise, and vertical specialization to remain competitive in an increasingly identity-centric world. Edited Excerpts...

**Q. HID has traditionally been known for identity and access technologies. How is your partner ecosystem evolving to address emerging opportunities in mobile credentials, biometrics, and**

#### **digital identity across India?**

In India, the partner ecosystem is becoming far more consultative. Customers no longer view identity as simply an access card or a biometric reader; they are asking how trusted identities can be issued, managed, authenticated and protected across physical and digital environments. According to our 2026 State of Security and Identity Report, identity management has become a top strategic priority for organisations, and partners are central to delivering it.

India is an execution-led market, and partners understand local realities such as legacy infrastructure, multi-site operations, budget cycles and compliance requirements. As mobile credentials, biometrics and digital identity gain adoption, our ecosystem is evolving through stronger technical capability, sharper solution design and integration skills, and deeper vertical understanding across sectors such as BFSI, IT/ITeS, manufacturing and government infrastructure.

#### **Q. As enterprises increasingly seek integrated security solutions, what role do channel partners play in helping HID move from a product-led approach to a solutions-led business model?**

In India, partners are central to this transition because most customers rely on trusted local advisors to evaluate, deploy and support security infrastructure. Moving from product-led to solutions-led means understanding the customer's operating environment and designing an architecture that works in practice.

A customer may begin with an access control requirement, but the real need often spans mobile credentials, visitor management, contractor access, multi-site administration and integration with IT or HR systems. Our 2026 report highlights that fragmentation across multiple identity systems remains a key barrier to progress, and partners are the ones who bring these elements together. This matters in India because many organisations run mixed infrastructure of differing maturity, and the best partners modernise them in phases while protecting existing investments.

#### **Q. India's Tier-2 and Tier-3 cities are witnessing rapid digital transformation. How is HID empowering regional**

#### **partners to capitalise on this growing demand for secure identity and access management solutions?**

India's Tier-2 and Tier-3 markets are becoming important growth centres for secure identity and access management, driven by manufacturing clusters, industrial parks, logistics hubs, healthcare and education, and the regional offices of large enterprises. Customers in these markets need solutions that are secure, scalable and practical to implement, and they often operate without large in-house IT or security teams, which makes the quality of the local partner decisive.

Regional enablement is therefore a clear priority for HID. We support partners through technical training, pre-sales guidance, product education and deployment support, with the aim of helping them move beyond product supply to become trusted security advisors in their markets. The goal is for customers outside the metros to access the same trusted identity infrastructure as enterprises in Bengaluru, Mumbai or Hyderabad.

#### **Q. With cybersecurity and physical security increasingly converging, what new competencies do you expect from partners, and how is HID helping them build these capabilities?**

The convergence of cybersecurity and physical security is increasingly relevant in India, particularly for BFSI, data centres, manufacturing, healthcare and critical infrastructure. Access control is no longer a purely physical decision; it now involves IT, cybersecurity, compliance and risk teams.

Partners therefore need new competencies in secure credential issuance, cloud deployment, API-based integration, identity lifecycle management and data protection, and they must be able to engage both physical security heads and CISOs. Our 2026 report notes that organisations increasingly want greater integration and interoperability between physical and digital identity, which makes these skills essential. HID supports partners through structured enablement, technical training and access to global best practice, helping them speak the language of modern enterprise security while supporting customers who are modernising at very different speeds.

**"AS INDIA ACCELERATES ITS DIGITAL TRANSFORMATION JOURNEY, THE GREATEST OPPORTUNITY LIES IN HELPING ENTERPRISES ESTABLISH STRONG IDENTITY FOUNDATIONS. BY COMBINING ITS GLOBAL INNOVATION WITH THE DEEP MARKET EXPERTISE OF ITS PARTNERS, HID IS ENABLING CUSTOMERS TO EMBRACE MOBILE ACCESS, CLOUD-LED SECURITY, AND DIGITAL IDENTITY WITH CONFIDENCE, RESILIENCE, AND LONG-TERM VALUE."**

**Q. What are the biggest challenges your partners face today, whether around customer awareness, technology adoption, or project execution, and how is HID addressing them?**

In India, the foremost challenge is customer education. Many organisations still treat access control as a one-time infrastructure purchase, so partners must explain why credential security, mobile access, lifecycle management and integration with enterprise systems matters.

The second challenge is phased adoption: customers are interested in modern security but must balance budgets, existing infrastructure and internal approval cycles, so partners need to design migration paths that are realistic and commercially viable. The third is execution quality, since projects often involve consultants, system integrators, facility and IT teams, and poor execution affects both security and user experience.

HID addresses these through training, technical documentation, pre-sales consultation and deployment guidance, helping partners reduce complexity for customers and deliver systems that are secure, reliable and easy to manage over time.

**Q. How do you see the rise of AI, digital identity, and cloud-based security platforms reshaping the partner landscape over the next three to five years?**

Over the next three to five years, the partner landscape in India will become more specialised, with customers expecting partners to understand access hardware, software, cloud platforms, cybersecurity and identity management together. AI will increasingly shape how environments are monitored and risks identified, but it is only as good as the underlying identity data, so partners have a critical role in helping customers build accurate, trusted identity foundations.

Cloud-based platforms will reshape the market in parallel. As Indian enterprises grow comfortable with cloud-led management for multi-site operations and faster provisioning, partners can offer managed services, remote administration and recurring engagement models. We have seen this globally with deployments such as Keppel Limited, headquartered in Singapore, where mobile credentials on a cloud-managed platform delivered around a 65 percent reduction in access management costs per user. The partners who invest now in software, integration and cybersecurity capability will lead; traditional installation skills will remain necessary, but no longer sufficient on their own.

**Q. Government initiatives around smart infrastructure, digital governance, and critical infrastructure protection are accelerating. How can HID's partners position themselves to participate in these large-scale opportunities?**

India's public infrastructure and government-led digital programmes are creating significant opportunities for trusted identity solutions, from smart infrastructure and transport networks to public buildings, data centres and critical utilities, all of which require secure access, authentication and identity management. For partners, the opportunity lies in building credibility for large-scale, compliance-led projects, which demand strong documentation, tendering capability, integration expertise and long-term service support.

These projects are ultimately about ensuring that access to people, facilities, systems and services is secure, auditable and manageable over many years. Partners can position themselves by developing expertise in public-sector requirements, critical infrastructure security, identity lifecycle management and interoperable design. Given the scale at which Indian government and infrastructure projects operate, the ability to execute reliably over the long term will be a major differentiator.

**Q. Beyond revenue growth, what metrics define a successful HID partner**

**today, and what strategic investments should partners make now to remain competitive in the future security and identity ecosystem?**

Revenue matters, but in India a successful partner is also defined by technical capability, customer retention, execution quality, service reliability and the ability to support complex deployments. We look at whether a partner can move from selling products to solving problems: designing secure identity journeys, supporting mobile credential adoption, integrating access control with IT and workplace systems, managing multi-site rollouts and supporting customers well after installation.

To stay competitive, partners should invest in technical certification, cloud capability, cybersecurity knowledge, API integration and vertical specialisation. As our 2026 report makes clear, organisations are consolidating fragmented tools into unified, identity-centric platforms, and customers will increasingly prefer partners who can advise, implement and support them across the full lifecycle. The future partner will be measured not by how much they sell, but by how effectively they help customers build secure, scalable identity environments.

