

PLUS

Arijit Dey is Zoom's Channel Leader for India & SAARC / 05

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India's leading IT magazine for channel business

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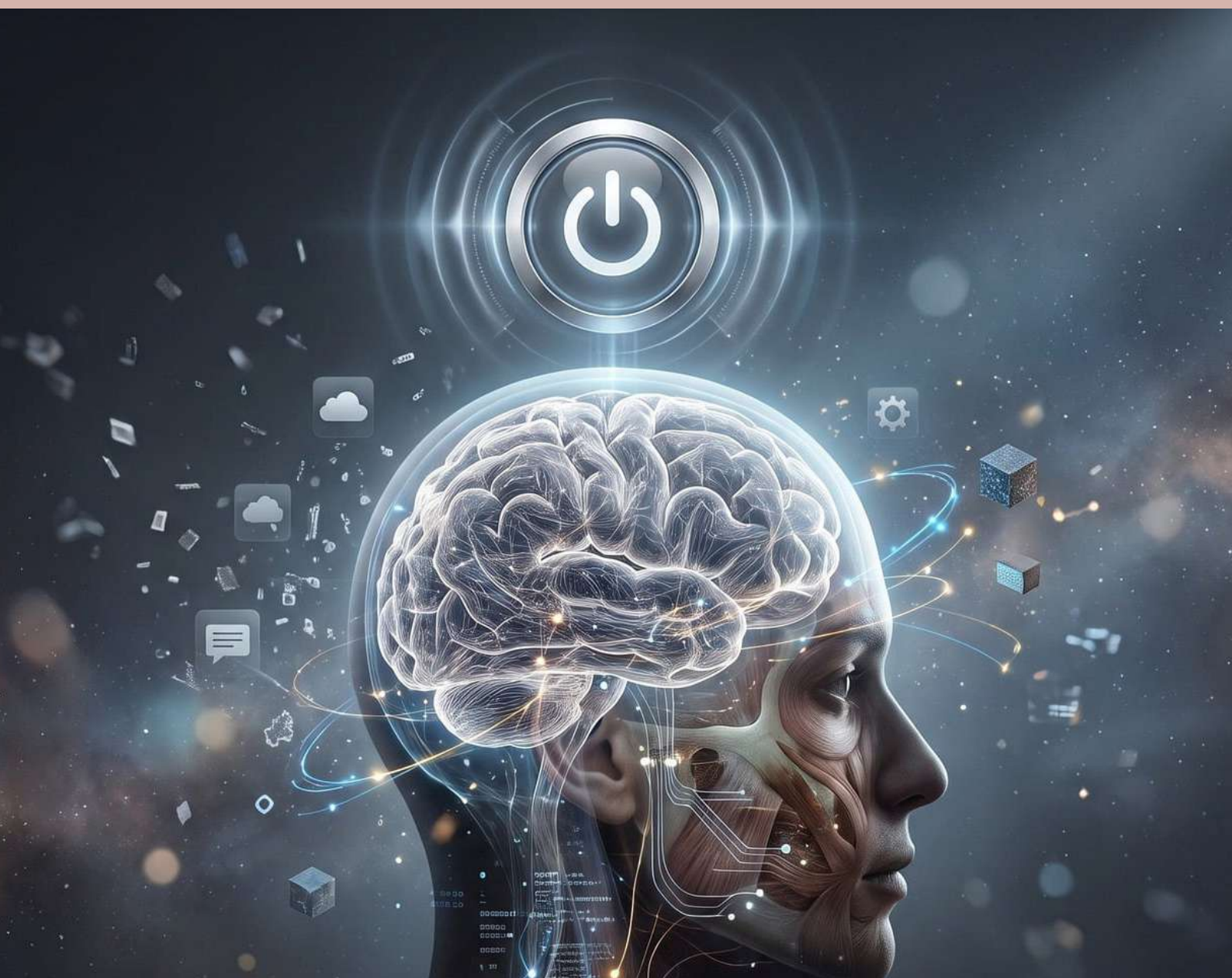
PARTNER CORNER / 18
XConnect Mumbai 2026: Ingram
Micro Bets Big on the Future
of AI-Powered Ecosystems and
Platform-Led Growth



INTERVIEW / 20
From Resellers To Strategic
Advisors: The Evolution Of
Autodesk's Channel Ecosystem



ACQUISITION / 23
Barracuda Acquires Evo Security
to Deliver Complete Identity
Resilience



FROM AUTOMATION TO INTELLIGENCE

AI'S DEFINING MOMENT HAS ARRIVED

As India races toward an AI-first economy, AI Appreciation Day celebrates the technology that is redefining innovation, transforming industries,....**Page..24**

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INTERVIEW / 29
Tech Data Powers India's Next Digital Frontier, Enabling Partners to Lead the AI Transformation Journey



PARTNER CORNER / 31
Synergy 2026: Arrow PC Network Brings Industry Leaders Together to Co-Create the Future



GUEST ARTICLE / 35
How Cloud, AI and Data Are Giving India's MSMEs the Technology Edge They Never Had Before

EDITORIAL

AGENTIC AI AND SHADOW AI: WHAT THE NEXT WAVE MEANS FOR CHANNEL PARTNERS

MANASH RANJAN DEBATA
manash@accentinfomedia.com



The rapid rise of Agentic AI—autonomous AI systems capable of making decisions and executing tasks with minimal human intervention—is transforming enterprise IT. Alongside this evolution comes the growing challenge of Shadow AI, where employees adopt AI tools without IT oversight. While these trends introduce new cybersecurity and governance risks, they also create significant business opportunities for channel partners.

As enterprises accelerate AI adoption, channel partners are evolving from technology resellers into strategic AI advisors. Customers are no longer seeking only AI deployment; they need trusted partners who can ensure AI systems are secure, compliant, and aligned with business objectives. This shift is expanding the role of system integrators, value-added resellers (VARs), managed service providers (MSPs), and managed security service providers (MSSPs).

One of the biggest concerns is security. Agentic AI requires access to enterprise applications, cloud platforms, APIs, and sensitive business data. Without proper governance, these AI agents can inadvertently expose confidential information, create compliance gaps, or become entry points for cyberattacks. Shadow AI further compounds the risk by introducing unauthorized applications that bypass corporate security controls. These challenges are opening new revenue streams for channel partners. Demand is expected to grow for AI governance frameworks, identity and access management, AI risk assessments, API security, data protection, continuous monitoring, and AI compliance services. MSSPs, in particular, can capitalize on this trend by offering managed AI security, policy enforcement, and real-time threat detection. Software modernization also presents a major opportunity. Another area of growth is consulting and training. Organizations need guidance on AI governance, employee awareness, and regulatory compliance. Partners investing in AI certifications and advisory capabilities can position themselves as long-term digital transformation partners rather than transactional vendors.

The vendor ecosystem is also responding with AI-ready infrastructure, governance platforms, and security solutions, enabling partners to diversify beyond traditional product sales. Subscription-based AI consulting, managed AI operations, governance audits, and continuous security monitoring will create recurring revenue opportunities and stronger customer relationships.

The rise of Agentic AI marks a pivotal moment for the channel ecosystem. While Shadow AI introduces operational and cybersecurity challenges, it also accelerates demand for trusted advisors who can help enterprises deploy AI responsibly. Channel partners that combine AI expertise with cybersecurity, governance, and managed services will be best positioned to drive the next phase of enterprise digital transformation while building sustainable, long-term growth. **SME**

MY EXPERIENCE

Dell XPS 13 Refresh

The Dell XPS 13 Refresh is a premium ultraportable laptop designed to deliver a perfect balance of performance, portability, and intelligent computing for modern professionals. Powered by the latest Intel Core Ultra processor with an integrated Neural Processing Unit (NPU), the laptop brings AI-enhanced productivity, faster multitasking, and improved power efficiency to everyday workflows. Its minimalist design offers a sophisticated but enduring user experience.

SPECIAL FEATURE : INTEL CORE ULTRA PROCESSOR WITH AI NPU, MICROSOFT COPILOT INTEGRATION, INFINITYEDGE HIGH-RESOLUTION DISPLAY, ULTRA-SLIM PREMIUM ALUMINUM DESIGN, LONG BATTERY LIFE, AI-ENHANCED PRODUCTIVITY FEATURES, STUDIO-QUALITY AUDIO AND CAMERA, WINDOWS HELLO FACIAL RECOGNITION, ADVANCED SECURITY FEATURES.



FINAL WORD:

The Dell XPS 13 Refresh continues Dell's legacy of delivering premium ultraportable laptops, combining elegant design with cutting-edge performance. Its AI-powered capabilities, exceptional build quality, immersive display, and intelligent productivity features make it an excellent choice for professionals and creators seeking a lightweight yet powerful device.

contents

VOLUME 17
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JUL



FROM AUTOMATION TO INTELLIGENCE: AI'S DEFINING MOMENT HAS ARRIVED

As India races toward an AI-first economy, AI Appreciation Day celebrates the technology that is redefining innovation, transforming industries, and shaping the future of intelligent enterprise.

more inside

Editorial	03
Snippets	05
Product	38

INTERVIEW



DELL TECHNOLOGIES / 33
"Beyond the Data Center: Dell Technologies ISG Charts the Next Era of Intelligent Infrastructure"

CYBER SECURITY



EVENTUS / 37
"Eventus Security Identifies the Next Era of Security Operations"

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ARIJIT DEY IS ZOOM'S CHANNEL LEADER FOR INDIA & SAARC



ZVC India (Parent: Zoom Communications, Inc.) has appointed Arijit Dey as channel leader for India & SAARC, reinforcing the company's commitment to growing its partner ecosystem as organizations increasingly seek to simplify work, enhance customer experience, and drive business outcomes with AI.

With more than 24 years of experience in enterprise sales, business development, and strategic partnerships across the technology and telecommunications industries, Arijit will lead Zoom's channel strategy for India and SAARC. In this role, he will focus on deepening partner engagement, accelerating channel-led growth, and empowering partners to help organizations turn conversations into action — delivering customer value through Zoom's AI-powered system of action.

"Our partner ecosystem is central to how we bring Zoom's innovations to our customers across India and SAARC," said Jacob Pereira, head of

APAC Partners, Zoom. "Arijit brings deep channel expertise and a strong track record of building strategic alliances that drive growth. As organizations increasingly look to AI to improve how work gets done, his leadership will help our partners deliver greater value to customers and capture new opportunities."

Prior to joining Zoom, Arijit served as director of strategic partnerships at Genesys, where he was instrumental in driving CCaaS growth through strategic collaborations with service providers, global systems integrators & legacy customer experience partners. Arijit has held leadership roles at several telecommunication companies and technology startups, where he built and scaled enterprise businesses, developed partner ecosystems, and led high-performing teams. "I am excited to join Zoom and work alongside our partners to help organizations embrace modern, AI-powered collaboration solutions," said Arijit.

Kaspersky warns of The Gentlemen ransomware group expanding ops with new malware

New Kaspersky GReAT (Global Research and Analysis Team) research into the rapidly growing ransomware group known as The Gentlemen has showed that the attackers have evolved their tactics through new custom-built tools — a backdoor designed to facilitate information gathering before ransomware deployment and control

over compromised systems, and a ransomware executable file. The group has been active worldwide across industries including manufacturing, IT services, healthcare, financial services, construction, and logistics.

The Gentlemen is a rapidly expanding Ransomware-as-a-Service (RaaS) operation

believed to have emerged around mid-2025. The Gentlemen and its affiliates primarily gain initial access to victim systems through the exploitation of internet-facing services and compromised credentials. The attackers may be seeking collaboration with Initial Access Brokers (IABs) to acquire access to organizations with

valuable intellectual property with minimal effort. Kaspersky found that access to some victim systems, using techniques the group does not typically employ, occurred long before the ransomware infection. This may mean that the initial access was not carried out by The Gentlemen, but rather by another threat actor, possibly an IAB.

ABB Launches High-Efficiency Solar and BESS Solutions to Accelerate the Energy Transition

As grid constraints and renewables expansion accelerate, ABB has launched its Proteus PV and battery energy storage systems (BESS) portfolio. With utility-scale renewable electricity generation expected to grow by 60 percent over the next four years, according to the International Energy Agency¹, the Proteus portfolio delivers high-efficiency power conversion solutions for utilities, power producers, and renewable developers worldwide.

ABB will present its new Proteus solar inverter at Intersolar 2026 (June 22–25, Munich, Germany) at stand B3.250.

“The global energy transition requires proven, scalable and reliable power conversion solutions,” said Daniel Gerber, Business Line Manager, Renewable Power at ABB. “With over 120 GW of power conversion capacity installed to date, ABB combines its enhanced portfolio of PV, BESS and control systems technologies, global presence, engineering, manufacturing, and service capabilities, delivers high performance and consistent project execution worldwide.”

PV is widely acknowledged as the most scalable and cost-competitive clean energy source that is serving an essential role in achieving global net-zero targets, supporting further industrial electrification, and advancing the energy transition.

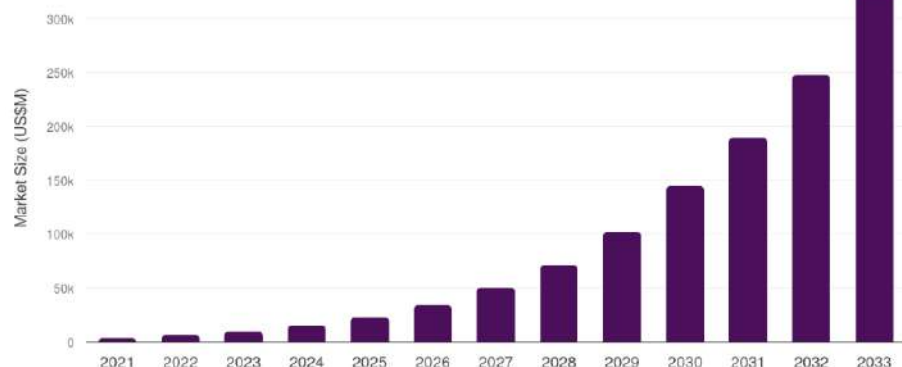
Akamai Selected as Strategic Security Partner for WWT's ARMOR Framework

To help enterprises bridge the gap between AI innovation and security, Akamai has been selected as a strategic partner for World Wide Technology's (WWT) AI Readiness Model for Operational Resilience (ARMOR). This collaboration positions Akamai as a foundational security architecture for the “AI Factories” being built by WWT and accelerated by NVIDIA.

As enterprises rush to adopt AI, they often face a “security tax,” where traditional security agents compete with AI workloads for critical compute resources. Through ARMOR, Akamai and WWT are solving this challenge by integrating Akamai's software intelligence directly with NVIDIA BlueField Data Processing Units (DPUs).

WWT's ARMOR is the industry's first holistic, vendor-agnostic AI security framework. While other architectures are often limited to specific cloud platforms, ARMOR provides a structured blueprint across six critical domains: Governance, Risk and Compliance (GRC), Model Protection, Secure AI Operations, Infrastructure Security, Data Protection, and Secure Development Lifecycle (SDLC).