**Q. As India's security market matures, do you foresee HID creating a more India-specific partner strategy, including localised innovation, co-development opportunities, or dedicated programmes tailored to the unique needs of the Indian market?**

India requires a partner strategy that reflects the diversity of the market: the needs of a global capability centre in Bengaluru, a manufacturing plant in Gujarat, a hospital chain expanding into Tier-2 cities and a government infrastructure project are very different. Our India strategy will continue to become more locally relevant, through stronger regional enablement, vertical-specific solution support, closer engagement with system integrators and deeper collaboration with partners who understand Indian deployment realities.

There is real potential for co-development and integration-led opportunities in areas such as mobile access, visitor management, smart campuses, workplace experience and citizen identity use cases. India offers strong technology talent, a large systems-integration ecosystem and fast-growing demand for secure physical and digital identity. The objective is to combine HID's global technology expertise with local partner intelligence, so that customers adopt solutions that are advanced as well as practical, scalable and relevant to their operating environment. **SME**





#### SEAN LI

SENIOR VICE PRESIDENT OF SALES AND MANAGING DIRECTOR,  
ASIA PACIFIC REGION, AKAMAI TECHNOLOGIES

**"AS AI RESHAPES HOW BUSINESSES OPERATE, AKAMAI IS ARCHITECTING THE INTELLIGENT INFRASTRUCTURE REQUIRED FOR THE AGENTIC WEB, HELPING COMPANIES BUILD SYSTEMS THAT DON'T JUST WORK IN THEORY, BUT PERFORM UNDER REAL-WORLD CONDITIONS."**

## AKAMAI CHARTS NEXT GROWTH PHASE IN APAC, BRINGING AI INFERENCE CLOSER TO ENTERPRISES THROUGH EDGE-POWERED INFRASTRUCTURE

Having surpassed \$1 billion in annual APAC revenue, Akamai is accelerating its AI-first growth strategy by enabling enterprises to deploy real-time, secure, and scalable AI applications closer to users through its globally distributed cloud platform.

**A**kamai Technologies crossed \$1 billion in annual revenue in Asia Pacific (APAC) for 2025, marking a turning point for the company's regional business as it sharpens its focus toward enabling the next wave of artificial intelligence (AI) deployment closer to end users.

With more than two decades of expertise in APAC, Akamai continues to see distinct growth opportunities in the region. This milestone is a launchpad for its next phase of growth — centered on helping enterprises operationalize AI, particularly through inference at the edge, where speed and proximity increasingly determine competitive advantage.

The strategy is led by Sean Li, Senior Vice President of Sales and Managing Director, Asia Pacific region, who was recently appointed to oversee the region. Under his leadership, the APAC business is evolving to meet the needs of enterprises looking to operationalize AI.

"APAC is moving beyond AI experimentation to execution," said Li. "The real challenge now is making AI work in live environments — where latency, scale, and reliability directly impact revenue and the customer experience. By bringing inference to the edge, we are giving enterprises a platform to deploy intelligence instantly, securely,

and at a scale that centralized clouds simply cannot match."

#### From AI Ambition to AI Execution

Across APAC, enterprises are accelerating AI adoption, but many are encountering a common constraint: traditional cloud architectures were not built for real-time inference at scale.

Akamai is targeting this gap by running AI workloads on the one of the world's most distributed cloud platforms, bringing GPU-powered compute closer to users and data to deliver real-time AI experiences such as recommendation engines, live video intelligence, autonomous vehicles, assistive agents, and high resolution video workflows.

This shift reflects a broader industry transition from centralized model training to distributed inference, where milliseconds can determine outcomes in customer engagement, operational efficiency, and risk management.

"Akamai's advantage is not just in powering applications, but in where we power them," Li said. "By bringing cloud and inference closer to the point of interaction, we help customers move faster, respond in real time, and deliver better experiences at scale."

#### A Region Driving the Next Wave of Infrastructure Demand

APAC's diversity is emerging as a catalyst for innovation rather than a barrier. Mature markets such as Japan and Australia are increasingly adopting managed infrastructure models to improve performance and resilience, while fast-growing economies across India, China, and Southeast Asia are producing a new generation of AI-native companies built for speed and scale. Korea, in particular, is reflecting both trends, with established enterprises modernizing legacy systems and digital-first players pushing the boundaries of AI-driven services.

These dynamics are reshaping infrastructure requirements across the region, driving demand for distributed platforms that can operate consistently across fragmented regulatory environments, varied network conditions, and rapidly evolving user expectations.

#### Accelerating Inference

Akamai's next phase in APAC will focus on unlocking AI from centralized data centers by bringing GPU-powered inference closer to users

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# HITACHI VANTARA ADVANCES AI-READY PARTNER STRATEGY AT INDIA & SAARC PARTNER SUMMIT 2026

At its India & SAARC Partner Summit 2026, Hitachi Vantara unveiled an enhanced partner-first strategy focused on AI-ready data infrastructure, ecosystem growth, and accelerating customer success in an AI-driven economy.



**DARSSHAN SOMAIYA**  
HEAD OF STRATEGIC PARTNERS &  
ALLIANCES, INDIA & SAARC  
HITACHI VANTARA

**"THROUGH DEEPER COLLABORATION, GREATER ENABLEMENT, AND A SHARED COMMITMENT TO INNOVATION, WE ARE CREATING AN ECOSYSTEM THAT CAN ACCELERATE AI ADOPTION AND DELIVER MEASURABLE BUSINESS OUTCOMES ACROSS INDIA AND THE SAARC REGION."**

**H**itachi Vantara, the data storage, infrastructure, and hybrid cloud management subsidiary of Hitachi, Ltd., concluded its annual Partner Summit 2026, welcoming approximately 80 partners and distributors from India and the South Asian Association for Regional Cooperation (SAARC) for three days of strategic collaboration, recognition and forward-looking alignment.

**'Dream, Discipline and Determination' Sets the Tone for Partner Success**

Held June 3-5 at The Westin Rishikesh, the summit was anchored by the theme "Dream, Discipline and Determination," a call to action for partners to embrace bold ambitions, execute with focus and build the resilience needed to lead in an AI-driven market. Partners engaged in leadership conversations, future-ready insights and hands-on sessions designed to address modern data challenges and the accelerating pace of digital transformation across the region.

## Partners at the Heart of India's AI Transformation Journey

"India and the SAARC region stand at the forefront of one of the most significant waves of AI-driven transformation we've seen, and our partners are the force multiplying that momentum. At Hitachi Vantara, our commitment goes beyond technology; we are here to co-create, co-invest, and grow alongside our partners as they help customers harness the power of data to build smarter, more resilient businesses. This summit reflects that shared ambition and a signal of how far we can go together," said Hemant Tiwari, Managing Director and Vice President for India and SAARC Region, Hitachi Vantara.

## Expanding Partner Opportunities Through a Renewed Regional Growth Program

As part of its broader partner strategy, Hitachi Vantara confirmed the continuation of a regional partner program across India and the SAARC region focused on accelerating new customer acquisition and driving demand for midrange systems. The program is designed to help partners expand their market impact through simplified engagement, enhanced digital marketing support and expanded regional enablement.

## Partner Advisory Board Strengthens Collaboration and Strategic Alignment

In addition, Hitachi Vantara's exclusive Partner Advisory Board forum, now in its third year, brought together twelve partner executives to

exchange insights with leadership and provide input on strategy, innovation priorities and ecosystem engagement.