INDIA ARTIFICIAL INTELLIGENCE MARKET, 2021-2033



(Source: Grand View Research)

EXECUTIVE MOVEMENT



ARIJIT DEY IS ZOOM'S CHANNEL LEADER FOR INDIA & SAARC



MANI SHEKHAR APPOINTED AS HEAD OF PARTNER ECOSYSTEM SUCCESS FOR SAP INDIA



SUSE APPOINTS MARSHAL CORREIA AS GENERAL MANAGER FOR INDIA AND SOUTH ASIA



FORTINET APPOINTS LUCA SIMONELLI AS SENIOR VICE PRESIDENT, ASIA PACIFIC



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Akamai Launches Agentic Security Framework to Build Trust, Identity and Control in the AI-Driven Economy

As AI agents increasingly act on behalf of users, every request raises critical questions of identity, intent, and trust. To address this, Akamai (NASDAQ: AKAM) today announced its unified agentic framework for its Bot & Agent Control solutions, which connects identity, observability, trust, and edge security into a single, real-time decisioning layer to power scalable AI-driven interactions at the edge.

Six tightly integrated pillars form the framework, which are delivered through a coordinated ecosystem of partners:

Through its collaboration with Visa, Akamai is establishing a trusted foundation by authenticating AI agents for secure, permissioned transactions. Integrations with frameworks like Visa's Trusted Agent Protocol are helping define how agents operate in payment environments, setting clearer standards for authorization, permissions, and transaction-level trust. Akamai is also collaborating with Skyfire and Experian to strengthen trusted AI agent identity through the "Know Your Agent" (KYA) framework, which provides a standardized way for agents to declare identity, origin, and intent, linking them to the platforms they operate on and the users they represent.

Barracuda Acquires Evo Security to Deliver Complete Identity Resilience

Barracuda Networks, Inc. has acquired Evo Security, an identity and access management (IAM) provider purpose-built for managed service providers (MSPs). The acquisition expands the BarracudaONE platform's identity security capabilities, creating the industry's most comprehensive partner-first platform unifying privileged access management (PAM), access control, identity protection, and identity threat detection and response. By combining Evo Security's identity solutions with Barracuda's existing identity-driven controls, BarracudaONE delivers a unified, end-to-end identity security architecture through a single platform – precisely as global IAM investment surges with double-digit year-over-year growth, according to leading industry analysts. This integrated approach gives partners one multi-tenant environment to deliver complete identity resilience, while customers gain modern protection without the operational burden of stitching together multiple tools.

Rohit Ghai, Barracuda Chief Executive Officer, said, "In the agentic AI era, protecting both human and non-human identities is imperative for delivering cyber resilience. Existing enterprise identity solutions are complex, costly and fail to effectively meet the needs of MSPs."

Barracuda Raises the Bar for Email Security with Autonomous AI-Driven Threat Detection and Response

Barracuda Networks, Inc. has unveiled Barracuda Integrated Email Protection, an Integrated Cloud Email Security (ICES) solution delivering high-efficacy protection against evolving AI-driven threats. Powered by AI, the solution continuously and autonomously detects and remediates threats across the full attack lifecycle, clearly explains Microsoft 365 and Google Workspace verdicts and enables rapid post-delivery message clawback. Built on BarracudaONE® platform telemetry across domains – including email, identity, network, data, and applications – and designed for single and multi-tenant environments, it also enables MSPs to quickly identify, investigate and eliminate risk, simplifying operations, strengthening resilience and accelerating growth. "Email is no longer a human-centric communication platform; it's an operational fabric where humans and AI interact, making it a much bigger target and amplifying the speed, scale and impact of attacks when threats go undetected," said Rohit Ghai, CEO at Barracuda.

Blue Cloud Softech Powers India's First AI Multilingual FIR Recorder - "AI-CopWriter" - for Hyderabad City Police

Blue Cloud Softech Solutions Limited, an AI-first technology company, today announced the successful deployment of "AI-CopWriter" – described by the Hyderabad City Police as India's first AI-powered multilingual complaint-recording application – developed by the Company in collaboration with the IT Cell of Hyderabad City Police. The application was formally launched by the Commissioner of Police, Hyderabad City, Sri V. C. Sajjanar, IPS, at the Telangana Integrated Command and Control Centre (TGICCC), Banjara Hills.

AI-CopWriter enables a citizen to narrate a complaint in their mother tongue, which the application transcribes and translates into a complete First Information Report (FIR) draft within seconds, across ten major Indian languages with automatic language detection. Each exported document is generated as a tamper-evident PDF that automatically embeds the FIR number, the names of the complainant and accused, the recording officer's name and badge identification, the police station and the relevant sections of law – ensuring attribution and record integrity.

Brother India Offers Up to 30% Off Across 14 Printer Models on Amazon Prime Day 2026

Brother International India Pvt Ltd, the Indian subsidiary of the Japanese multinational Brother Group, is set to participate in Amazon Prime Day 2026 with exclusive discounts of up to 30% across its range of Ink Tank and Laser Multifunction Printers. Running from July 4 to July 6, 2026, the 72-hour sale gives Amazon Prime members access to 14 of Brother India's most popular printing solutions at significantly reduced prices, exclusively on Amazon.in.

With hybrid and remote work now a permanent feature of India's professional landscape, the demand for reliable, cost-efficient in-house printing has grown steadily across urban and semi-urban markets. Amazon Prime Day, now in its 10th edition in India, has emerged as one of the country's highest-intent shopping moments, and Brother India's participation this year is aimed at making quality printing accessible to a wider audience, from students and home users to small business owners and growing enterprises.

Bybit Unveils Combo Bot Hub to Redefine Automated Portfolio Trading Across Crypto and Traditional Markets

Bybit, the world's second-largest cryptocurrency exchange by trading volume, has announced Bybit Combo Bot Hub, a centralized platform for portfolio-based automated trading strategies supporting traders for both digital assets and traditional financial markets.

The Combo Bot Hub allows users to browse, deploy, and manage multi-asset strategies from a single interface, consolidating two portfolio-level trading products:

While the Futures Combo automates rebalancing across diversified crypto asset portfolios, the TradFi Combo provides automated portfolio exposure to CFD trading of traditional financial assets including stocks, indices, gold, and forex.

The platform includes a curated selection of pre-built strategy portfolios that can be deployed with a single click, with no manual configuration needed. Users select a strategy aligned with their investment approach, and the underlying bot manages allocation and rebalancing automatically.

Rockwell Automation, Cisco Join Forces to Build AI-Ready Smart Factories, Accelerate India's Manufacturing Transformation

Rockwell Automation, Inc. and Cisco have announced a strategic collaboration to help reimagine the future of manufacturing in India, bringing together IT and industrial automation to support the country's ambitions for advanced, resilient, and globally competitive manufacturing.

At the heart of this partnership is the launch of a Full-Stack Software-Defined Manufacturing reference design, along with the availability of a Software-Defined Manufacturing Demo Pod at Rockwell Automation's Gurugram facility, developed in collaboration with Cisco's Country Digital Acceleration program. The companies also announced a joint digital skills initiative for the manufacturing industry, aimed at closing the manufacturing digital skills gap through Cisco Networking Academy and Rockwell's Learning+ program.

Together, these initiatives reflect a shared commitment by Rockwell Automation and Cisco to support India's national manufacturing vision.

Driving Secure AI Innovation: Commvault and Microsoft Announce Multi-Year Strategic Collaboration

Commvault has announced a strategic partnership with Microsoft that underscores the importance of AI and cyber resilience as enterprises accelerate their move to the cloud, rapidly scale AI utilization, and face increasingly complex data security threats.

Through this partnership, Microsoft will offer Commvault's extensive AI and cyber resilience technologies as a native ISV service on Microsoft Azure. This will give Azure customers the ability to discover, provision, and seamlessly integrate Commvault's trusted resilience capabilities directly from the Azure cloud platform. These capabilities can be used to help enterprises rapidly recover and restore data, applications, and identities if systems are compromised by attacks, outages, or human error. This collaboration will provide a unified experience across procurement, onboarding, and operations, eliminating the need for separate infrastructure, manual integrations, or external tooling for Commvault customers.

CrowdStrike and AWS Advance Secure AI Innovation with Expanded Falcon Protections and Cloud-Scale Security Capabilities

CrowdStrike, in collaboration with Amazon Web Services (AWS), announced new AI, cloud, and Next-Gen SIEM innovations that help organizations securely build, deploy, and operate AI applications and cloud workloads on AWS.

CrowdStrike is expanding CrowdStrike Falcon AI Detection and Response (AIDR) capabilities on AWS, helping organizations identify and mitigate AI runtime risks across AI applications built with AWS technologies including Amazon Bedrock, Kiro, and Strands Agents.

CrowdStrike is expanding CrowdStrike Falcon platform availability in AWS Marketplace with new 30-day free trials for CrowdStrike Falcon Next-Gen SIEM, CrowdStrike Falcon Cloud Security, and CrowdStrike Falcon Endpoint Security on a pay-as-you-go basis. New Quick Start connectors for Amazon CloudWatch and Amazon Simple Storage Service (Amazon S3) access logs help streamline onboarding and accelerate time-to-value.

Cummins and CII strengthen their collaborative commitment for Cleaner Air with the Launch of an Advanced Decision Support System

Reaffirming its commitment to creating healthier and more sustainable communities, Cummins in India, a leading integrated power solutions provider marked another milestone in the evolution of the Cleaner Air Better Life (CABL) initiative, with the launch of an advanced Decision Support System (DSS) for air quality management in Pune and Pimpri Chinchwad. Conceptualized by Cummins in India, CII and NITI Aayog, CABL has evolved into a national multi-stakeholder platform bringing together government, industry, academia, civil society and communities to address air pollution through four focused task forces on clean transport, clean fuel, clean industry and biomass management.

The DSS platform will enable authorities to make more proactive, data-driven decisions to improve urban air quality. It will provide city authorities with up to 72-hour air quality forecasts to plan timely interventions.

Dell and AMD Expand Enterprise AI Capabilities with New On-Premises Infrastructure Solutions

As enterprises increasingly move from AI experimentation to large-scale deployment, Dell Technologies and AMD have announced an expanded collaboration designed to help organizations scale generative and agentic AI workloads without requiring major infrastructure overhauls.

Beginning in July 2026, Dell's PowerEdge XE7745 and R7725 servers will support AMD Instinct MI350P PCIe GPUs, offering enterprises a high-performance and cost-effective platform for deploying AI workloads within their existing data center environments. The announcement also includes an expansion of the Dell AI Platform with AMD, aimed at helping organizations transition AI projects from pilot stages to full-scale production.

The new infrastructure is designed to address growing enterprise demand for AI systems that offer performance, security, and operational control while remaining compatible with existing data center architectures. The PowerEdge servers support a broad range of AI applications, including small, medium, and large language model inference, RAG pipelines, and agentic AI workloads.

Epsilon and ESpanix Partner to Meet Growing AI and Cloud Connectivity Demand Between Southern Europe and Global Markets

Epsilon Telecommunications (Epsilon), a global interconnectivity provider, and ESpanix, a leading connectivity hub in Southern Europe, have partnered to meet the surging demand for flexible, low-latency, and scalable connectivity between the Iberian Peninsula and global markets. The collaboration connects global customers to an ecosystem of high-performance cloud, data centre, and internet exchange network services across the Iberian Peninsula, while extending network reach worldwide through Epsilon's extensive global backbone.

ESpanix's customers in Madrid and Barcelona gain immediate access to Epsilon's extensive global network footprint, with on-demand connectivity to hundreds of global cloud regions and support for hybrid and multi-cloud architectures. Epsilon's customers benefit from low-latency access to ESpanix's carrier-neutral network infrastructure through Epsilon's on-demand NaaS platform, Infiny.

Eventus Security Identifies the Next Era of Security Operations

Eventus Security, a global cybersecurity services provider and AI-powered Integrated Security Operations Centre (SOC) platform company, today announced the release of its Security Operations Market Outlook 2026, a new research report examining the technology, operational and architectural shifts reshaping enterprise cyber defence.

Drawing on three consecutive years of security operations research and market analysis, the report concludes that security operations is entering its most significant period of transformation in more than a decade. The findings point to the convergence of AI-powered automation, continuous threat exposure management, intelligence-led operations, identity-centric security, and platform consolidation into a new generation of integrated security operating models.

One of the report's clearest findings is that organisations are moving away from fragmented security architectures built around dozens of disconnected tools and toward integrated platforms.

F5 acquires SurePath AI and launches AI Security Platform to put security leaders in control of enterprise AI risk

F5 has unveiled the F5 AI Security Platform to give CISOs continuous visibility, governance, and protection across enterprise AI applications, models, agents, and the APIs connecting them. F5 also announced the acquisition of SurePath AI, a pioneer in network-based AI discovery, intent classification, and shadow AI detection, as a key component in the launch of the new F5 AI Security Platform to safeguard enterprise AI deployments.

Through a continuous, adaptive loop approach to governing, discovering, testing, and protecting enterprise AI workloads, the new platform is designed to extend F5's Application Delivery and Security Platform (ADSP) strategy to enterprise AI.

DIGEST

GENESYS HONOURS APAC PARTNERS DRIVING THE NEXT WAVE OF AI-POWERED EXPERIENCE ORCHESTRATION

GENESYS, A LEADING CLOUD PLAYER IN AI-POWERED EXPERIENCE ORCHESTRATION SPACE, HAS HONOURED ITS PARTNERS DEMONSTRATING EXCELLENCE AND INNOVATION ACROSS ASIA PACIFIC (APAC) AT THE 11TH ANNUAL GENESYS PARTNER EXECUTIVE SUMMIT & DRIVE.

HELD IN BANGKOK, THAILAND, THE EVENT RECOGNISED REGIONAL PARTNERS HELPING ENTERPRISES HARNESS AI TO IMPROVE CUSTOMER LOYALTY AND OPERATIONAL EFFICIENCY. BRINGING TOGETHER STRATEGIC TECHNOLOGY PARTNERS, GLOBAL SYSTEM INTEGRATORS, VALUE-ADDED RESELLERS AND DEVELOPERS, THE ANNUAL SUMMIT EXPLORED THE TECHNOLOGIES AND TRENDS SHAPING THE FUTURE OF CUSTOMER AND EMPLOYEE EXPERIENCES DRIVEN BY AGENTIC AI.

FORTINET UNVEILS AI-POWERED FORTISOC TO TRANSFORM MODERN SECURITY OPERATIONS WITH A UNIFIED CLOUD-NATIVE SOC PLATFORM

SECURITY OPERATIONS CENTERS HAVE BECOME INCREASINGLY DIFFICULT TO MANAGE AS ENTERPRISES DEPLOY DOZENS OF DISCONNECTED SECURITY TOOLS WHILE FACING A RELENTLESS SURGE IN CYBERATTACKS. ADDRESSING THIS CHALLENGE, FORTINET HAS UNVEILED FORTISOC, AN AI-POWERED CLOUD-DELIVERED PLATFORM THAT INTEGRATES MULTIPLE SECURITY OPERATIONS FUNCTIONS INTO A SINGLE OPERATIONAL ENVIRONMENT. DESIGNED AROUND AGENTIC AI AND BUILT UPON FORTINET'S ESTABLISHED SECOPS PORTFOLIO, THE PLATFORM ENABLES SECURITY TEAMS TO AUTOMATE INVESTIGATIONS, CORRELATE ALERTS ACROSS USERS, IDENTITIES, DEVICES, AND APPLICATIONS, AND ACCELERATE RESPONSE FROM A UNIFIED CONSOLE.