## Equipping Partners with AI-Ready Tools to Lead with Confidence

"The theme of Dream, Discipline and Determination is the foundation on which we're building a stronger, more resilient partner ecosystem across India and SAARC. This summit was about giving our partners the AI-ready tools, incentives and the confidence to lead boldly in their markets. The energy and momentum we've built here will carry forward into every customer conversation, every deal, and every breakthrough our partners drive in the months ahead," said Darsshan Somaiya, Head of Strategic Partner and Alliances for India and SAARC, Hitachi Vantara.

## Celebrating Excellence Across the Partner Ecosystem

The summit also included the annual partner awards program recognizing outstanding contributions and achievements across the partner ecosystem.

## FY25 Award Winners: Recognizing Regional and National Leadership India Government, North, East & Government Vertical

- FY25 Breakthrough Partner of the Region - North, East & Government Vertical – Infovirgin Pvt Ltd
- FY25 Partner of the Region - North – Niveshan Technologies India Pvt Ltd
- FY25 Value Added Distributor of the Region - North – Redington Ltd
- FY25 Best Upcountry Partner of the Region - East – Wizertech Informatics Pvt Ltd
- FY25 Best Upcountry Partner of the Region - North – Spectra Computech Pvt Ltd
- FY25 Best Innovative Solution Partner of the

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## DENISE MILLARD

Senior Vice President, Global Alliances, Industries, Partner Strategy & Programs at Dell Technologies

### PROFILE

Denise Millard Senior Vice President, Global Alliances, Industries, Partner Strategy & Programs at Dell Technologies

As Chief Partner Officer at Dell Technologies, Millard leads Dell's partner strategy and vision, enablement, program design and experience. Her passion for connecting with customers and enabling sales and partner organizations has been a constant throughout her 25+ year career.

Effective collaboration is a hallmark of Millard's leadership. During her decade in partner-centric roles, she launched partner and partner services programs, managed top partner relationships, and drove program enablement to support direct and partner selling motions.

# DELL AND ITS PARTNERS ARE RESHAPING ENTERPRISE AI INNOVATION

As AI transforms enterprise technology, partnerships are emerging as the key driver of innovation and growth. In this article, Denise Millard explains how Dell Technologies is empowering partners with AI-driven tools, strategic incentives and a unified platform to accelerate enterprise modernization.

As artificial intelligence reshapes the enterprise technology landscape, partnerships are becoming the defining force behind innovation, scalability and customer transformation. At this backdrop, Dell Technologies is reengineering its partner ecosystem through AI-powered platforms, strategic incentives and collaborative growth models. From accelerating cloud modernization to strengthening cyber resilience, Dell's renewed partner-first vision signals a decisive shift toward a faster, smarter and more connected era of enterprise AI adoption.

### The Inflection Point Is Now

Every technology cycle has a narrow window to act. We are in that moment. AI is actively reshaping how enterprises operate, compete and invest. The organizations that move decisively today will define the market of tomorrow. Those that wait will spend years catching up.

For Dell's partners, this is not a challenge to manage. It is the biggest opportunity in our ecosystem's history.

As customers consolidate, they are placing bets on fewer, more strategic partners who can guide them through enterprise AI adoption, cyber resilience and cloud modernization simultaneously. Partners who show up with the right solutions and expertise will win and retain those relationships for years.

That is exactly the position our partner ecosystem is built to occupy. Last year, Dell partners delivered double-digit growth across every line of business, a result that reflects both the strength of our ecosystem and the size of the market we are competing in together. The addressable opportunity sits at \$6.1 trillion, with more than \$4 trillion of that delivered through partners<sup>1</sup>.

We are not slowing down. Today we are sharing the investments we are making to help every partner go further and faster.

### Incentivizing & Rewarding What the Market Demands

Our program enhancements, launching in August, are built around rewarding the outcomes customers expect. AI adoption, cyber resilience and cloud modernization are no longer optional conversations. They are what every enterprise buyer is prioritizing right now. Our new incentives are designed to put partners at the center of those conversations and recognize them for winning.

### Differentiated Rebate on Strategic Solutions

Partners selling solutions such as Dell Private Cloud, Dell Automation Platform, Cyber Resilience solutions, PowerStore, Z-Series networking, and premium Client+ products will be eligible for a new differentiated focus product base rebate. These are the solutions at the center of every enterprise modernization conversation and partners who lead with them will be rewarded.

### Focus Accounts Incentive

One of the most consistent pieces of feedback we hear is that partners should be rewarded for deepening existing customer relationships, not just landing new logos. The Focus Accounts Incentive addresses that, recognizing line-of-business expansion in both named accounts and underpenetrated accounts.

### Advisory & Systems Integrator Co-Sell Impact Recognition

Advisory and Systems Integrator partners are critical to enterprise transformation. They influence decisions long before a purchase order is written. We're formalizing recognition of co-sell revenue, acknowledging the influence that these partners have on solutioning whether or not they transact it themselves, or work with Dell sellers directly on the final end user purchase.

The market is moving fast and so are we. These enhancements are designed to keep partners at the leading edge, complementing strengths and reflecting Dell's vision for how we grow with our partner ecosystem.

**Dell Technologies Partner Program 2026:**

**A New Partner Experience: AI-Powered,**





### Unified, Built to Move at Speed

The number one ask from our partner community has been clear for years: make it easier to do business with Dell. We heard it and built for it.

Over the past several years, we have been on a journey to deliver a simplified, standardized and automated partner experience. Later this year, we are launching our first modern partner platform. It will serve as a centralized, integrated suite that connects demand signals, sales collaboration, deal registration and pricing under a single unified partner account.

This is an agentic partner experience powered by AI at every stage of the journey. It is designed to reduce friction and give time back to the things that matter, including customer relationships and

revenue-generating activity.

What that experience looks like in practice:

- **Demand signals at scale:** Dell delivered more than 200,000 demand signals to partners in FY26, predicting insights on the likelihood and timing of customer purchases and helping partners prioritize the right opportunities at the right moment.
- **Deal registration enhanced:** Automated deal registration with approvals in minutes, not days.
- **Dynamic, transparent pricing:** Get to the right price faster with real-time account-specific and deal-based pricing, fewer email loops and sharper quotes from the start.
- **AI-powered assistants:** A new family of AI assistants guides partners through the full journey from next-best-action quoting to post-order sup-

port making solutioning, purchasing and account management more intuitive and self-serve.

The time saved by this platform is not just about efficiency. It is time that can be reinvested in customers, in building relationships and in the work that drives growth.

### This Moment Is the Partner Moment

AI is creating an imperative to modernize and that imperative is arriving across every customer segment, vertical and geography simultaneously. Customers are not asking whether to modernize their infrastructure, rethink their cloud strategy or invest in cyber resilience. They are asking how fast they can do it and who they can trust to help them get there.

Partners who combine Dell's end-to-end portfolio, supply chain advantage and global services with their own expertise and customer relationships are positioned to capture the opportunity. No other ecosystem can offer that combination at scale.

The investments we are announcing today in partner incentives, the partner platform and AI-powered tools are designed to make sure every partner can move quickly, compete sharply and let's fuel the future, together. **SME**

#### AT A GLANCE

- AI is the new enterprise operating model. The decisions organizations make in the next 12 months will define their competitive position for the next decade.
- Dell Technologies partners sit at the center of a \$6.1 trillion addressable market, with more than \$4 trillion delivered through partners, the single largest go-to-market opportunity in the industry.
- Two new incentives reward partners that lead with strategic solutions: a differentiated base rebate paying a premium on focus products and a Focus Accounts incentive recognizing performance in designated accounts.
- Dell is introducing its first AI-powered partner experience, streamlining deal registration, pricing, enhanced demand signals and account management into one unified hub.

# REDINGTON PARTNERS WITH ANYTRON TO STRENGTHEN DIGITAL LABEL FINISHING CAPABILITIES IN INDIA

The strategic alliance strengthens Redington's digital printing ecosystem by enabling seamless, integrated workflows that accelerate efficiency, customization, and growth in India's rapidly evolving label and packaging industry.



**K.S. RAMESH**  
VICE PRESIDENT, DIGITAL PRINTING,  
REDINGTON LIMITED

**"OUR PARTNERSHIP WITH ANYTRON REINFORCES REDINGTON'S COMMITMENT TO ENABLING COMPLETE PRINT-TO-FINISH ECOSYSTEMS, EMPOWERING CONVERTERS ACROSS INDIA WITH ADVANCED FINISHING TECHNOLOGIES, ENHANCED OPERATIONAL EFFICIENCY, AND THE FLEXIBILITY NEEDED TO MEET EVOLVING MARKET DEMANDS."**

**R**edington, a leading integrated technology distributor, has announced its strategic partnership with Anytron, a provider of digital label finishing solutions. Through this partnership, Redington will bring Anytron's portfolio of digital finishing technologies to the Indian market, further strengthening its digital printing ecosystem with end-to-end production workflow capabilities.

## Expanding from Print Engines to Complete Production Workflows

The partnership marks a strategic expansion of Redington's digital printing portfolio beyond print engines, enabling customers to access integrated solutions covering the complete label production process from printing to finished output. Anytron's portfolio includes digital finishing solutions for lamination, die-cutting, slitting, trimming, and rewinding, designed to support short-run, on-demand, and customized label production requirements.

## Addressing a Critical Bottleneck in Label and Packaging Production

As demand continues to rise across label and packaging segments, finishing is one of the key bottlenecks for converters. However, this partnership aims to bridge that critical gap by addressing the growing demand for compact, digital-first finishing solutions in India, and making it more accessible across markets.

## Delivering Integrated Solutions Through Nationwide Reach and Expertise

The collaboration also complements Redington's existing digital printing portfolio, including solutions such as HP Indigo presses, enabling customers to build fully integrated production environments with improved workflow ownership and operational efficiency. Redington's pan-India reach, service network, and more than two decades of experience in the digital printing industry will enable market expansion of Anytron's solutions, making advanced technologies accessible across metros as well as Tier 2 and Tier 3 cities.

## Empowering Converters with Greater Efficiency and Flexibility

K.S. Ramesh, Vice President, Digital Printing, Redington Limited, said, "As the label and packaging industry continues to move towards shorter runs alongside faster delivery timelines and greater customization, the need for inte-

grated digital workflows is becoming increasingly important. Our partnership with Anytron reflects our continued focus on strengthening the digital printing ecosystem with solutions that address evolving production requirements. Anytron's finishing technologies complement our existing portfolio by enabling converters to seamlessly move from print to finished output with greater efficiency and flexibility. Backed by Redington's extensive reach, strong service capabilities, and deep market experience, we unlock access to advanced digital finishing solutions to customers across India, including emerging markets and Tier 2 and Tier 3 cities."

## Tapping into India's Fast-Growing Label and Packaging Opportunity

Michael Hyun, CEO, Anytron, said, "Partnering with Redington is a natural next step for us. India has one of the most dynamic and fastest-growing label and packaging markets in the world, and we've been watching it closely for some time. What we're seeing is a market at an inflection point — brand owners want shorter runs, faster turnarounds, and more flexibility, and converters are looking for ways to deliver all of that without inflating their costs or overhead. That's precisely what Anytron was built to solve. Our product line covers the full spectrum, from compact office-friendly systems that anyone can operate on day one, all the way up to production-class inline presses that can handle the most demanding high-mix, short-run workflows. Redington brings the reach, the relationships, and the market knowledge to put those solutions in the right hands. We couldn't ask for a better partner to grow with in this market."

## Advancing Digital Transformation Across the Print and Packaging Industry

The collaboration also reinforces Redington's vision of enabling digital transformation across the print and packaging industry through automation, efficiency, and scalable workflow solutions. **SME**

# TECHNOBIND-SISA PARTNERSHIP TO DELIVER NEXT-GEN PAYMENT SECURITY AND COMPLIANCE SOLUTIONS ACROSS INDIA

Strategic partnership combines TechnoBind's channel strength with SISA's payment-security expertise to help enterprises navigate evolving cyber threats, compliance mandates, and AI-driven security challenges.



**PRASHANTH G J**  
**CEO, TECHNOBIND SOLUTIONS**

**"BY BRINGING SISA'S DEEP DOMAIN EXPERTISE IN PAYMENT SECURITY AND AI POWERED CYBER DEFENSE TO OUR PARTNER ECOSYSTEM, WE ARE ENABLING ORGANIZATIONS TO STRENGTHEN THEIR SECURITY POSTURE, SIMPLIFY COMPLIANCE, AND CONFIDENTLY EMBRACE THE OPPORTUNITIES OF A DIGITAL-FIRST ECONOMY."**

**T**echnoBind, a value-added technology distributor focused on data management, cybersecurity, and enterprise infrastructure solutions, today announced its partnership with SISA, a leading cybersecurity company for the payments ecosystem. Through this engagement, TechnoBind will serve as a Value-Added Distributor (VAD) for SISA's cybersecurity portfolio, enabling channel partners and enterprises across India

to address evolving compliance, security, and privacy requirements within digital payment environments.

## Joining Forces to Strengthen Enterprise Cyber Resilience

The collaboration brings together TechnoBind's established channel ecosystem and enablement-driven distribution approach with SISA's expertise spanning compliance, data security, threat detection and response, and AI security solutions. The partnership is expected to help enterprises strengthen resilience against increasingly complex cyber threats while improving overall cyber resilience across payment ecosystems.

## Expanding Access to Unified Compliance and Security Solutions

As part of the partnership, TechnoBind will enable the reach of SISA's solutions portfolio, including SISA One, the unified operational platform for compliance, security and privacy. Designed for the payment ecosystem, the platform brings together agentic SOC operations, data discovery and classification, continuous compliance monitoring and AI security to maximize the value of existing enterprise security investments.

## Addressing Evolving Cybersecurity and Compliance Challenges

Speaking on the partnership, Dharshan Shanthanurthy, CEO, Chairman and Executive Director at SISA, said, "Organizations today are operating in an environment where cybersecurity decisions must balance resilience, compliance, operational continuity, and business growth simultaneously. Our partnership with TechnoBind reflects a shared understanding of how enterprise cybersecurity needs are evolving and the importance of enabling enterprises with contextual, intelligence-led cybersecurity capabilities. With TechnoBind's strong partner ecosystem and market reach, we see an opportunity to help businesses strengthen their approach to security and cyber resilience in a more unified, scalable and

outcomes-driven manner."