FORTINET APPOINTS LUCA SIMONELLI AS SENIOR VICE PRESIDENT, ASIA PACIFIC

FORTINET HAS APPOINTED LUCA SIMONELLI AS SENIOR VICE PRESIDENT, ASIA PACIFIC (APAC).

BASED IN SINGAPORE, LUCA WILL LEAD FORTINET'S ASIA PACIFIC SALES ORGANISATION, OVERSEEING THE COMPANY'S BUSINESSES ACROSS JAPAN, NORTH ASIA AND SOUTH ASIA (SOUTHEAST ASIA, INDIA & SAARC, AUSTRALIA AND NEW ZEALAND). HE WILL BE RESPONSIBLE FOR FURTHER DRIVING REGIONAL STRATEGY, STRENGTHENING CUSTOMER AND PARTNER RELATIONSHIPS, AND ACCELERATING FORTINET'S CONTINUED GROWTH ACROSS THE REGION.

LUCA BRINGS MORE THAN 30 YEARS OF INTERNATIONAL TECHNOLOGY LEADERSHIP EXPERIENCE SPANNING CYBERSECURITY, NETWORKING, SASE, CLOUD SECURITY, AND MANAGED SERVICES. MOST RECENTLY, HE SERVED IN A SENIOR LEADERSHIP ROLE AT GCX MANAGED SERVICES.



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PoE Networking Switches with Built in Power Supply
for Every Growing Business



DES-F1006P-FE

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- ✓ 4 10/100 Mbps PoE port
- ✓ 2 10/100 Mbps uplink port
- ✓ Total Power: 65W
- ✓ Ideal for small cafes, salons & offices

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Higher Port Density for Growing Installations

- ✓ 8 10/100 Mbps PoE port
- ✓ 2 10/100 Mbps uplink port
- ✓ Total power: 120w
- ✓ Ideal for medium retail stores, schools & hotel floors



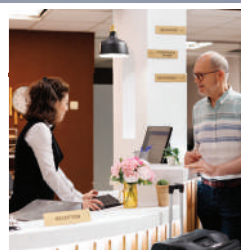
Medical
Clinic



Retail Stores



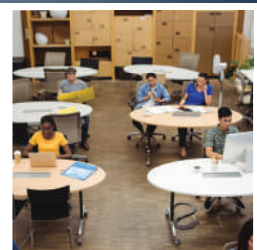
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Restaurants



Hospitality



Schools &
Institutes



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- ✓ Plug-and-Play Deployment
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- ✓ Built-In Power Supply
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Hitachi Vantara Named a Leader and Fast Mover in 2026 GigaOm Radar for Unstructured Data Management for Sixth Consecutive Year

Hitachi Vantara, a data storage, infrastructure and hybrid cloud management subsidiary of Hitachi Ltd. has been named a Leader and Fast Mover in the 2026 GigaOm Radar for Unstructured Data Management for the sixth consecutive year. The recognition underscores Hitachi Vantara's strength in enterprise unstructured data management, including governance, automation and control across hybrid environments, and comes as the company continues to advance its Virtual Storage Platform One (VSP One) data platform as a more accessible, protected and AI-ready foundation for analytics, and modern applications.

The GigaOm Radar for Unstructured Data Management evaluates leading enterprise solutions based on technical capabilities, innovation and business impact. Without the right foundation, unstructured data can become a source of security exposure, and escalating costs that undermine its value for AI and analytics.

Singapore's Proposed Data Infrastructure Bill is a Preview of where Infrastructure Regulation in APAC may be heading

Singapore's proposed Digital Infrastructure Bill is a signal the region cannot afford to ignore. With potential fines of up to \$1 million for cybersecurity and resilience failures, the bill is seeking to designate data centres and cloud providers as critical national infrastructure, alongside power grids, water systems and health care providers. The bill arrives at a time when frontier AI is accelerating attacks against public infrastructure systems and advancements in quantum computing are compressing the window organisations have to prepare for harvest-now, decrypt-later attacks targeting long-lived data. Traditional perimeter defences were never designed for either.

Keeper Security's 2026 research found 46% of APAC security leaders point to cloud security gaps, including misconfigurations and excessive permissions, as their biggest security weakness, 12 points above the global average. Just 38% reported privileged access management as fully deployed in their organisations. That gap between regulatory ambition and operational reality is where the next wave of incidents is likely to originate. Compliance in the region is moving beyond a paperwork exercise.

KFin Technologies Strengthens Purpose-Driven Leadership, Expands Hanisha Vadlamani's Role to Head Corporate Social Responsibility

KFin Technologies Limited, a leading provider of technology-driven financial services and investor solutions, today announced that Hanisha Vadlamani, Chief Brand Officer & Head of Corporate Communications, has assumed the additional responsibility of Head of the Corporate Social Responsibility (CSR). In this expanded capacity, Hanisha will integrate KFinTech's social impact agenda with her existing responsibilities overseeing brand strategy, corporate communications, reputation management, and stakeholder engagement. The enhanced mandate reflects KFinTech's focus on aligning brand narrative, communications, and social impact under a unified leadership framework, reinforcing the company's commitment to building a trusted, purpose-led, and future-ready organization. A seasoned communications and brand leader with over 15 years of experience, Hanisha has been instrumental in shaping KFinTech's brand evolution and market positioning since joining the company in 2021.

Kolkata Metro Strengthens Sustainable Urban Mobility with ABB's Advanced Electrification and Motion-Control Sol

Kolkata Metro, India's first metro railway established in 1984, has partnered with ABB to enhance the efficiency, reliability and safety of its expanding urban transit network. Supporting seamless operations across underground and elevated corridors, ABB's advanced electrification and motion-control solutions have been deployed across key metro infrastructure facilities. Today, the 72-km metro system operates more than 300 train trips daily and serves over half a million passengers, playing a vital role in easing traffic congestion and promoting sustainable mobility in the city.

A wide range of ABB Electrification solutions, including low-voltage and medium voltage gas-insulated switchgear, lightning protection systems, distribution boards, and variable frequency drives (VFDs), have been deployed across various station and tunnels throughout the network. These solutions are designed to optimize space, reduce downtime, support efficient operations, and enable safe ventilation, contributing to operational continuity.

Konica Minolta Showcases Next-Gen Production Print Solutions at Print Expo Chennai 2026

Konica Minolta Business Solutions India successfully showcased its latest portfolio of production print technologies and intelligent workflow solutions at Print Expo Chennai 2026, reaffirming its commitment to driving digital transformation across India's print and packaging industry. As one of the leading players in India's production print market, Konica Minolta continues to strengthen customer confidence through its robust nationwide sales and service network, backed by highly skilled technical expertise and customer-centric support. Through live demonstrations and customer engagements, the company highlighted how its advanced technologies are enabling print businesses to improve productivity, operational efficiency, print quality, and business profitability.

At the exhibition, Konica Minolta presented a comprehensive portfolio of colour and monochrome production presses, workflow automation platforms, print enhancement systems, and label printing solutions. The showcase featured the Konica Minolta AccurioPress C12010S, AccurioPress C7100 ENHANCED, AccurioPress C4080, AccurioPrint C4065, AccurioPress 7120, AccurioShine 3600, AccurioPrint 2100.

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India Races Ahead on AI Adoption, But Workforce Preparedness Lags: Kyndryl Study

Kyndryl has released its second annual People Readiness Report, a global study of 1,100 senior business and technology leaders across eight countries including India, revealing a notable drop in workforce AI readiness and a widening gap between AI expectations and execution.

The report illustrates what leaders are doing right to ride the AI surge, and that AI success is not driven solely by different strategies, use cases or technologies – it's driven by whether organizations redesign work and manage those changes throughout their organizations. The data also shows that trust in AI can be built through deliberate operating model and governance changes.

According to the India report, only 25% of organizations believe their workforce is adequately prepared to successfully leverage AI – 12 point decline from 2025. The findings show a widening gap between AI ambitions and workforce readiness, as organizations continue to grapple with the challenge of equipping employees with the skills and capabilities required to thrive in an AI-driven environment.

Lenovo Redefines Enterprise AI with Agentic Intelligence, Slashes AI Inferencing Costs Significantly

Lenovo has announced the expansion of the Lenovo Hybrid AI Advantage™ with a portfolio of AI inferencing and agentic AI innovations designed to help organizations deploy AI agents faster, reduce token costs, and run AI economically from device to AI factory. As AI moves from model training to continuous inference and autonomous execution, enterprises face a new challenge: how to deliver intelligence at scale while achieving sustainable costs. Organizations need the flexibility to run AI where data is created and decisions are made—on AI PCs, devices, and workstations; in the data center; or in the cloud. Lenovo's hybrid AI factory enables inference everywhere, helping customers place AI closer to their data, users, and business processes while optimizing performance, cost, security, and governance. “As per the Lenovo CIO Playbook 2026, 94% of organizations are planning to increase their AI investment over the next year, and enterprises are moving beyond AI experimentation and demanding measurable business outcomes,” said Ashley Gorakhpurwalla.

LiveRamp Launches Hyderabad Office to Expand Global AI and Engineering Capabilities

LiveRamp has opened its Hyderabad office as part of its long-term investment and growth strategy in India. The company plans to create over 100 jobs in the next 12 months on top of the over 250 employees already hired, reinforcing its commitment to building AI-led marketing capabilities in one of the world's fastest-growing economies. LiveRamp's data collaboration platform provides the trusted infrastructure for AI-powered marketing. Across its network of 900 companies worldwide, LiveRamp helps brands, publishers, and platforms responsibly connect data to deliver exceptional customer experiences and drive measurable business growth. Hyderabad will serve as a strategic center for AI, data science, product innovation, engineering, business technology, finance, and customer success, supporting both regional and global operations. The expansion comes at a time when brands are increasingly adopting AI-driven technologies to better understand consumer behavior, optimise marketing performance, and deliver personalised customer experience at scale.

Hyderabad was selected for its robust technology ecosystem, strong academic institutions.

Lumax Strengthens Global Innovation Engine Through Adoption of Dassault Systèmes' 3DEXPERIENCE Platform

Dassault Systèmes has announced that Lumax Industries Limited, a leading automotive lighting manufacturer in India, has successfully adopted Dassault Systèmes' 3DEXPERIENCE platform to unify its global engineering operations and enhance digital product development. This engagement reinforces Lumax's ongoing initiatives by enabling greater alignment across its global product development teams.

Lumax Industries, the flagship company of the DK Jain Group founded in 1945, is a market leader in the Indian automotive lighting industry providing premium automotive lighting solutions to major OEMs. It is strengthening its capabilities in advanced lighting technologies including LED and ADAS-enabled systems.

As product complexity increases and development timelines compress, the need for an integrated digital platform has become critical. With this adoption, Lumax is establishing a connected digital environment that enables seamless collaboration across its engineering teams in India and global locations, Taiwan and Europe.

MathCo Expands Databricks Center of Excellence to Help Retail and CPG Enterprises Operationalize Agentic AI

MathCo, a leading enterprise AI company, announced the expansion of its Databricks Center of Excellence (CoE), deepening its commitment to helping Retail and CPG enterprises deploy agentic AI at scale.

The expanded CoE renews focus of bringing together certified Databricks talent and a library of reusable industry accelerators purpose-built by MathCo to help enterprises move beyond pilots and into production-grade AI systems that deliver measurable business outcomes.

AI investment is accelerating, but scaling it remains hard. Most organizations have made meaningful progress on data modernization improving access, governance, and interoperability, yet still struggle to move AI initiatives beyond isolated use cases. The next frontier requires systems that can reason, orchestrate decisions, and act autonomously within real business workflows. MathCo's expanded Databricks CoE is built to close that gap. The practice currently comprises 350+ trained Databricks experts.

Maveric Systems Launches PULSEAI to Bring Continuous Quality Intelligence to AI-First Banking

Maveric Systems, a banking-exclusive technology specialist, has announced the launch of PULSEAI a continuous quality intelligence platform designed to help banks and financial institutions strengthen trust, governance, and reliability in AI-driven software development and delivery.

As financial institutions adopt AI-assisted engineering tools to accelerate application delivery, technology leaders face mounting pressure to maintain software quality, regulatory compliance, operational resilience, and customer trust. Traditional quality assurance approaches, which often rely on fragmented toolsets, siloed processes, and manual intervention, struggle to keep pace with complex development environments and faster release cycles.

PULSEAI addresses this challenge by embedding intelligence across the software development lifecycle, enabling technology teams to continuously assess, predict, and improve software quality at scale. From requirements analysis and test design to regression planning, execution, defect management, and reporting, the platform helps banks build quality into every stage of software delivery while improving speed, efficiency, and governance. Built for AI-driven software delivery, PULSEAI is designed to help banks achieve up to 100% test coverage.

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Hyderabad Becomes Preferred Hub for LiveRamp's Global AI and Engineering Capabilities

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GENESYS HONOURS APAC PARTNERS DRIVING THE NEXT WAVE OF AI-POWERED EXPERIENCE ORCHESTRATION

Recognising innovation and execution excellence, Genesys celebrates APAC partners accelerating enterprise AI adoption and delivering measurable customer experience transformation.

Genesys, a leading cloud player in AI-Powered Experience Orchestration space, honoured its partners demonstrating excellence and innovation across Asia Pacific (APAC) at the 11th annual Genesys Partner Executive Summit & Drive.

Recognising Excellence

Held in Bangkok, Thailand, the event recognised regional partners helping enterprises harness AI to improve customer loyalty and operational efficiency. Bringing together strategic technology partners, global system integrators, value-added resellers and developers, the annual summit explored the technologies and trends shaping the future of customer and employee experiences driven by agentic AI.

The Power of the Genesys Ecosystem

For organizations to advance toward more autonomous customer experiences, success depends on

the ability to connect people, systems, data and AI across the enterprise. The Genesys ecosystem plays a critical role in helping organisations use the Genesys Cloud™ platform to accelerate this transformation through deep collaboration, industry expertise and shared accountability for outcomes. Partners help Genesys customers connect workflows across the enterprise, integrate AI across existing technology ecosystems and establish the governance frameworks needed to scale innovation responsibly.

Leadership Perspective on Partner Impact

“Genesys partners are instrumental in helping organisations move from AI ambition to enterprise-wide impact,” said Gwilym Funnell, VP Partner and Alliance Sales, Asia Pacific. “This year’s award winners stand out for enabling organisations to use AI to create more connected customer and employee experiences while maintaining the governance, interoperability and resilience

needed to deploy it responsibly. Through collaboration with our partners, our customers are accelerating AI innovation, unlocking greater business value with measurable results and building the foundation for agentic orchestration.”