## Building Stronger Security Outcomes Through Channel Enablement

Prashanth G J, CEO at TechnoBind Solutions, said, "Cybersecurity conversations today are shifting from isolated controls to integrated operational resilience. SISA's deep specialization in the payment security domain, combined with its focus on AI-driven cybersecurity and forensics-led intelligence, brings a differentiated value proposition to the ecosystem. At TechnoBind, we continue to work closely with our channel community to build stronger technical capabilities and deliver meaningful outcomes for customers navigating increasingly complex digital risk environments. This partnership aligns well with that direction." Securing the Global Payments Ecosystem Through Specialized Expertise SISA has built its cybersecurity practice around securing payment environments globally, with expertise spanning end-to-end solutions across identifying, detecting, protecting, responding to, and recovering from cyber threats. The company works with organizations across the payment ecosystem including payment processors, banks, fintechs, e-commerce platforms, retailers, and healthcare organizations. SISA also collaborates with regulatory bodies and national payment switches to strengthen cyber resilience across digital transaction environments.

## Empowering Partners to Navigate the Future of Cybersecurity

TechnoBind continues to focus on strengthening channel capabilities through technical enablement, marketing support, business development engagement, and partner skilling initiatives across cybersecurity, cloud, data protection, and infrastructure technologies. Through this partnership with SISA, the company aims to further support enterprises and channel partners in addressing modern cybersecurity and compliance challenges associated with the growing digital payments landscape. **SME**





The Harness R&D facility in Bengaluru – home to one of the company's largest engineering teams and a strategic hub for developing AI-driven software delivery innovations for global markets.

# HARNESS BETS ON AI-NATIVE SOFTWARE DELIVERY AS INDIA EMERGES AS A GLOBAL INNOVATION POWERHOUSE

With India driving the majority of its global R&D efforts, Harness is redefining software engineering through agentic AI, enabling enterprises to accelerate innovation without compromising security, quality, or governance

**MANASH RANJAN DEBATA**  
manash@accentinfomedia.com

**A**rtificial Intelligence is rapidly transforming the global technology landscape, but few companies are approaching this shift as comprehensively as Harness. While much of the industry remains focused on AI-assisted coding, Harness is pioneering a broader vision—one where AI orchestrates every stage of the software delivery lifecycle, from development and testing to security, infrastructure management and governance. At the heart of this transformation is India, which has emerged not merely as a talent destination but as a strategic innovation hub driving product development for global markets. With a significant percentage of Harness' R&D operations based in India, the company is placing Indian engineering leadership at the center of its next phase of growth and innovation.

To harness a compelling perspective on the future of software engineering in the age of agentic AI, SME Channels Editor Manash Ranjan Debata had spoken to Prashant Verma, Senior Vice Presi-

dent and Head of R&D India at Harness. From exploring how AI is reshaping developer roles, redefining DevSecOps practices, transforming enterprise software delivery, the discussion moves to understand how the likes of Harness are helping to elevate India's position in the global innovation ecosystem. Verma also sheds light on the cultural, technological and organizational shifts required to build world-class R&D teams capable of creating products for a rapidly evolving digital economy.

Further, this SME Channels exclusive delves deeper into some of the most pressing questions confronting the technology industry today: How will AI redefine engineering talent and productivity? What challenges will enterprises face as AI-generated code becomes ubiquitous? Why is India becoming a preferred destination for advanced product engineering and AI innovation? And how can organizations balance speed, security, quality and governance in an increasingly AI-driven world? Through candid insights

and real-world examples, Verma outlines a future where AI is not merely a productivity tool but a foundational force reshaping the entire software development lifecycle, creating new opportunities for businesses, engineers and innovators alike. Edited Excerpts...

**India is rapidly emerging as a global AI and software engineering hub. How are you positioning India's R&D ecosystem to influence global product innovation at Harness rather than just support it?**

India's evolution from a technology services powerhouse to a global innovation hub has been one of the defining shifts in the technology industry. Over the past few decades, the country has developed a deep reservoir of engineering talent capable of rapidly adapting to and building upon every major wave of technological disruption. Today, that capability is proving especially valuable in the age of artificial intelligence.



**PRASHANT VERMA**  
SENIOR VICE PRESIDENT &  
HEAD OF R&D INDIA, HARNESS

**"AT HARNESS, WE ARE BUILDING AN AI-NATIVE SOFTWARE DELIVERY PLATFORM THAT EMPOWERS ENGINEERING TEAMS TO INNOVATE AT UNPRECEDENTED SPEED WHILE MAINTAINING THE TRUST, RESILIENCE AND OPERATIONAL EXCELLENCE THAT MODERN ENTERPRISES DEMAND."**

At Harness, India is not merely a delivery centre—it is a strategic innovation engine. A significant percentage of the company's global R&D workforce is based in India, reflecting both the quality of talent available and the confidence Harness places in its Indian engineering and product teams. These teams play a central role in understanding complex global challenges and translating them into scalable SaaS solutions for customers worldwide.

Since its inception in 2017, Harness has been focused on a singular mission: enabling software developers to deliver code to production faster while maintaining the highest standards of security, quality and cost efficiency. That mission has become even more relevant as AI reshapes the software development landscape. Today, Harness serves nearly 1,000 customers globally, helping them manage every aspect of the software delivery lifecycle—from development, testing and deployment to security, infrastructure management and feature experimentation. Increasingly, these capabilities are being enhanced through agentic AI workflows designed to support the next generation of software engineering.

**2 The software delivery landscape is being reshaped by AI-assisted coding and autonomous workflows. Do you believe AI will fundamentally redefine the role of developers, testers, and DevOps engineers over the next five years?**

Artificial intelligence is fundamentally transforming the nature of work across software development. While AI-powered code generation is dramatically increasing productivity, the true

value lies not in generating code faster, but in orchestrating intelligence across the entire development lifecycle.

Traditionally, developers translated business requirements into code, quality engineers validated functionality through extensive testing, and DevOps teams managed deployment and infrastructure. AI is now reshaping each of these responsibilities.

For developers, coding itself is becoming less time-consuming. Instead, the focus is shifting toward defining clear specifications, designing robust architectures, establishing modular frameworks and effectively orchestrating AI agents to achieve desired outcomes. The emphasis is moving from writing code to directing and validating intelligent systems.

Similarly, quality engineers are transitioning from manually creating test cases to leveraging AI-driven testing frameworks capable of validating both functional and non-functional requirements. AI enables teams to explore edge cases, identify overlooked scenarios and significantly strengthen software quality assurance.

DevOps professionals are also experiencing a transformation. Their role increasingly revolves around orchestrating infrastructure, monitoring system health, identifying vulnerabilities and ensuring operational resilience through AI-assisted automation.

Beyond individual roles, AI is driving greater convergence across disciplines. The traditional boundaries separating developers, testers and DevOps engineers are gradually dissolving. Organizations are increasingly seeking professionals who possess a product-centric mindset—individuals focused on solving business problems rather

than operating within rigid functional silos.

**2 Many enterprises still struggle with balancing speed and security in software deployment. What are the biggest mistakes organizations make while scaling DevSecOps, and how can they avoid them?**

Many organizations believe that faster code generation automatically translates into faster business outcomes. However, this assumption often creates significant challenges.

While AI may accelerate coding productivity by three or four times, the downstream processes of code review, testing, security validation and cost optimization frequently fail to keep pace. As a result, organizations encounter new bottlenecks as developers spend increasing amounts of time reviewing AI-generated code, identifying regressions, evaluating security risks and assessing the quality of generated outputs.

One of the most common mistakes enterprises make is treating security, quality and cost management as activities that occur after development is complete. In reality, these considerations must be embedded much earlier in the software delivery process.

Harness advocates a shift-left approach, where security policies, quality standards and cost controls are codified directly into the development pipeline. Rather than discovering vulnerabilities after deployment, organizations should establish intelligent guardrails that continuously validate software throughout its lifecycle.

Another challenge stems from the fragmented nature of modern DevOps environments. Critical operational data is often spread across dozens of



Artificial intelligence is fundamentally transforming the nature of work across software development. While AI-powered code generation is dramatically increasing productivity, the true value lies not in generating code faster, but in orchestrating intelligence across the entire development lifecycle.

tools, making it difficult for both humans and AI systems to establish meaningful context. Consolidating these workflows onto unified platforms is becoming increasingly important as organizations prepare for AI-native software development.

**2 India's startup ecosystem is producing exceptional engineering talent, yet retaining deep-tech researchers remains a challenge. What does it take today to build a world-class R&D culture that can compete with Silicon Valley?**

India does not suffer from a shortage of engineering talent. The country possesses one of the largest and most diverse technology talent pools in the world, including professionals who have built products at global technology giants, high-growth startups, Indian SaaS companies and consumer technology leaders.

The real challenge lies not in attracting talent but in creating opportunities where that talent can make a meaningful impact.

Organizations that successfully attract and retain top engineers understand the importance of ownership, innovation and purpose. Engineers are increasingly motivated by opportunities to solve complex problems, shape products at scale and contribute directly to business outcomes.

Equally important is fostering a culture of psychological safety, where experimentation is encouraged, diverse viewpoints are valued and innovation thrives. Companies that provide these conditions are better positioned to compete with leading global technology organizations for the best talent.

**2 With AI-generated code becoming increasingly common, concerns around code quality, hallucinations, and security vulnerabilities are growing. How should enterprises rethink governance and accountability in this new era?**



As AI-generated code becomes more prevalent, enterprises must rethink how they approach governance, quality assurance and accountability.

Code generation itself is rapidly becoming commoditized.

The real differentiator lies in maintaining strong software engineering principles, architectural discipline and robust governance frameworks.

Organizations must embed security checks, code quality validation and compliance controls directly into development environments. Rather than waiting until later stages of the lifecycle, vulnerabilities should be identified and addressed at the moment code is written.

The consequences of failing to implement these safeguards are already becoming visible. While many organizations report significant productivity gains from AI-assisted development, they are simultaneously experiencing increased review times, higher incident rates and growing numbers of regressions.

To fully realize the benefits of AI, enterprises must establish intelligent guardrails that ensure speed does not come at the expense of quality, security or reliability.

**2 Global technology companies are increasingly investing in India for advanced engineering work. What strategic advantages does India now offer beyond cost efficiency, especially in AI, cloud, and platform engineering?**

India's appeal as a global technology hub extends well beyond economics. The country offers access to a large pool of highly skilled engineers who have built and operated world-class products serving global markets. Equally important is the experience Indian teams have gained working

across geographies, cultures and time zones. This ability to collaborate seamlessly with distributed teams has become a critical advantage for organizations developing products for international audiences.

Harness itself reflects this evolution. Despite being a Silicon Valley company, it established a significant presence in India from its earliest days. The company recognized that India possessed not only the talent required to support growth, but also the capability to drive innovation at a global scale.

Today, teams based in India are developing solutions that deliver measurable business outcomes for customers worldwide. One example involved helping a large financial institution reduce alert noise in its ticketing systems by 95% through Harness AI's ability to leverage comprehensive software delivery lifecycle intelligence and distinguish meaningful signals from irrelevant data.

**2 If you had to predict one major disruption that will completely transform software delivery and engineering productivity by 2030, what would it be – and are companies truly prepared for it?**

By 2030, the most significant disruption in software engineering will not be AI-generated code itself, but the orchestration of AI across the entire software delivery lifecycle.

Industry forecasts suggest that software quality challenges could increase dramatically as AI-generated code proliferates. Without adequate

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# DISRUPTING GLASSWORM: INSIDE CROWD-STRIKE'S TAKEDOWN OF A DEVELOPER-TARGETING BOTNET

In collaboration with Google and the Shadowserver Foundation, CrowdStrike Counter Adversary Operations team struck all four of Glassworm's command-and-control (C2) channels simultaneously, severing the operators from their infected machines and their ability to deliver new malicious payloads

**O**n May 26, 2026, at 14:00 UTC, the CrowdStrike Counter Adversary Operations team executed a coordinated takedown of the Glassworm botnet, a global threat targeting software developers through the open-source supply chain. In collaboration with Google and the Shadowserver Foundation, we struck all four of Glassworm's command-and-control (C2) channels simultaneously, severing the operators from their infected machines and their ability to deliver new malicious payloads.

This takedown matters beyond the botnet. Glassworm marked a significant shift in the threat landscape that should serve as a wake-up call for every organization that ships or consumes software. Adversaries are no longer just targeting products, they're targeting the developers who build them.

## The Threat: Targeting Developers

Since at least early 2025, Glassworm operators have systematically targeted software developers, a population with access to source code repositories, cloud platforms, CI/CD pipelines, and

package registries. Developers represent uniquely high-value targets: compromising a single developer's workstation can cascade into a supply-chain compromise that impacts thousands of downstream organizations and users.

Glassworm's operators exploited this reality with a multi-pronged campaign:

- Trojanized VSCode extensions were published to the OpenVSX marketplace, disguised as popular tools like time trackers and code formatters. The malicious extensions targeted not only VSCode but also Cursor, Positron, Windsurf, VSCodium, and more.
- Compromised npm and Python packages introduced malicious code through postinstall hooks and setup scripts — executing silently during routine dependency installation.
- More than 300 GitHub repositories were poisoned using stolen developer credentials harvested from earlier Glassworm infections, with malicious code force-pushed into default branches.

This cross-platform operation affected Windows, macOS, and Linux systems, with capabilities spanning information theft, credential

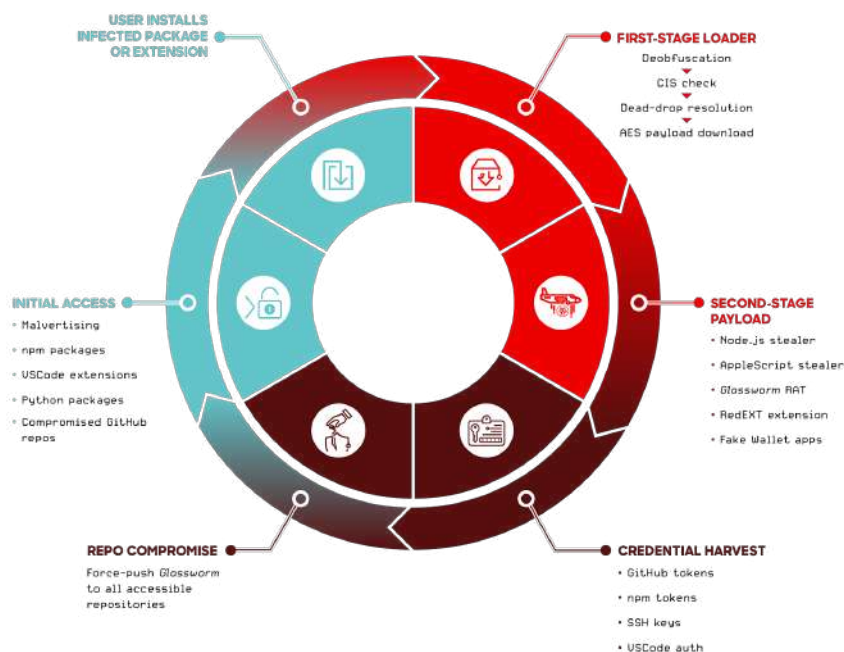
harvesting, and a full-featured Node.js remote access tool dubbed GlasswormRAT.