Recognizing Industry Excellence

This year’s awards spotlighted partners helping organisations advance enterprise AI initiatives and deliver exceptional customer value across industries and markets through the Genesys Cloud platform.

Genesys APAC Partner Award Winners for Fiscal Year 2026

- APAC Partner of the Year: ITOCHU Techno-Solutions Corporation
- APAC Innovation Partner of the Year: Nexon Asia Pty. Ltd.
- APAC Marketing Partner of the Year: Tata Communications Limited
- APAC Customer Advocacy Partner of the year:

**GAURAV ANAND**

VICE PRESIDENT AND GLOBAL HEAD, CUSTOMER INTERACTION SUITE (CIS), TATA COMMUNICATIONS

"BEING RECOGNISED AS BOTH APAC MARKETING PARTNER OF THE YEAR AND INDIA PARTNER OF THE YEAR UNDERSCORES OUR COMMITMENT TO HELPING ENTERPRISES UNLOCK THE FULL VALUE OF AI-POWERED CUSTOMER ENGAGEMENT. TOGETHER WITH GENESYS, WE ARE ENABLING ORGANISATIONS TO TRANSFORM CUSTOMER INTERACTIONS INTO INTELLIGENT, OUTCOME-DRIVEN EXPERIENCES THAT DELIVER TANGIBLE BUSINESS RESULTS."

**GWILYM FUNNELL**

VICE PRESIDENT, PARTNER AND ALLIANCE SALES ASIA PACIFIC, GENESYS

"THE FUTURE OF CUSTOMER EXPERIENCE LIES IN INTELLIGENT ORCHESTRATION, WHERE AI, DATA, AND HUMAN EXPERTISE WORK SEAMLESSLY TOGETHER. OUR PARTNERS ACROSS APAC ARE HELPING ORGANISATIONS MOVE BEYOND AI EXPERIMENTATION TO ENTERPRISE-WIDE IMPACT, ENABLING BUSINESSES TO DELIVER MORE CONNECTED, EFFICIENT, AND PERSONALISED EXPERIENCES AT SCALE. THESE AWARDS RECOGNISE THOSE WHO ARE SETTING NEW BENCHMARKS FOR INNOVATION, GOVERNANCE, AND MEASURABLE BUSINESS OUTCOMES IN THE AI ERA."

QPC Australia

- Japan Partner of the Year: ITOCHU Techno-Solutions Corporation
- ASEAN Partner of the Year: NTT DATA Inc., Thailand.
- Australia & New Zealand Partner of the Year: Nexon Asia Pty. Ltd.
- India Partner of the Year: Tata Communications Limited

Driving Long-Term Value and Transformation Together, Genesys and its partners are help-

ing organisations create more connected, personalised and efficient experiences while accelerating time to value and long-term business transformation.

Winner Spotlight: Tata Communications Perspective

"The CX category is being fundamentally redefined: from AI-assisted pilots to true agentic execution. Today, experiences are intelligently orchestrated across customer journeys, channels, and workflows. Enterprises that combine resil-

ient infrastructure, unified data, and intelligent orchestration are setting a new standard for customer and employee experiences. We are proud to be recognised by Genesys across APAC and India for four years in a row — a recognition that reflects our shared commitment to helping enterprises move beyond transformation narratives to delivering measurable, real-world business impact," said Gaurav Anand, Vice President and Global Head of the Customer Interaction Suite (CIS), Tata Communications. SME

XCONNECT MUMBAI 2026

Powering the Future of
AI-Driven Technology Ecosystems



SANJIB SAHOO, PRESIDENT - GLOBAL PLATFORM GROUP, INGRAM MICRO, OFFERED A COMPELLING VISION FOR THE FUTURE OF TECHNOLOGY ECOSYSTEMS, HIGHLIGHTING HOW AI, DIGITAL PLATFORMS AND TALENT-DRIVEN INNOVATION ARE TRANSFORMING BUSINESS GROWTH GLOBALLY AT XCONNECT MUMBAI 2026

XCONNECT MUMBAI 2026: INGRAM MICRO BETS BIG ON THE FUTURE OF AI-POWERED ECOSYSTEMS AND PLATFORM-LED GROWTH

At XConnect Mumbai 2026, Ingram emphasized the true value of artificial intelligence lies not in experimentation, but in delivering measurable business outcomes—helping organizations transform data, platforms and talent into scalable engines of growth, productivity and innovation.

Against the backdrop of rapid AI adoption and accelerating digital transformation, Ingram Micro India brought together technology partners, industry leaders and ecosystem stakeholders at XConnect Mumbai 2026, held at the Trident, Bandra Kurla Complex (BKC), Mumbai. The flagship partner event offered a compelling vision for the future of technology ecosystems, highlighting how artificial intelligence, digital platforms and talent-driven innovation are reshaping business growth globally.

The evening opened with a keynote by Flavio Moraes Junior, India Chief Executive, Ingram Micro, who addressed the changing dynamics of the technology landscape and the growing need for partners to evolve beyond traditional trans-

action-based models. His message was clear: the future belongs to organizations that can leverage intelligence, automation and ecosystem collaboration to deliver measurable business outcomes.

The highlight of the event was an insightful fireside conversation between Sanjib Sahoo, President – Global Platform Group, Ingram Micro, and Reema Tendulkar, Anchor, CNBC India, on the theme “Powering the Future of AI-Driven Technology Ecosystem.” The discussion offered attendees a rare glimpse into how one of the world’s largest technology distributors is transforming itself into a platform-led, AI-powered enterprise.

From Distribution to an AI-Powered Platform Company

Sahoo explained how Ingram Micro is undergoing a fundamental transformation from a traditional IT distribution business into a technology platform company powered by AI and data. He highlighted how the company’s digital platform, Xvantage, is helping eliminate friction across the technology ecosystem by simplifying everything from integrations with hyperscalers and OEMs to billing, reconciliation and operational workflows.

Rather than focusing on transactions, the platform is designed to enable partners, managed service providers and MSMEs to concentrate on innovation, solution development and customer success. This shift reflects a broader industry trend where technology platforms are becoming strategic enablers of business growth rather than merely operational tools.



SANJIB SAHOO

PRESIDENT - GLOBAL PLATFORM GROUP, INGRAM MICRO

“THE NEXT WAVE OF COMPETITIVE ADVANTAGE WILL COME FROM AN ORGANIZATION'S ABILITY TO COMBINE AI, DATA, PLATFORMS AND HUMAN EXPERTISE AT SCALE. THOSE THAT SUCCESSFULLY CONNECT THESE ELEMENTS WILL BE BEST POSITIONED TO ACCELERATE INNOVATION, UNLOCK GROWTH AND GENERATE SUSTAINABLE BUSINESS VALUE IN THE AI ERA.”

AI Must Deliver Measurable Business Outcomes

One of the strongest themes emerging from the discussion was the evolution of AI from experimentation to enterprise-scale value creation. Sahoo emphasized that organizations can no longer afford to view AI as a collection of isolated pilot projects. Instead, successful businesses will be those that integrate AI deeply into their operations to gain measurable business outcomes, unlock productivity gains, operational efficiencies and sustainable growth.

The conversation explored how competitive advantage in the coming years will increasingly depend not just on access to AI technologies, but on how effectively organizations redesign operating models, workflows and decision-making processes around AI-powered intelligence.

Platform-Led Ecosystems to Call the

Shots

A recurring theme throughout XConnect Mumbai 2026 was the growing importance of digital ecosystems and interconnected platforms. According to Sahoo, the future of technology adoption will be driven by collaborative ecosystems that allow enterprises, vendors, cloud providers and channel partners to innovate and scale together.

Ingram Micro's Xvantage platform exemplifies this vision by providing partners with actionable intelligence, AI-driven business insights and integrated ecosystem capabilities. This enables technology providers to move beyond product fulfillment and become strategic advisors delivering outcome-driven solutions.

India's Rise as a Strategic Innovation Hub

Among the most significant insights shared during the fireside chat was India's emergence as

a global innovation powerhouse. Sahoo underscored that India is no longer viewed merely as a delivery center or back-office destination. Instead, it is increasingly becoming a strategic hub for AI innovation, platform engineering, product development and digital transformation initiatives.

The discussion highlighted how Global Capability Centers (GCCs) are evolving from support functions into innovation engines that drive business transformation and technology leadership. With its deep technology talent pool and rapidly maturing digital ecosystem, India is poised to play a central role in shaping the next generation of global technology innovation.

Talent to Stay as the Ultimate Differentiator

Beyond technology and platforms, XConnect Mumbai 2026 emphasized the critical role of human capital. Sahoo stressed that investments in engineering talent, digital skills and innovation capabilities will determine which organizations succeed in an AI-first future. Building future-ready talent, he noted, is essential for enterprises seeking to scale transformation initiatives and remain competitive in a rapidly changing business environment.

A Blueprint for the Future

As the discussion concluded, attendees were left with a powerful message: the future belongs to organizations capable of combining AI, digital platforms and human ingenuity at scale. The event demonstrated how Ingram Micro is positioning itself at the center of this transformation through continued investments in innovation, ecosystem development and talent creation.

Let it be mentioned that Ingram Micro recently celebrated 30 years of its operations in India this month. Instead of a traditional indoor corporate event, the company commemorated the milestone by launching Partner 1st Connect, a nationwide outreach initiative. Held in the wake of the historic occasion, XConnect Mumbai 2026 served as both a reflection on the company's journey and a roadmap for the future. It provided partners with valuable insights into how they can thrive in an era where AI-driven ecosystems, platform-led collaboration and innovation-focused talent strategies will define the next phase of growth.

For technology partners navigating an increasingly complex digital landscape, the message from XConnect Mumbai was unmistakable: the next decade of opportunity will belong to those who embrace platforms, harness AI for measurable outcomes and leverage India's growing role as a global center for innovation. **SME**



FROM RESELLERS TO STRATEGIC ADVISORS: THE EVOLUTION OF AUTODESK'S CHANNEL ECOSYSTEM

Pradeep Dey, Director – Channels, Autodesk India & SAARC, outlines how a future-ready, outcome-driven partner ecosystem is becoming the cornerstone of Autodesk's strategy to capitalize on India's digital construction, infrastructure, and manufacturing boom.

MANASH RANJAN DEBATA
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India's infrastructure renaissance, manufacturing resurgence, and rapid adoption of digital construction technologies are reshaping the country's economic landscape at an unprecedented pace. As organizations across sectors embrace digitization to drive efficiency, sustainability, and scale, technology providers are reimagining how they engage customers and deliver business outcomes. At the heart of this transformation lies a robust and evolving channel ecosystem that serves as the critical bridge between innovation and execution.

In this special exclusive interaction with SME Channels' Editor Manash Ranjan Debata, Pradeep Dey, Director – Channels, Autodesk India & SAARC, offers an in-depth perspective on how Autodesk is aligning its channel strategy with India's growth story. The conversation explores how the company is empowering partners to move beyond traditional software transactions toward outcome-driven engagements, while building capabilities in cloud collaboration, AI-led design, automation, digital construction,

and platform services. It also examines the pivotal role partners play in accelerating customer adoption, expanding Autodesk's reach across India's diverse SME landscape, and supporting the country's ambitious infrastructure and manufacturing goals.

More importantly, this exclusive discussion delves into Autodesk's long-term vision for channel transformation—covering partner enablement, specialization, cloud adoption, customer success, and ecosystem diversification. Pradeep shares valuable insights into the company's future-ready approach to building a highly capable, services-led, platform-centric partner network that can drive measurable customer outcomes at scale. From growth opportunities in Tier-2 and Tier-3 markets to the evolving role of partners in the age of AI and digital transformation, the interaction offers a comprehensive roadmap for channel leaders seeking to remain relevant and profitable in an increasingly outcome-driven technology landscape. Edited Excerpts...

How does Autodesk's India channel strategy align with the country's rapid growth in infrastructure, manufacturing, and digital construction, and what role do partners play in driving this growth?

Autodesk's channel strategy is closely aligned with India's accelerating growth across infrastructure, manufacturing, and digital construction. Through its connected, data-driven Design and Make Platform, Autodesk enables customers to enhance efficiency, improve outcomes, and scale operations effectively.

Partners are central to this strategy. The Autodesk partner ecosystem is evolving from a traditional product-centric sales model to an outcome-driven engagement approach. As Autodesk transitions from a software company to a platform-led organization, partners are also transforming their business models to support customers throughout the entire project lifecycle—from planning and design to construction, manufacturing, operations, and lifecycle



PRADEPTO DEY
DIRECTOR - CHANNELS,
AUTODESK INDIA & SAARC

"AS AUTODESK EVOLVES INTO A PLATFORM COMPANY, OUR FOCUS IS ON BUILDING A HIGHLY SPECIALIZED, SERVICES-LED ECOSYSTEM THAT HELPS CUSTOMERS NAVIGATE THEIR ENTIRE DESIGN AND MAKE JOURNEY—FROM PLANNING AND DESIGN TO CONSTRUCTION, MANUFACTURING, AND OPERATIONS. OUR PARTNERS ARE NOT JUST ENABLING GROWTH; THEY ARE BECOMING THE ARCHITECTS OF DIGITAL TRANSFORMATION ACROSS INDIA'S RAPIDLY EXPANDING ECONOMY."

management.

To support this transformation, Autodesk assesses partner readiness, willingness, and capability to evolve, and invests in those best positioned to deliver measurable customer outcomes. These efforts are designed to create long-term value for customers while supporting sustainable growth for both partners and Autodesk.

Recognizing the significant investments being made in the public sector, Autodesk has also established a dedicated public sector vertical and strengthened its channel organization with specialized resources and partners focused on government opportunities. This further reinforces Autodesk's commitment to supporting India's growth agenda.

What specific investments is Autodesk making to upskill and enable its Indian channel partners in emerging areas such as AI-driven design, automation, and cloud-based collaboration?

Autodesk is making targeted investments to strengthen partner capabilities across AI-driven design, automation, cloud collaboration, and customer adoption. As customer environments increasingly shift toward cloud-based and platform-driven models, developing advanced partner capabilities has become a strategic priority. The company has launched multiple enablement programs focused on cloud collaboration, design automation, and Autodesk Platform Services. Through its Strategic Investment Program, Autodesk provides funding to help partners

enhance technical capabilities and expand service offerings.

A key aspect of this approach is fostering partner-to-partner collaboration. Autodesk connects solution providers with application providers and ISVs, enabling them to work jointly on customer projects, accelerate practical expertise, and deliver services-led engagements that drive business growth.

In addition, Autodesk provides partners with API access through Autodesk Platform Services, enabling them to develop scalable automation solutions, workflow integrations, and cloud-connected applications. These initiatives are supported by technical guidance from Autodesk's Developer Advocacy team.

Overall, Autodesk's focus extends beyond product training to helping partners build deep industry expertise and service capabilities that support long-term customer engagement and business growth.

India has a large SME customer base—how is Autodesk leveraging its channel ecosystem to deepen penetration in this segment while maintaining scale and profitability for partners?

Autodesk is expanding its presence within India's SME segment by enabling partners to adopt an outcome-driven, domain-led engagement model rather than a purely product-centric approach. Partners are being equipped to deliver measurable business outcomes through workflow optimization, automation, cloud collaboration, produc-

tivity enhancement, cost reduction, and faster project delivery.