## A Coordinated Disruption

Glassworm's operators built their infrastructure for resilience. The botnet's C2 architecture relied on four distinct channels designed to resist traditional takedown efforts:

1. Solana blockchain: C2 server addresses are encoded in the memo fields of blockchain transactions, creating an immutable, publicly accessible dead-drop that cannot be taken offline through conventional means.
2. BitTorrent Distributed Hash Table (DHT): The GlasswormRAT queries the BitTorrent peer-to-peer network for configuration data stored against hardcoded public keys, leveraging a global decentralized network with no single point of failure.
3. Public calendar service: Glassworm uses Google Calendar event titles as dead-drop locations for Base64-encoded C2 paths.
4. Direct server connections: Traditional C2 infrastructure hosted on commercial VPS providers served as the final payload delivery

## GLASSWORM INFECTION CYCLE



mechanism.

The combination of blockchain, peer-to-peer, and legitimate web services as resolution layers was designed to be resilient against takedowns — a dynamic front protecting the actual C2 servers behind multiple layers of indirection.

Disrupting this architecture required precision and timing. Taking down only one channel would have left the others operational, allowing the operators to quickly reconstitute. All four channels had to be disrupted simultaneously in a coordinated effort. As a result, infected machines can no longer receive new instructions or payloads.

### The Example This Sets

The Glassworm takedown sets a model for how the security community must approach supply-

chain threats going forward.

The operators behind Glassworm are well-resourced and persistent. Over the course of more than a year, they continuously evolved: adopting new programming languages (from JavaScript to Rust to Zig), expanding across package ecosystems (VSCode, npm, PyPI, GitHub), and building redundant infrastructure designed to survive takedown attempts. Left unchecked, their access to developer credentials and systems posed ongoing risk of high-impact supply-chain compromises affecting organizations far beyond the initially infected developers.

The criminals are likely based in Russia. The evidence is a classic: The malware checks the victim's locale, language settings, and timezone

at runtime, and quietly exits if it determines the machine is in a CIS country, a well-known tactic among cybercriminals in the region who avoid targeting systems close to home. Russian-language comments appear throughout the source code. No single indicator is proof on its own — locale checks can be copied, and code comments may reflect AI tooling rather than a native speaker — but the pattern is clear and consistent across more than a year of observed activity.

This case demonstrates:

- Proactive disruption of cyber threats is achievable, even against infrastructure deliberately designed for resilience.
- Precision strikes can cripple criminal operations without requiring years of judicial process, by targeting the technical dependencies that adversaries cannot easily replace.
- Cross-sector collaboration works. Combining threat intelligence from private industry with law enforcement authority and platform cooperation from technology companies creates the conditions for decisive action.
- Disruption liberates victims. By severing command-and-control, infected machines are freed from adversary control, giving organizations the window they need to detect and remediate compromises.

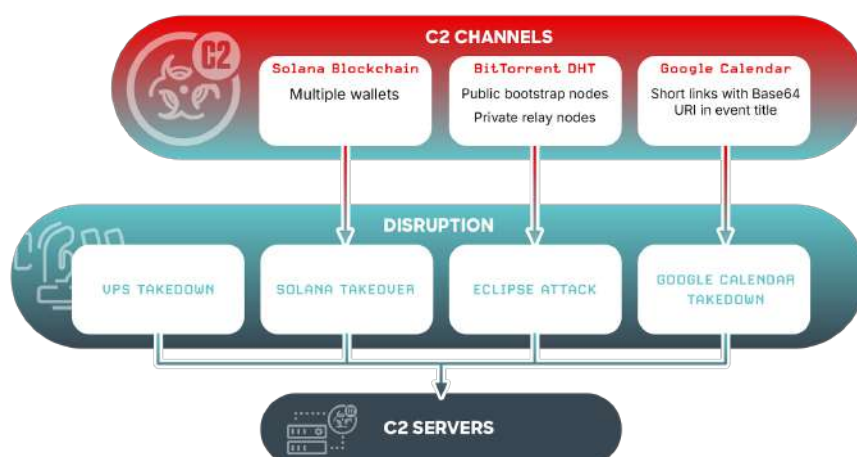
### How to Identify Infections

To help organizations determine whether they have been affected by Glassworm, we are sharing a key network indicator: All Glassworm-infected machines now beacon to the benign CrowdStrike-operated IP address 164.92.88[.]210. Organizations should review network logs and endpoint telemetry for connections to this address. Any

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## GLASSWORM C2 INFRASTRUCTURE & DISRUPTION



Glassworm marked a significant shift in the threat landscape that should serve as a wake-up call for every organization that ships or consumes software. Adversaries are no longer just targeting products, they're targeting the developers who build them.



# SOHO SPECIAL

Small Office Home Office Solution for India Market





**S**mall 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

Dell

## MODEL NAME

Dell XPS 14 (Panther Lake)

## WHAT'S UNIQUE ABOUT IT

The Dell XPS 14 (Panther Lake) represents the next evolution of premium AI-powered laptops, combining advanced performance, intelligent computing, and sophisticated design. Powered by Intel's latest Panther Lake processors, the device is engineered to deliver enhanced AI acceleration, improved power efficiency, and responsive multitasking for modern professionals and creators.

Designed for users who demand both mobility and performance, the XPS 14 features a sleek, premium chassis that balances portability with productivity. Its AI-enabled architecture intelligently optimizes system resources, enabling smoother workflows across business apps & content creation tools.

## KEY HIGHLIGHTS:

- Intel Panther Lake processor with integrated AI capabilities
- Premium lightweight and compact design
- High-resolution display with vivid colours and sharp detail
- AI-driven performance and power optimization
- Advanced thermal architecture for sustained productivity
- Long battery life with fast-charging support
- High-speed memory, storage, and modern connectivity options

## SOHO FRIENDLY QUOTIENT

The Dell XPS 14 (Panther Lake) is exceptionally well-suited for small office and home office environments. Its combination of AI-enhanced performance, premium portability, dependable battery life, and superior display quality enables professionals to handle business applications, virtual meetings, multitasking, and creative workloads efficiently, making it an ideal productivity companion for modern hybrid workstyles.



**BRAND NAME**

Apple

**MODEL NAME**

Apple MacBook Air (M5)

**WHAT'S UNIQUE ABOUT IT**

The Apple MacBook Air (M5) continues Apple's tradition of delivering premium ultraportable computing with industry-leading efficiency, performance, and user experience. Powered by the latest Apple M5 chip, the device offers significant improvements in AI processing, graphics performance, and energy efficiency, enabling users to handle demanding workloads while maintaining exceptional battery life.