A services-led engagement model not only improves customer outcomes but also enhances partner profitability. Autodesk actively assesses partner service capabilities and invests in addressing capability gaps where required.

To deepen market penetration, Autodesk focuses on three strategic pillars: coverage, capacity, and capability. Coverage relates to geographic expansion, capacity focuses on partner resources and productivity, and capability addresses technical expertise and solution delivery.

The company also works closely with its value-added distributors, which follow a hub-and-spoke model to expand reach across Tier-2 and Tier-3 markets. By aligning market opportunities with regional economic growth indicators, Autodesk continuously optimizes its channel ecosystem to improve SME market coverage and drive sustainable growth.

As Autodesk continues to evolve its subscription and platform-based offerings, how are channel partners adapting, and what support is Autodesk providing to help them transition successfully?

Autodesk has successfully transitioned to a subscription-based business model and is now advancing toward a platform-centric strategy. In parallel, its partner ecosystem is evolving from traditional reselling to delivering measurable customer outcomes aligned with Autodesk's Design and Make Platform vision.

To support this transformation, Autodesk invests significantly in capability development, scalable capacity creation, and platform-focused go-to-market enablement. The company provides market development funds, dedicated readiness programs, and structured enablement initiatives designed to prepare partners for a platform-driven future.

Autodesk also encourages collaboration between solution providers and its ecosystem of ISVs and application providers. This approach helps partners build repeatable services-led revenue streams and strengthen their relevance in a subscription-first environment.

Additional initiatives such as industry accelerators, targeted account-selling frameworks, and specialized training programs further enhance partner readiness. Autodesk remains deeply committed to supporting its partners throughout this transformation journey.

With increasing competition in the design and engineering software space, how do you encourage channel partners to differentiate through industry specialization or value-added services?

Autodesk strongly encourages partners to differentiate themselves through deep industry specialization and scalable value-added services. Rather than positioning themselves as general technology resellers, partners are encouraged to develop expertise in specific sectors such as manufacturing, automotive, architecture, engineering, construction, infrastructure, and emerging industries such as electric vehicles.

The company works closely with partners to assess their inherent strengths and competitive advantages, align them with Autodesk's business priorities, and create tailored capability development plans.

Autodesk's consulting and readiness teams play a critical role in evaluating service maturity, defining best practices, and building structured transformation roadmaps. Combined with targeted enablement programs and outcome-driven go-to-market strategies, these efforts help partners establish meaningful differentiation and deliver measurable customer value.

How critical is the channel in accelerating cloud adoption among Indian customers, particularly in traditionally conservative industries like construction and manufacturing?

The channel ecosystem plays a pivotal role in accelerating cloud adoption across India's construction

and manufacturing sectors. These industries often require trusted local engagement, industry expertise, and outcome-oriented guidance to successfully embrace digital transformation.

Autodesk's cloud portfolio includes industry-specific platforms such as Autodesk Forma for architecture, engineering, and construction; Autodesk Fusion for manufacturing; and Autodesk Flow for media and entertainment. In addition, Autodesk Construction Cloud supports end-to-end construction management, while Autodesk Platform Services provides APIs and web services that enable customization and integration.

Partners leverage these technologies to develop tailored solutions, automate workflows, and create industry-specific applications. Increasingly, partners are expanding beyond traditional solution delivery and becoming digital transformation providers by building their own applications and services on Autodesk's platform.

As a result, channel partners serve as a critical bridge between Autodesk's cloud innovations and customer adoption.

What KPIs or success metrics does Autodesk prioritize when evaluating channel partner performance in India beyond revenue, such as customer success or adoption outcomes?

While revenue remains an important performance indicator, Autodesk evaluates partner success through a broader set of customer-centric metrics focused on long-term value creation.

Key measures include customer renewal rates, account expansion, product adoption, assignment rates, and utilization rates. These indicators provide insights into how effectively customers are using Autodesk solutions and whether partners are delivering sustained value beyond the initial transaction.

Autodesk believes that successful customer outcomes are driven by strong post-sales adoption frameworks. Accordingly, partners are expected to support customers throughout their adoption journey, ensuring effective deployment, utilization, and value realization.

To facilitate this, Autodesk maintains dedicated customer success teams and partner success managers who work closely with partners to strengthen customer success capabilities. The overall objective is to drive higher retention, stronger adoption, and scalable expansion opportunities across the customer lifecycle.

Going ahead three to five years, how do you see Autodesk's India

channel ecosystem evolving, and what new opportunities or challenges should partners prepare for?

Over the next three to five years, Autodesk expects its India channel ecosystem to evolve into a highly specialized, services-led, platform-driven network capable of supporting significant business growth.

The focus will not simply be on increasing the number of partners, but on building a stronger ecosystem of highly capable partners that can consistently deliver measurable business value and sustainable profitability.

This evolution will create opportunities beyond traditional software sales, including consulting, implementation, managed services, customer success, workflow automation, lifecycle support, and digital transformation services.

Autodesk's future channel strategy is anchored on three pillars: channel expansion, channel diversification, and channel transformation. Expansion will focus on extending reach into Tier-2 and Tier-3 markets. Diversification will include broader engagement with ISVs, system integrators, consulting firms, hyperscalers, and public-sector specialists. Transformation will focus on modernizing existing partners into industry-specialized, outcome-driven solution providers aligned with Autodesk's cloud-first platform vision.

As a channel chief, what according to you should be the holy grail of channel or partner success? And how do you manage to chisel out the best out of your channel partners?

The foundation of partner success within the Autodesk ecosystem lies in developing deep domain expertise rather than pursuing broad but superficial specialization. Partners should strive to become trusted advisors capable of supporting customers throughout the entire lifecycle—from planning and design to construction, operations, and maintenance.

A second critical success factor is a strong focus on services. In an increasingly platform-driven environment, value-added services are the primary differentiator. Customers invest in technology to achieve business outcomes, and partners who can deliver those outcomes through consulting, implementation, optimization, and support services will be best positioned for long-term success.

In summary, the key principles are simple: develop deep specialization and maintain an unwavering focus on delivering measurable customer outcomes. 

BARRACUDA ACQUIRES EVO SECURITY TO DELIVER COMPLETE IDENTITY RESILIENCE

The acquisition expands BarracudaONE, creating the industry's most comprehensive partner-first platform unifying privileged access management (PAM), access control,

Barracuda Networks, Inc. has acquired Evo Security, an identity and access management (IAM) provider purpose-built for managed service providers (MSPs). The acquisition expands the BarracudaONE platform's identity security capabilities, creating the industry's most comprehensive partner-first platform unifying privileged access management (PAM), access control, identity protection, and identity threat detection and response.

By combining Evo Security's identity solutions with Barracuda's existing identity-driven controls, BarracudaONE delivers a unified, end-to-end identity security architecture through a single platform – precisely as global IAM investment surges with double-digit year-over-year growth, according to leading industry analysts. This integrated approach gives partners one multi-tenant environment to deliver complete identity resilience, while customers gain modern protection without the operational burden of stitching together multiple tools.

Rohit Ghai, Barracuda Chief Executive Officer, said, "In the agentic AI era, protecting both human and non-human identities is imperative for delivering cyber resilience. Existing enterprise identity solutions are complex, costly and fail to meet the needs of MSPs that must scale to securely manage millions of identities across thousands of customer environments. We are thrilled to combine Evo Security's partner-first innovation with our vision of BarracudaONE and offer a complete, intelligent, easy, and open platform that closes this gap. As AI accelerates the speed and scale of identity-centric attacks, this combination is uniquely positioned to help organizations big and small stay ahead of these threats."

Michael Roth, Evo Security Chief Executive Officer and Founder, said, "We built Evo Security to solve the identity challenges MSPs face every day. Joining Barracuda gives us the scale, reach and resources to accelerate that mission globally. Our identity-first approach was designed from day one for MSP operations, and now, together with BarracudaONE, we can bring modern identity security, privileged access man-

agement and automation to far more partners and the customers they protect."

Delivering Complete Identity Resilience with a Unified Platform

With this acquisition, BarracudaONE delivers a four-layer identity security architecture designed to close the gaps attackers commonly exploit:

- **Stopping identity and privilege misuse before it starts** – MSPs struggle with uncontrolled privileges, user authentication, inconsistent access policies, and day-to-day operations required to manage identity at scale. Evo Security's IAM tools enforce who can access what, when and how across all facets of partner operations, eliminating standing privileges and facilitating authentication across all users, devices and endpoints.

- **Eliminating broad, risky access paths** – Traditional network access grants far more reach than necessary, expanding blast radius and complicating governance. Barracuda SecureEdge ZTNA replaces broad access with identity-driven, least privilege controls that simplify access management and contain threats.

- **Protecting identity systems from disruption** – Accidental or malicious changes to Microsoft Entra ID can halt operations and undermine resilience. Barracuda Entra ID Backup safeguards users, groups, policies, and configurations so organizations can quickly restore identity integrity and maintain continuity.

- **Detecting and stopping identity-based attacks in motion** – Credential compromise, privilege escalation and lateral movement often go undetected across fragmented tools. Barracuda Managed XDR correlates signals across email, endpoints, network, and cloud to identify and disrupt identity-driven attacks before they spread.

Every layer of the BarracudaONE platform's identity security stack is purpose-built for partner operations. At a time when many identity platforms require organizations to rip and replace large parts of their security stack, BarracudaONE takes a different approach. With the acquisition of Evo Security, BarracudaONE delivers integrated



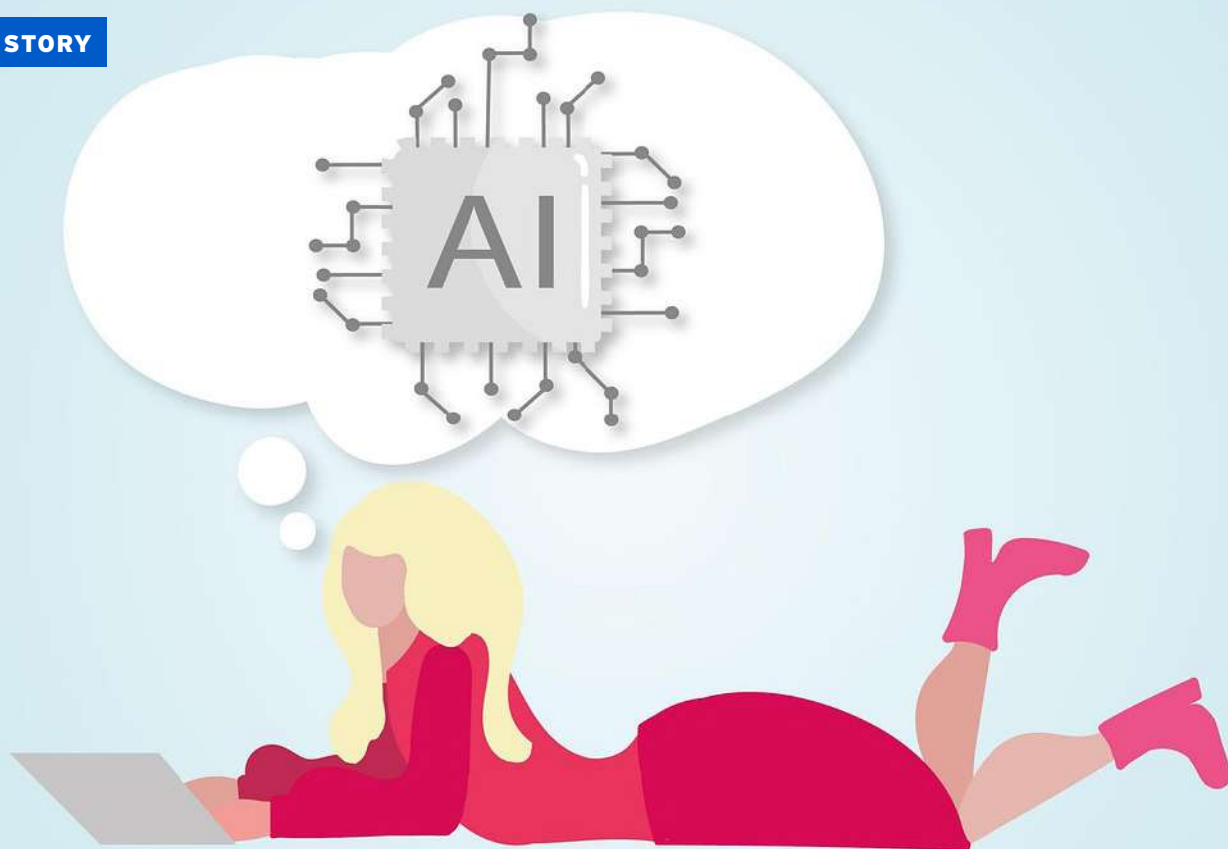
ROHIT GHAI

**CHIEF EXECUTIVE OFFICER,
BARRACUDA**

"WE ARE THRILLED TO COMBINE EVO SECURITY'S PARTNER-FIRST INNOVATION WITH OUR VISION OF BARRACUDAONE AND OFFER A COMPLETE, INTELLIGENT, EASY, AND OPEN PLATFORM THAT CLOSES THIS GAP. AS AI ACCELERATES THE SPEED AND SCALE OF IDENTITY-CENTRIC ATTACKS, THIS COMBINATION IS UNIQUELY POSITIONED TO HELP ORGANIZATIONS BIG AND SMALL STAY AHEAD OF THESE THREATS."

identity security that is easy to deploy, complete in coverage, partner-first in architecture, and powered by intelligent automation – providing pro-

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



FROM AUTOMATION TO INTELLIGENCE: AI'S DEFINING MOMENT HAS ARRIVED

As India races toward an AI-first economy, AI Appreciation Day celebrates the technology that is redefining innovation, transforming industries, and shaping the future of intelligent enterprise.

BY MANASH RANJAN DEBATA
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Artificial Intelligence has quietly crossed a historic milestone. It is no longer an emerging technology waiting for enterprise adoption—it has become the engine driving India's next phase of digital transformation. From boardrooms and factories to hospitals, classrooms, financial institutions and government services, AI is rapidly becoming the invisible intelligence behind faster decisions, smarter automation and entirely new business models.

Against this backdrop, AI Appreciation Day is far more than a symbolic celebration of technological achievement. It is an opportunity to acknowledge how AI is redefining competitiveness, accelerating innovation and creating unprecedented economic opportunities, while simultaneously reminding enterprises of the growing responsibilities surrounding governance, cybersecurity, ethics and trust. As India strength-

ens its position as one of the world's fastest-growing AI ecosystems, the occasion offers an ideal moment to reflect on how intelligent technologies are shaping a more productive, resilient and inclusive digital economy.

India's AI Awakening

AI Appreciation Day is a timely reminder that AI is no longer a futuristic concept — it's a business-critical imperative today. Many organizations today are limited not by their vision, but by the realities of their infrastructure and readiness.

"Artificial Intelligence is no longer a technology conversation; it has become a boardroom imperative. Business leaders today are looking beyond experimentation and focusing on how AI can fundamentally improve decision making, customer engagement and long-term competitiveness," said Tushar Agnihotri, CEO, Route Mobile. "The next phase of AI adoption will be defined by organ-

isations that seamlessly embed intelligence into everyday business interactions, enabling faster decisions, more meaningful customer experiences and greater operational agility. In communications, AI has the potential to transform every interaction into one that is contextual, proactive and personalised, allowing enterprises to build stronger relationships at scale while maintaining trust and authenticity. However, sustainable value will come not from adopting AI for its own sake, but from deploying it responsibly with robust governance, transparency and human oversight."

"As AI continues to reshape industries, leadership will be defined by those who can translate technological innovation into measurable business outcomes while keeping customer trust at the centre of every decision. AI Appreciation Day is a reminder that the greatest impact of AI will not be the intelligence of the technology itself, but the intelligence with which organisations choose to

**RAJNISH GUPTA**

MD & Country Manager, Tenable India

"RIGHT NOW, SPEED HAS BECOME THE ONLY PRIORITY. ANYTHING THAT INTRODUCES A MOMENT OF FRICTION, WHETHER IT'S GOVERNANCE, COMPLIANCE, OR ESSENTIAL SECURITY CHECKS, IS BEING VIEWED AS AN OBSTACLE RATHER THAN A NECESSITY."

apply it," added Agnihotri.

"AI adoption has clearly moved beyond experimentation to real business deployment, but the next phase will be defined by how effectively organizations scale it. Today, the challenge is no longer access to AI, but aligning architecture, governance, and cost models to deliver sustained value. As enterprises increasingly explore agentic and physical AI, success will depend on placing the right workloads on the right infrastructure across cloud, edge, and on-premises, while building strong governance frameworks from the outset," said Srinivas Rao, Managing Director, Infrastructure Solutions Group, Lenovo India.

"The organizations that will lead are not the fastest adopters, but those that approach AI with clarity on economics, execution, and long-term resilience," he added.

The New Intelligence Economy

AI Appreciation Day provides a platform to showcase the latest advancements in AI, including new algorithms, applications, and breakthroughs in fields like healthcare, finance, and more. It's also an occasion to promote awareness and understanding. It provides a chance to educate the public, industry professionals, and

**SHARDA TICKOO**

Country Manager - TrendAI, India & SAARC

"AI HAS BECOME THE FRONTLINE OF ENTERPRISE DEFENCE, READING THROUGH LOGS AT A SCALE NO HUMAN TEAM COULD MATCH. BUT THE SAME INTELLIGENCE DEFENDING OUR SYSTEMS IS BEING WEAPONIZED AGAINST THEM AND READINESS IS STILL LAGGING."

policymakers about the capabilities, benefits, and ethical considerations surrounding AI, encouraging informed discussions and decisions.

Efforts should be made to encourage collaboration among researchers, developers, and industry leaders, facilitating the exchange of ideas, accelerating progress in AI development. By celebrating AI, we can inspire students and young professionals to pursue careers in AI and related fields, ensuring a pipeline of talent for the future.

"The defining feature of this era is the sheer velocity of AI adoption, and India sits at the front of that curve. Recent industry data puts weekly generative AI usage among Indian employees at 92%—among the highest anywhere in the world. It's created a corporate culture driven by instant gratification, where timelines that used to take days are collapsed into seconds. This is unlocking undeniable innovation, but convenience always wins until the consequences catch up," says Rajnish Gupta, MD & Country Manager, Tenable India.

"Right now, speed has become the only priority. Anything that introduces a moment of friction,

**DR. SANJAY KATKAR**

Joint Managing Director at Quick Heal Technologies

"WE CELEBRATE NOT JUST WHAT AI CAN DO, BUT HOW RESPONSIBLY WE CHOOSE TO BUILD AND USE IT. THE TRUE MEASURE OF AI IS NOT HOW INTELLIGENT IT BECOMES, BUT HOW EFFECTIVELY IT PROTECTS PEOPLE, BUSINESSES, AND THE DIGITAL FUTURE WE ARE ALL CREATING TOGETHER."

whether it's governance, compliance, or essential security checks, is being viewed as an obstacle rather than a necessity.

Employees are eagerly feeding sensitive corporate data into unvetted large language models, and in India this shows up starkly. Shadow AI usage here runs as high as 58%, the highest of any market tracked. Under the DPDP Act, 2023, that represents a governance and compliance exposure, since unauthorised processing or disclosure of personal data can itself constitute a reportable breach. We've seen this exact movie before with rushed cloud migrations, only this time it's happening faster and at a much greater scale. This isn't an argument against AI; its benefits are real and irreversible. But we are building an exponential future on a fragile foundation.

"The way forward is shoring up defences at the speed of adoption. That means enterprise-grade exposure management platforms with proper data controls and clear policy on what can and cannot be shared with public models, and training that treats AI security and literacy as seriously as data privacy. Boards and CXOs must stop treating



PARAG KHURANA
Country Manager, India, Barracuda Networks

"ORGANISATIONS SHOULD CELEBRATE NOT ONLY THE POSSIBILITIES AI CREATES, BUT ALSO THE STEPS NEEDED TO USE IT RESPONSIBLY. SUSTAINABLE AI SUCCESS WILL DEPEND ON TREATING SECURITY, GOVERNANCE AND INNOVATION AS COMPLEMENTARY PRIORITIES RATHER THAN COMPETING OBJECTIVES."

governance and cybersecurity as a compliance checkbox and start treating it as a necessary part of infrastructure itself. The fastest to adopt won't win as big as the ones that adopt it safely," adds Gupta.

Innovation with Accountability

The limitless blessings of AI notwithstanding, there has been rising concerns among naysayers about the unethical side of AI. Thus, it's crucial to address the ethical implications of AI as it continues to evolve. AI Appreciation Day provides a space for conversations about responsible development and the potential societal impacts of AI.

"On this AI Appreciation Day, we're not just celebrating what AI can do, but how we choose to build it. As it becomes more and more part of our daily lives, it's our shared responsibility to guide its development for the benefit of everyone," says Vishal Ghariwala, APAC CTO, SUSE.

Humans + AI: The Winning Formula



AARON BUGAL
Field CISO, APJ, Sophos

"AI IS AN INCREDIBLY POWERFUL TOOL, BUT LIKE ANY TOOL, ITS VALUE DEPENDS ON HOW IT'S USED. THE ORGANISATIONS THAT WILL ACRUE MAXIMUM BENEFIT WOULD BE THOSE USING AI TO STRENGTHEN HUMAN EXPERTISE, ACCELERATE RESPONSE AND BUILD EFFECTIVE RESILIENCE IN A SYSTEMATIC MANNER."

AI represents one of the most transformative forces of our time. It challenges us to think differently, act faster, and design solutions that are not just intelligent but also deeply human-centered. Nishant Rathi, Founder and Director of NeoSOFT, says, "As we celebrate AI, we must focus on utilizing its vast potential with empathy and purpose. The true promise of AI lies not in replacing human intelligence, but rather in amplifying it to solve real-world problems and build a better, more equitable future."

"The real promise of AI is that intelligence becomes an invisible part of the operating model, empowering people with the right support, at the right moment, while organizations retain the governance and control needed to scale AI with confidence. When organizations get this right, AI starts to feel less like another application employees have to learn and more like a trusted collaborator woven into every workflow. It stops competing for people's attention and starts compounding their impact, giving them back time to focus on the work that requires unique human



RAKESH KUMAR
Infrastructure Solution Head, Vertiv

"ON A DAY MEANT TO CELEBRATE AI'S PROGRESS, IT'S WORTH REMEMBERING THAT NONE OF IT WORKS WITHOUT THE INFRASTRUCTURE LAYER UNDERNEATH. HIGH-DENSITY COMPUTING PUTS REAL STRAIN ON POWER AND COOLING SYSTEMS, AND GETTING THAT RIGHT IS WHAT ACTUALLY LETS AI SCALE RELIABLY."

judgment, creativity, and strategic thinking," said Khadim Batti, CEO and Co-Founder at Whatfix.

Why Search Powers Every AI Breakthrough

In India, AI has rapidly evolved over the last few years. It is now able to learn and create a wide range of creative responses far quicker than humans. Fueling this evolution is search, which enables AI applications not only to learn but also to extract value from data. Search underpins effective AI applications by providing fast and accurate access to data.

The Minds Behind the Machines

More than anything else, it's a day to acknowledge the valuable contributions of AI researchers, developers, and practitioners who are driving innovation and shaping the future with AI. As we all know, AI is increasingly integrated into various aspects of our lives, from voice assistants to recommendation systems, and even in healthcare and transportation. Celebrating AI Appreciation

**SRINIVAS RAO**

Managing Director, Infrastructure Solutions Group, Lenovo India

"AS ENTERPRISES INCREASINGLY EXPLORE AGENTIC AND PHYSICAL AI, SUCCESS WILL DEPEND ON PLACING THE RIGHT WORKLOADS ON THE RIGHT INFRASTRUCTURE ACROSS CLOUD, EDGE, AND ON-PREMISES, WHILE BUILDING STRONG GOVERNANCE FRAMEWORKS FROM THE OUTSET."

Day means celebrating and showing gratitude to the hard toil and ingenuity of innovative minds, and acknowledging the pervasive influence and potential of AI to further transform our industries and daily lives.

The Security Challenge No One Can Ignore

Currently, India is witnessing a significant surge in AI adoption, cloud-native application development, and digital transformation across enterprises, government, and even startups. As a result, machine identities are growing at an unprecedented rate, far outpacing human identities. According to the CyberArk 2025 Identity Security Landscape report, organizations today have 82 machine identities for every human identity, and this number is expected to keep rising with the proliferation of agentic AI.

"We celebrate not just what AI can do, but how responsibly we choose to build and use it. The true measure of AI is not how intelligent it becomes, but how effectively it protects people, businesses,

**HEATHER DAWE**

Chief Data Scientist & Head of Responsible AI, UST

"WORKING WITH FRONTIER MODELS HAS COLLAPSED THE TIME BETWEEN AN IDEA AND A WORKING METHOD. IDEAS FOR NEW ML TECHNIQUES THAT WOULD ONCE HAVE SAT UNEXPLORED BECAUSE THE RESOURCE REQUIREMENTS WERE TOO HIGH CAN NOW BE BUILT, EVALUATED, AND EITHER DISCARDED OR DEVELOPED IN DAYS. "

and the digital future we are all creating together," said Dr. Sanjay Katkar, Joint Managing Director at Quick Heal Technologies.

Sharda Tickoo, Country Manager, TrendAI, India & SAARC, said, "AI has become the front-line of enterprise defence, reading through logs at a scale no human team could match. However, the uncomfortable truth is that the same intelligence defending our systems is being weaponized against them and readiness is still lagging. We celebrate AI's speed while ignoring the velocity at which threats are evolving. As we move from AI to agentic systems, the attack surface does not just expand but becomes dynamic and increasingly difficult to govern. Complexity compounds risk exponentially. A single compromised agent can orchestrate attacks across your entire infrastructure at machine speed, while defenders still operate in human time."

"This is where the conversation shifts from resilience to anti-fragility, which means building systems that learn, adapt, and grow stronger through continuous threat detection and man-

**BHAVYAN MEHTA**

Vice President - Engineering, Commvault

"THE NEXT CHAPTER OF WORK WILL BE DEFINED BY PURPOSEFUL COLLABORATION BETWEEN HUMANS AND AI AGENTS. PEOPLE WILL BRING JUDGEMENT, EMPATHY, CONTEXT AND ACCOUNTABILITY, WHILE MACHINES RESEARCH, REASON, AUTOMATE AND ACT AT SPEED."

agement. It demands governance frameworks embedded from the start, not bolted on afterward. It requires guardrails that constrain agent behaviour at runtime, continuous monitoring of autonomous systems, and critically, human oversight, accountability, and traceability woven through every layer," she added.

AI Across Every Sector

AI is revolutionizing India, enhancing urban mobility with autonomous vehicles and smart traffic management, optimizing agriculture with precision farming, and personalizing education through intelligent tutoring systems. In health-care, AI improves diagnostics and patient care, while in smart cities, it enables efficient energy management and intelligent surveillance. India's AI research ecosystem thrives with government initiatives like the National AI Strategy, academic institutions conducting cutting-edge research, and industry partnerships fostering innovation. The vibrant startup ecosystem develops diverse AI solutions, positioning India as a global AI leader and driving sustainable

**ALBERT NEL**

Senior Vice President, Asia Pacific and Japan, Genesys

"AT GENESYS, WE BELIEVE AGENTIC AI REPRESENTS A FUNDAMENTAL SHIFT IN CUSTOMER ENGAGEMENT. RATHER THAN SIMPLY GENERATING RESPONSES, AGENTIC AI CAN REASON, COORDINATE WORK ACROSS SYSTEMS AND ORCHESTRATE ACTIONS THAT HELP ACHIEVE BUSINESS OUTCOMES. "

growth and development.

Policy Meets Possibility

Over the last ten years, Indian businesses have really embraced new tech, and AI is no different. "India's becoming a global hotspot for AI talent and has a booming startup scene. It's not just adopting AI, but actively shaping its future. With efforts like the IndiaAI Mission and the rise of fast-scaling local AI startups, it's critical to build on open infrastructure that can scale, offer flexible models, and be compliance-ready from day one," says Vishal Ghariwala, APAC CTO, SUSE.

Today's AI breakthroughs will be tomorrow's legacy. Getting locked in or stuck in one ecosystem would be counter-intuitive to innovation. Businesses in not just in India but in entire APAC region are leapfrogging other markets at a rapid pace. Therefore, businesses need to be prepared and think ahead about how to make use of best-in-class technologies, while maintaining the flexibility to move between different stacks and solutions.

**SIVAKUMAR EKAMBARAM**

India Site Leader, GoTo

"OUR VISION OF PRACTICAL AI IS CENTERED ON CREATING INTUITIVE, TRUSTWORTHY, AND RESPONSIBLE TECHNOLOGY THAT HELPS BUSINESSES SOLVE REAL BUSINESS CHALLENGES WHILE KEEPING PEOPLE AT THE HEART OF EVERY DECISION. THE FUTURE BELONGS TO THOSE WHO BUILD WITH RESPONSIBILITY FIRST, ENSURING AI CREATES LASTING VALUE FOR EMPLOYEES, CUSTOMERS, AND BUSINESSES ALIKE."

The Rise of a Global AI Powerhouse

India is not just a talent hub; it's emerging as a global engine of applied AI innovation. It's estimated that AI could contribute over \$500 billion to the Indian economy and \$4 Trillion to the world economy in the near term, underscoring the scale of transformation already underway. "The intelligence economy will be led by the nations that master the full stack, from silicon to systems to software. That is the stack India is building, and the one LTSC is proud to help design," said Dr. Sandeep Kumar, Chief Executive, L&T Semiconductor Technologies

"World AI Appreciation Day is a reminder that the global AI race is no longer won by algorithms alone, it is won by the strength of a nation's semiconductor and compute ecosystem and the expertise in knowledge and talent it has developed," he added.