Designed for professionals, students, and creators, the MacBook Air (M5) combines a remarkably thin and lightweight form factor with powerful performance.

**KEY HIGHLIGHTS:**

- Apple M5 chip with advanced AI and machine learning capabilities
- Ultra-thin and lightweight premium aluminum design
- Brilliant Liquid Retina display with exceptional colour accuracy
- Outstanding battery life for all-day productivity
- Silent fanless architecture for efficient operation
- Fast SSD storage and unified memory architecture
- Seamless integration with macOS and Apple ecosystem

**SOHO FRIENDLY QUOTIENT**

The Apple MacBook Air (M5) is an excellent choice for small office and home office users seeking portability, reliability, and performance. Its long battery life, lightweight design, AI-enhanced capabilities, and seamless software experience make it ideal for business professionals, remote workers, educators, and content creators who require efficient productivity throughout the day.

**BRAND NAME**

Amkette

**MODEL NAME**

Amkette XS Flow 2 Speed Wireless Mouse

**WHAT'S UNIQUE ABOUT IT**

The Amkette XS Flow 2 Speed Wireless Mouse is a compact and productivity-focused accessory designed to deliver smooth navigation, portability, and reliable wireless performance for everyday users. Built for professionals, students, and hybrid workers, the mouse combines ergonomic comfort with responsive tracking, making it ideal for extended work sessions across laptops, desktops, and tablets.

Its standout feature is the dual-speed DPI adjustment, allowing users to switch between different sensitivity levels based on their workflow requirements. Whether browsing documents, or performing precision tasks, it adapts to varying productivity needs with ease.

**KEY HIGHLIGHTS:**

- Wireless connectivity for cable-free convenience
- Dual-speed DPI adjustment for flexible control
- Compact and lightweight travel-friendly design
- Ergonomic shape for comfortable daily use
- Smooth and responsive cursor tracking
- Plug-and-play setup with broad device compatibility
- Energy-efficient operation for extended battery life

**SOHO FRIENDLY QUOTIENT**

The Amkette XS Flow 2 Speed Wireless Mouse is well-suited for small office and home office users seeking an affordable, reliable, and portable productivity accessory. Its comfortable design, adjustable sensitivity, and hassle-free wireless operation make it an excellent choice for professionals handling everyday computing tasks efficiently.



Amkette

**BRAND NAME**

Epson

**MODEL NAME**

Epson EcoTank L6360

**WHAT'S UNIQUE ABOUT IT**

The Epson EcoTank L6360 is a high-performance all-in-one business printer designed to deliver cost-efficient, high-volume printing for modern offices and home-based professionals. Featuring Epson's innovative cartridge-free EcoTank technology, the printer utilizes refillable ink tanks that significantly reduce printing costs while ensuring uninterrupted productivity.

Built for demanding work environments, the EcoTank L6360 combines fast print speeds, reliable performance, and multifunction capabilities including printing, scanning, copying, and faxing.

**KEY HIGHLIGHTS:**

- Cartridge-free EcoTank system with refillable ink tanks
- High-volume, low-cost printing capability
- Print, scan, copy, and fax functionality
- PrecisionCore technology for superior print quality
- Automatic duplex printing for paper savings
- Wireless, Ethernet, and mobile printing support
- High-capacity ink bottles for extended productivity

**SOHO FRIENDLY QUOTIENT**

The Epson EcoTank L6360 is exceptionally well-suited for small office and home office environments. Its low running costs, multifunction capabilities, reliable performance, and wireless connectivity make it an ideal solution for entrepreneurs, professionals, and small businesses that require frequent, high-quality printing without the burden of recurring cartridge expenses.



Epson

**BRAND NAME**

Framework

**MODEL NAME**

Framework Laptop 16

**WHAT'S UNIQUE ABOUT IT**

The Framework Laptop 16 stands apart as one of the most modular and upgradeable laptops available today, redefining how users approach performance, customization, and long-term ownership. Designed around a repairable and expandable architecture, the device allows users to upgrade key components, replace modules, and customize ports, extending product lifespan and reducing electronic waste.

Built for power users, developers, creators, and professionals, the Framework Laptop 16 combines high-performance computing with exceptional flexibility. Its modular design enables users to tailor the system to specific workloads, whether for software development or content creation.

**KEY HIGHLIGHTS:**

- Fully modular and upgradeable laptop architecture
- User-replaceable components and expansion modules
- High-performance processor options for demanding workloads
- Large high-resolution display with immersive visuals
- Customizable ports through Expansion Card system
- Sustainable and repair-friendly design philosophy
- Powerful connectivity and future-ready upgrade path

**SOHO FRIENDLY QUOTIENT**

The Framework Laptop 16 is highly suitable for small office and home office users who value flexibility, longevity, and performance. Its upgradeable design, robust computing capabilities, and customizable configuration allow professionals to adapt the device to evolving business needs.



Framework



# FROM THE GROUP EDITOR'S DESK



## REIMAGINING GROWTH FOR INDIA'S IT CHANNEL PARTNERS IN A TRANSFORMING ECONOMY

■ **SANJAY MOHAPATRA**  
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India stands at a pivotal economic juncture. With GDP growth continuing to outpace many global economies and digital adoption accelerating across sectors, the opportunity landscape for IT channel partners has never been more promising or more demanding. As enterprises, governments, and SMBs double down on digital transformation, channel partners must evolve from transactional resellers to strategic advisors.

The Indian economy, despite global headwinds such as inflationary pressures and geopolitical uncertainties, has shown resilience. Government initiatives like Digital India, Make in India, and the push for semiconductor and data center ecosystems are creating fertile ground for technology adoption. Moreover, the rapid expansion of cloud computing, AI, cybersecurity, and 5G is redefining the IT ecosystem. For channel partners, this is both a challenge and an unprecedented growth opportunity.

However, traditional revenue models centered on hardware margins are no longer sustain-

able. Customers today demand outcome-driven solutions whether it's improved customer experience, operational efficiency, or data-driven decision-making. This shift requires partners to invest in capabilities, not just inventory. Building competencies in managed services, multi-cloud environments, data analytics, and cybersecurity is no longer optional; it is mission critical.

Another defining trend is the rise of Tier 2 and Tier 3 markets as significant growth engines. As digital infrastructure improves and regional businesses embrace technology, channel partners must expand their reach beyond metros. Localization, language support, and industry-specific solutions will be key differentiators in tapping this segment.

The vendor-partner relationship is also undergoing transformation. Leading technology vendors are increasingly focusing on ecosystem-led growth, enabling partners with training, incentives, and co-innovation opportunities. Yet, the onus is on partners to leverage these programs strategically, align with high-growth technologies, and build vertical specialization.

Furthermore, the importance of trust and security cannot be overstated. With cyber threats on the rise and regulatory frameworks tightening, customers are prioritizing partners who can ensure compliance, resilience, and data protection. This opens a significant avenue for partners to offer value-added security services and advisory.

In conclusion, India's economic growth story provides a solid foundation for IT channel partners, but success will depend on adaptability and foresight. The winners in this evolving landscape will be those who embrace transformation, invest in skills, and reposition themselves as trusted digital enablers.

The future is not just about selling technology; it is about shaping business outcomes. And for India's IT channel partners, the time to pivot is now. **SME**

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