**SUDHARSAN ARAVAMUTHAN**

Head of Systems Engineering, Everpure India

"ORGANISATIONS THAT INVEST IN STRONG DATA FOUNDATIONS WILL BE BEST POSITIONED TO UNLOCK AI'S FULL POTENTIAL. IN THE LONG RUN, INDIA'S COMPETITIVE ADVANTAGE IN AI WON'T BE DEFINED BY THE MODELS IT BUILDS ALONE, BUT BY HOW EFFECTIVELY IT MANAGES, GOVERNS, SECURES, AND DERIVES VALUE FROM ITS DATA."

In a Nutshell...

The AI revolution is no longer a future possibility—it is unfolding in real time. The next chapter will not be defined by which organizations simply adopt AI, but by those that deploy it responsibly, secure it comprehensively, and integrate it seamlessly into every business process. Success will increasingly depend on balancing innovation with governance, automation with human intelligence, and speed with trust.

As India accelerates its AI journey through government initiatives, enterprise investments and a thriving startup ecosystem, AI Appreciation Day serves as a reminder that the true value of artificial intelligence lies not merely in building smarter machines, but in empowering smarter people, stronger businesses and a more resilient digital society. The technology will continue to evolve, but its greatest achievement will be measured by how effectively it augments human potential and delivers meaningful impact across every sector of the economy. **SME**



TECH DATA POWERS INDIA'S NEXT DIGITAL FRONTIER, ENABLING PARTNERS TO LEAD THE AI TRANSFORMATION JOURNEY

As India's digital economy expands beyond traditional IT hubs, Tech Data is empowering channel partners to become trusted strategic advisors, accelerating AI adoption while building the secure, future-ready technology foundations businesses need to thrive.

MANASH RANJAN DEBATA

manash@accentinfomedia.com

India's digital transformation is no longer confined to Bengaluru, Hyderabad, Mumbai or Delhi. The country's next wave of technology-led growth is unfolding across Tier II and Tier III cities, where businesses are embracing cloud, cybersecurity, data analytics and AI to modernise operations, strengthen resilience and compete in an increasingly digital economy. At the heart of this transformation is the technology channel, which is rapidly evolving from a transactional sales engine into a trusted strategic advisor. As customers navigate an increasingly complex technology landscape, partners are expected not only to recommend the right solutions but also to help organisations determine the right technology priorities based on their stage of digital maturity. Balancing the excitement around artificial intelligence with the need to build secure, scalable and future-ready

digital foundations has become one of the defining challenges of the industry. Against this backdrop, distributors like Tech Data are playing a pivotal role by equipping partners with the expertise, enablement, financing models, technical capabilities and ecosystem support needed to accelerate technology adoption far beyond India's traditional IT hubs. In this exclusive interaction with SME Channels Editor Manash Ranjan Debata, Sundaresan K, Vice President & Country General Manager for India & ANZ, Tech Data, shares how the company is empowering partners to embrace consultative selling, identify the right technology investments for customers, build AI-ready capabilities, and transform themselves into long-term business advisors in an era increasingly shaped by AI-enabled innovation.

This exclusive conversation explores the forces reshaping India's technology partner ecosystem—

from the rapid digitalisation of regional markets and the growing demand for cloud, cybersecurity and AI-ready infrastructure, to the changing expectations placed on channel partners as trusted business consultants. Sundaresan K offers valuable insights into how Tech Data is enabling partners through technical expertise, specialised enablement, flexible financing, multi-vendor collaboration and AI-focused initiatives to move beyond product fulfilment and deliver measurable business outcomes.

The discussion also deep-dives into the critical skills and competencies partners must develop—including architecture planning, AI enablement, solution integration, commercialisation and lifecycle services—to remain relevant and competitive as customers transition from digital modernisation to enterprise-scale AI transformation. Edited Excerpts...



SUNDARESAN K
VICE PRESIDENT & COUNTRY GENERAL
MANAGER, INDIA & ANZ, TECH DATA

"INDIA'S NEXT PHASE OF TECHNOLOGY GROWTH WILL BE DEFINED NOT SIMPLY BY AI ADOPTION, BUT BY HOW EFFECTIVELY PARTNERS HELP CUSTOMERS NAVIGATE COMPLEXITY, PRIORITISE THE RIGHT TECHNOLOGY INVESTMENTS, AND TRANSLATE INNOVATION INTO MEASURABLE BUSINESS OUTCOMES. AT TECH DATA, WE ARE COMMITTED TO EQUIPPING OUR PARTNERS WITH THE EXPERTISE, ENABLEMENT AND ECOSYSTEM NEEDED TO LEAD THIS TRANSFORMATION WITH CONFIDENCE."

As economic growth expands beyond India's traditional technology hubs, what shifts are you seeing in technology adoption and the partner ecosystem across Tier 2 and Tier 3 cities? Are partners in these markets engaging with customers differently than those in metros? How are partners adapting to meet evolving customer needs?

Growth in India is no longer driven only by the major metros. We are seeing strong momentum

across Tier 2 and Tier 3 markets, where businesses are moving quickly to digitize operations, improve resilience, and build for long-term growth.

What stands out is that demand in these markets is practical and outcome-focused. Businesses are looking for technologies that help them modernize quickly and deliver measurable value, particularly in cloud, cybersecurity, analytics, and AI-ready infrastructure. At the same time, affordability and flexibility matter. That is why bite-sized financing, faster approval cycles, and consumption-based models are becoming important enablers of adoption.

This is also changing how partners engage. In many regional markets, customers depend on partners not just for products, but for guidance. Unlike larger metro environments, where specialist IT teams often shape buying decisions, customers in Tier 2 and Tier 3 cities often look to partners to simplify complexity, recommend the right path, and deliver end-to-end solutions.

That is creating a clear shift in the partner ecosystem. Many partners that historically focused on hardware and infrastructure are expanding into higher-value areas such as cloud, cybersecurity, AI, and managed services. Their local relationships are a real advantage, because they understand the business realities of their customers and can engage in a more consultative, hands-on way.

Our focus is to help partners build on that strength through enablement, technical expertise, flexible financing, and go-to-market support, so they can meet customers where they are and help them move forward with confidence.

Many organisations outside the largest urban centres are still focused on foundational investments such as cloud, cybersecurity, networking, and infrastructure modernisation. How are partners helping customers determine the right technology priorities based on their stage of digital maturity?

Many organisations don't need more technology choices - they need help understanding which investments will deliver the greatest business impact at their stage of digital maturity. As a result, partners are increasingly being called upon to help customers prioritise investments and build technology roadmaps aligned to their business needs. From our perspective, that starts with equipping partners with the right expertise, enablement, and frameworks so they can support customers at different stages of their technology journey.

Through our Tech Center of Excellence, part-

ners can access capabilities such as Solutions Factory, where they can co-innovate, build solutions and develop use cases across technologies. Combined with technical expertise, architecture planning, pre-sales support and ready-built multi-vendor solutions, this helps partners build capabilities across cloud, security, data, analytics and AI, while supporting customers with technology decisions that align to their business needs and priorities.

As organisations continue to modernise their environments, our focus is on helping partners move beyond transactional engagements and deliver outcome-led solutions that address real-world business challenges, whether those priorities centre on infrastructure modernisation, cloud adoption, cybersecurity, or preparing for future AI initiatives.

There is significant attention on AI, but many businesses are still building the underlying technology foundations required to support it. How are partners balancing customer demand for AI innovation with the need to strengthen core infrastructure first?

While interest in AI continues to accelerate, many organisations are still focused on modernising infrastructure and building the foundations required to support long-term AI adoption. We see these priorities as complementary rather than competing initiatives.

Our role is to help partners support customers across the entire technology stack, from core infrastructure and data centre solutions through to hybrid cloud, security, analytics and AI. This allows organisations to strengthen their digital foundations while also preparing for future AI workloads and use cases.

At the same time, many partners are still working to move beyond proof-of-concept activity into repeatable, production-ready deployments. Through initiatives such as Destination AI™, Tech Center of Excellence, and Digital Practice Builder, we are helping partners strengthen the skills, planning, and technical support needed to turn interest into real-world use cases.

As we often emphasise, embracing AI does not mean abandoning conventional infrastructure expertise. Partners with experience in areas such as data workloads, systems integration and hybrid environments are well-positioned to build on those foundations and expand into AI-driven offerings

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SYNERGY 2026: ARROW PC NETWORK BRINGS INDUSTRY LEADERS TOGETHER TO CO-CREATE THE FUTURE

At Synergy 2026 in Mussoorie, Arrow PC Network brought together technology leaders, CIOs and enterprise decision-makers to shape conversations around AI readiness, cybersecurity, workplace transformation and collaborative innovation. More than a corporate gathering, the event reflected the company's larger vision of creating a people-centric, future-ready digital ecosystem.

Against the serene backdrop of the hills of Mussoorie, Arrow PC Network hosted its flagship annual event, Synergy 2026 – Co Creating the Future, from May 8 to 10 at the Royal Orchid Fort Resort.

The event brought together more than 40 CIOs, enterprise customers, technology experts, IT heads and industry decision-makers for two days of strategic discussions, collaboration and immersive networking experiences. Supported by technology giants including Dell Technologies, Commvault, Check Point Software Technologies, SentinelOne, TP-Link, OpenText and iValue Group, the gathering focused on translating industry dialogue into actionable business partnerships.

A Vision Rooted in Synergy

Opening the event, Gurpreet Singh underlined the importance of collaboration as a catalyst for sustainable growth and innovation. His address set the tone for an event designed not merely around presentations, but around creating a

shared ecosystem of trust, knowledge exchange and long-term business value.

The proceedings were seamlessly anchored by Jasneet Kaur, whose energetic engagement ensured that the event maintained a balance between strategic seriousness and hospitality-driven warmth.

Enterprise AI, Cybersecurity and the Compliance Imperative

A major theme throughout Synergy 2026 was the accelerating convergence of AI adoption, cybersecurity resilience and regulatory preparedness.

Naresh Arya delivered key insights into the rapidly evolving cloud and cybersecurity landscape, while also stressing the growing relevance of India's Digital Personal Data Protection framework and enterprise compliance readiness in an AI-led era.

Complementing this perspective, Shrutikant Kapoor discussed the company's approach to managed services and operational agility, highlighting how enterprises are increasingly seek-

ing scalable, reliable and outcome-driven IT partnerships.

Technology sessions across the two days explored subjects ranging from AI-powered enterprise modernization and intelligent threat management to backup recovery, data resilience and networking transformation. Speakers included senior representatives such as Rajat Jain, Neeraj Dutt, Rahul Meena, Danish Khan, Abhishek Kumar, Hardeep Singh Sawhney, Vivek Saini and Himanshu Garg.

Arrow WorkReady Signals a New Workplace Strategy

One of the defining moments of the event came with the unveiling of Arrow WorkReady by Karanjot Singh.

Designed as a policy-driven employee experience platform, the solution aims to help enterprises rethink device ownership, workplace flexibility, productivity and security in increasingly hybrid work environments. More significantly, the launch reflected Arrow PC Network's

**GURPREET SINGH**

FOUNDER & MD OF ARROW PC NETWORK

“COLLABORATION REMAINS ONE OF THE STRONGEST DRIVING FORCES BEHIND LONG-TERM GROWTH AND INNOVATION. WE MOST CORDIALLY THANK OUR CUSTOMERS FOR THEIR TRUST TECHNOLOGY PARTNERS FOR THEIR CONTINUED SUPPORT, AND THE ENTIRE ARROW PC NETWORK TEAM FOR THEIR EFFORTS IN BUILDING A STRONGER ECOSYSTEM TOGETHER.”

ambition to position itself at the centre of AI-ready workplace transformation strategies.

The platform generated considerable interest among attendees for addressing practical enterprise concerns around modern workforce management and digital adaptability.

Conversations Beyond Technology

Synergy 2026 also introduced a meaningful social dimension through Disha Shaping Dreams, the CSR initiative led by Parvinder Kaur.

Focused on women empowerment, skill development and confidence building, the initiative has already impacted more than 150 women through various community-led programmes. Guests



were welcomed with handcrafted crochet flowers made by women associated with the initiative — a thoughtful gesture that added emotional depth to an otherwise technology-centric event.

Device Lifecycle Management Emerges as a Key Industry Theme

The second day featured a widely appreciated panel discussion on Device Lifecycle Management, moderated by Karanjot Singh.

The discussion examined real-world enterprise challenges related to procurement, deployment, optimization, secure disposal and long-term device value realization. Its practical and grounded approach resonated strongly with attendees, underscoring how organizations are increasingly prioritizing sustainable and efficient IT asset management.

Networking Meets Experience-Led Engagement

Beyond boardroom discussions and strategic sessions, the event placed strong emphasis on relationship-building through informal interactions and curated experiences. Families and guests participated in scenic excursions, leisure activities and

entertainment sessions around the resort, reinforcing the event's larger philosophy that enduring partnerships are built as much through human connection as through business alignment.

The evenings transformed into vibrant celebrations featuring music, dance and informal networking, enabling customers, partners and teams to engage beyond professional hierarchies.

More Than an Annual Gathering

The event concluded with an OEM felicitation ceremony led by Gurpreet Singh and Parvinder Kaur, recognizing technology partners for their continued collaboration and support.

In many ways, Synergy 2026 reflected the broader transformation underway within India's enterprise technology ecosystem — where innovation is increasingly being shaped not by isolated solutions, but by interconnected partnerships, intelligent infrastructure and collaborative thinking.

For Arrow PC Network, the Mussoorie gathering was not merely an annual event. It was a statement of intent about the future it seeks to co-create. **SME**



Built for Intelligence

Driving Intelligent Transformation at Scale

Built for Intelligence

Driving Intelligence transformation at Scale



Built for In

Venkat Sitaram, Senior Director and Country Head, Infrastructure Solutions Group, Dell Technologies India, making a compelling presentation to newsmen at the Pullman Hotel, Aerocity, New Delhi

BEYOND THE DATA CENTER: DELL TECHNOLOGIES ISG CHARTS THE NEXT ERA OF INTELLIGENT INFRASTRUCTURE

As AI reshapes enterprise priorities, Dell Technologies' Infrastructure Solutions Group is redefining modern infrastructure with AI-ready, cyber-resilient and sustainable platforms that empower organizations to scale intelligently while unlocking the full potential of hybrid multicloud and edge computing.

MANASH RANJAN DEBATA
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The race to build AI is no longer about algorithms alone—it is rapidly becoming a race to build the infrastructure capable of powering them. As enterprises move beyond experimentation and begin deploying AI at scale, the spotlight has shifted to the technology backbone that must support unprecedented demands for compute, data, security and sustainability. In this new era of intelligent transformation, infrastructure has evolved from a silent enabler to the defining competitive advantage, determining how quickly businesses can innovate, how securely they can operate, and how efficiently they can scale.

India finds itself at the heart of this transformation. As enterprises embrace hybrid multicloud architectures, edge computing and sovereign AI initiatives, CIOs are being challenged to build

data centers that are not only AI-ready but also cyber-resilient, energy-efficient and future-proof. The convergence of AI, cloud, cybersecurity and sustainability is creating one of the biggest infrastructure refresh cycles the industry has witnessed in decades—opening up enormous opportunities for technology providers capable of delivering integrated, end-to-end solutions.

It is against this backdrop that Dell Technologies' Infrastructure Solutions Group (ISG) is redefining its role in the enterprise technology ecosystem. Moving beyond traditional compute, storage and networking, the company is positioning itself as an end-to-end infrastructure partner for the AI era, bringing together AI-optimized platforms, hybrid multicloud capabilities, cyber resilience, advanced cooling technologies and sustainable engineering to help organizations accel-

erate innovation while optimizing performance, cost and operational efficiency.

In this exclusive Special SME Channels interaction with our editor Manash Ranjan Debata, Venkat Sitaram, Senior Director and Country Head, Infrastructure Solutions Group, Dell Technologies India, offers a compelling perspective on the tectonic shifts reshaping enterprise infrastructure. He discusses how Dell ISG is helping organizations overcome complex challenges around scalability, performance, data sovereignty and sustainability, while strategically positioning itself to capitalize on India's rapidly expanding opportunities in hybrid multicloud, edge computing and AI-driven digital transformation. The conversation also explores Dell's evolving partner ecosystem, its relentless focus on continuous partner enablement, and its vision of creating intelligent



SUNDARESAN K

VICE PRESIDENT & COUNTRY GENERAL
MANAGER, INDIA & ANZ, TECH DATA

"INDIA'S NEXT PHASE OF TECHNOLOGY GROWTH WILL BE DEFINED NOT SIMPLY BY AI ADOPTION, BUT BY HOW EFFECTIVELY PARTNERS HELP CUSTOMERS NAVIGATE COMPLEXITY, PRIORITISE THE RIGHT TECHNOLOGY INVESTMENTS, AND TRANSLATE INNOVATION INTO MEASURABLE BUSINESS OUTCOMES. AT TECH DATA, WE ARE COMMITTED TO EQUIPPING OUR PARTNERS WITH THE EXPERTISE, ENABLEMENT AND ECOSYSTEM NEEDED TO LEAD THIS TRANSFORMATION WITH CONFIDENCE."

infrastructure that delivers measurable business outcomes in an increasingly AI-first world.

More than just a discussion on technology, this Special Exclusive captures the changing philosophy of enterprise infrastructure itself. From AI-ready data centers and cyber-resilient architectures to sustainable innovation, next-generation storage platforms and partner-led growth, Venkat Sitaram explains how Dell Technologies is transforming infrastructure into a strategic busi-

ness differentiator. The conversation provides a rare inside look at the company's roadmap for the AI era and offers valuable insights into how Indian enterprises can build resilient, scalable and intelligent digital foundations capable of powering the next decade of growth. Edited Excerpts...

? As we speak, the tech world is experiencing paradigmatic shift - a shift from digital transformation to intelligent transformation. As AI transitions from experimental projects to enterprise-wide deployments, how is Dell Technologies reimagining infrastructure to help organizations overcome challenges related to scalability, performance, data resilience, data sovereignty, and more importantly, sustainability?

Artificial Intelligence has become the defining catalyst of the next wave of enterprise transformation. As AI adoption accelerates across industries, it is creating significant opportunities for our Infrastructure Solutions Group (ISG). Traditionally recognized for compute, storage, and networking—the foundational building blocks of the modern data center—our business is now witnessing rapidly growing demand for AI-optimized infrastructure, cybersecurity, and integrated services.

This evolution has expanded our portfolio and strengthened our position as a comprehensive end-to-end technology solutions provider. When combined with Dell's Client Solutions Group (CSG), which addresses edge computing, mobility, and modern workspace requirements, we are uniquely positioned to help customers transform their entire technology landscape—from the edge to the core and the cloud.

These are exciting times for Dell Technologies. We are proactively engaging with customers to help them understand the transformative potential of AI and the critical role that modern infrastructure plays in enabling it. As organizations increasingly recognize AI as a business necessity, Dell is well positioned to deliver the infrastructure and solutions required to support this journey. We believe this transformation will continue to create significant opportunities over the next several years.

? With Indian enterprises rapidly embracing hybrid multicloud and edge computing, what emerging infrastructure mega trends do you believe will define the next five years, and how is Dell's Infrastructure Solutions Group positioning itself to

capitalize on these opportunities?

We see three major infrastructure trends shaping the future of enterprise IT.

The first is the growing adoption of cyber-resilient architectures. The second is the continued expansion of hybrid multicloud environments. The third, and perhaps the most transformative, is the rapid emergence of AI-optimized infrastructure.

Dell Technologies already offers a comprehensive portfolio that addresses each of these strategic priorities. From the Infrastructure Solutions Group perspective, our objective is to be the trusted technology partner for the AI era—delivering integrated hybrid cloud platforms, AI-ready infrastructure, and cyber-resilient solutions that help organizations innovate with confidence while protecting their critical business operations.

? Infrastructure is increasingly becoming a strategic enabler rather than just an IT function. How is Dell Technologies helping CIOs and business leaders build future-ready, cyber-resilient, and AI-optimized data centers that can deliver measurable business outcomes while optimizing costs?

At Dell Technologies, sustainability is embedded into our engineering and design philosophy. Our innovations—including direct-to-chip liquid cooling and rack-scale liquid cooling architectures—are designed to improve energy efficiency while maximizing return on investment for customers.

Take PowerStore Elite, for example. It delivers up to 5.8 effective petabytes of storage within a compact 3U form factor, dramatically increasing storage density while significantly reducing the physical footprint traditionally required to achieve comparable capacity. Similarly, our Dell Exascale Storage platform, featuring 245TB NVMe flash drives, enables organizations to scale storage capacity efficiently while consuming less space and power.

However, our value proposition extends well beyond infrastructure performance. We help customers optimize the economics of their entire data center by reducing power consumption, lowering cooling costs, and improving operational efficiency. Rather than focusing solely on product specifications, our conversations increasingly revolve around measurable business outcomes—including lower total cost of ownership (TCO), improved return on investment (ROI), and sus-

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KALIDAS PAI

Vice- President, Tata Teleservices

PROFILE

As Vice President - SME Operations, Enterprise South, at Tata Teleservices Ltd. (TTL), Kalidas Pai leads business growth, sales strategy, customer engagement and operational excellence for the SME segment across South India. He is responsible for driving the adoption of Tata Tele Business Services' portfolio of secure digital connectivity, cloud, SaaS, IoT, collaboration and cybersecurity solutions, helping enterprises accelerate their digital transformation.

HOW CLOUD, AI AND DATA ARE GIVING INDIA'S MSMEs THE TECHNOLOGY EDGE THEY NEVER HAD BEFORE

The competitive advantage for India's MSMEs is no longer determined by size—it is increasingly defined by how effectively they harness Cloud, AI and data to accelerate growth, enhance customer experiences and build resilient businesses.

India's MSMEs have long been defined by their entrepreneurial spirit, resilience, and ability to adapt to changing market realities. Whether it is a manufacturer expanding into new markets, a retailer responding to evolving consumer preferences, or a service provider managing growth with limited resources, MSMEs have consistently found ways to do more with less. Yet, one challenge has remained common across sectors: access to advanced technology and business intelligence. For years, capabilities such as cloud computing, artificial intelligence, and data analytics were largely associated with large enterprises that had the resources to invest in sophisticated technology ecosystems.

Today, that gap is narrowing rapidly. Affordable cloud platforms, AI-powered applications, and data-driven tools are making enterprise-grade capabilities accessible to businesses of all sizes. As a result, MSMEs are gaining the ability to make smarter decisions, improve customer experiences, optimise operations, and uncover new growth opportunities. What was once considered a competitive advantage for large corporations is increasingly becoming a growth enabler for small and medium businesses, helping them operate with greater agility, efficiency, and confidence in an increasingly digital economy.

Levelling the Playing Field

The transition to cloud infrastructure has brought a fundamental alteration to the economics of technology adoption. MSMEs are no longer required to invest in expensive on-premise hardware or build large IT teams. Subscription-based cloud services are now converting what was once seen as heavy capital expenditure into a more predictable, manageable operational cost. For a business that runs on a thin margin, this distinction is the true difference between adoption and inaction.

What's more, today's cloud platforms are increasingly designed for the realities of the Indian MSME. They are mobile-first, multilingual, and intuitive

enough for an owner who is simultaneously juggling sales, compliance, and operations. This cannot be considered convenience for its own sake. It directly reduces the cognitive load on business owners and gives them the liberty to focus on what they do best.

From Intuition to Intelligence

Data analytics is undoubtedly the most underappreciated capability now accessible to MSMEs. Historically noted, most small businesses made decisions the way their founders had always done - on instinct and experience. Enterprises that are leveraging cloud-based analytics today can consistently monitor customer interactions across various platforms, such as voice, chat, and email, effectively identifying patterns in real time and acting on insights that were previously invisible to them. Inventory management, pricing decisions, and customer retention strategies are no longer guesswork.

AI is amplifying this further. MSMEs that are investing in AI-powered tools have already reported seeing returns through automating routine tasks, generating an effectively faster response time to customer queries, and flagging anomalies in financial data before they become problems. However, the important caveat here is that AI needs clean, structured, digital data to perform well, which is precisely why data discipline and cloud adoption must come first.

Smarter Operations, Stronger Customer Relationships

One area which has reaped great benefits, as far as AI and cloud technology is concerned, is compliance. Compliance with GST, e-invoicing, and e-Way bills is now an operational mandate for innovative MSMEs. Modern platforms can generate an invoice, initiate a payment, and even update financial records and tax filings simultaneously without manual re-entry. This reduces errors, frees up time, and also protects businesses from penalties that can

be disproportionately damaging at a small scale.

Customer experience is another area undergoing significant transformation. Unified communications platforms that bring voice, video, chat, and email together on a single interface enable MSME teams to respond faster, collaborate more effectively, and deliver a seamless experience across customer touchpoints. This not only improves operational efficiency but also helps smaller businesses project a more professional and responsive image to customers and partners.

Consider a growing healthcare clinic with multiple locations. Managing patient enquiries across phone calls, emails, and messaging platforms can

quickly become fragmented and inefficient. By using an integrated communications platform, the clinic can centralise interactions, ensure faster response times, coordinate appointments more effectively, and maintain a consistent patient experience across locations. Similar benefits are being realised by businesses in sectors such as retail, logistics, and professional services, where responsiveness and service quality often influence customer loyalty and business growth. For MSMEs competing with larger players, this consistency in customer engagement can become a powerful differentiator.

The Edge is Available. The Question is Who Moves First.

India's MSMEs have always had the scale and the ambition, and now, they have the tools, too. The technology bridge that once separated larger enterprises from smaller businesses is slowly dissolving. Once aspirational tools, Cloud, AI, and data analytics have become available, affordable, and increasingly essential for MSMEs. MSMEs that are ready to embrace these capabilities and pair them with the required technology partners are bound to build faster, more resilient, and more competitive businesses. Those who wait will find the gap widening again. 

TOP 7 KEY TAKEAWAYS:

1. Demolition of the Enterprise Tech Gap

Capabilities like Cloud, AI, and data analytics were once reserved exclusively for large corporations with deep financial reserves. Today, affordable platforms have narrowed this gap, giving Indian MSMEs access to enterprise-grade tools that enable them to operate with equal agility and confidence.

2. Shift from Capital Expenditure (CapEx) to Operational Expenditure (OpEx)

Cloud infrastructure eliminates the need for expensive on-premise hardware and large dedicated IT teams. Subscription-based cloud services convert high upfront costs into predictable operational expenses, making technology adoption realistic for thin-margin businesses.

3. Data Discipline and Analytics Drive Smarter Decisions

MSMEs are shifting from relying purely on founder intuition to making data-driven decisions. Cloud-based analytics allow businesses to monitor real-time interactions across voice, chat, and email to streamline pricing, inventory, and customer retention strategies.

4. AI Complements Data to Automate Routine Tasks

AI-powered tools help automate daily operations, accelerate customer response times, and identify

financial anomalies before they turn into major problems. However, AI effectiveness relies heavily on cloud adoption and clean, structured digital data coming first.

5. Automated Compliance Minimizes Risk and Penalties

Integrated platforms now handle GST compliance, e-invoicing, tax filings, and e-Way bills simultaneously without manual re-entry. This reduces human error, saves operational hours, and protects small businesses from costly compliance penalties.

6. Unified Communications Enhance Professional Credibility

By integrating voice, video, chat, and email on a single interface, MSMEs can collaborate internally and respond to clients faster. Delivering a seamless, multi-location customer experience helps smaller entities project a professional image and stand out against larger competitors.

7. First-Mover Advantage Dictates Future Survival

The tools are now accessible, affordable, and essential. MSMEs that actively adopt these technologies alongside strong digital partners will build resilient, competitive businesses, while those who delay risk falling behind as the competitive gap widens.

EVENTUS SECURITY IDENTIFIES THE NEXT ERA OF SECURITY OPERATIONS

The Security Operations Market Outlook 2026 highlights platform consolidation, AI accountability, continuous threat exposure management and identity-centric security as the defining trends shaping the future of cyber defence

Eventus Security, a leading cybersecurity services provider and AI-powered Integrated Security Operations Centre (SOC) platform company, recently released its Security Operations Market Outlook 2026, a much discussed research report examining the technology, operational and architectural shifts reshaping enterprise cyber defence.

Entering Significant Period of Transformation

Drawing on three consecutive years of security operations research and market analysis, the report concludes that security operations is entering its most significant period of transformation in more than a decade. The findings point to the convergence of AI-powered automation, continuous threat exposure management, intelligence-led operations, identity-centric security, and platform consolidation into a new generation of integrated security operating models.

Towards Integrated Security Platforms

One of the report's clearest findings is that organisations are moving away from fragmented security architectures built around dozens of disconnected tools and toward integrated platforms that unify detection, investigation, response, automation, threat intelligence and exposure management within a single operating model.

"The security operations market is reaching an inflection point," said Manish Chasta, Co-founder and CTO, Eventus Security. "As cyber threats become more sophisticated and security environments more fragmented, organisations are recognising that simply adding more point solutions doesn't necessarily improve security outcomes. The future of Security Operations lies in intelligent, integrated operating models that combine visibility, AI-driven analytics, automation, and response into a unified security ecosystem."

ISOC as an Emerging Operating Model

The report identifies Integrated SOC Systems (ISOC) as an emerging operating model that unifies detection, investigation, response, automation and security content within a single platform. It also highlights growing adoption of Security Data Lakes, Detection Engineering Automation

Solutions (DEAS) and Continuous Threat Exposure Management (CTEM), alongside increasing demand for contextual threat intelligence and Identity Threat Detection and Response (ITDR).

"The cybersecurity industry is entering a new phase of maturity. Security leaders are no longer evaluating AI based on promise alone. They expect clear evidence that AI improves detection accuracy, reduces analyst fatigue, accelerates response, and delivers measurable business outcomes. That shift is raising the bar for technology providers and redefining what organisations expect from modern security operations," Manish added.

Beyond technology adoption, the report notes that security operations decisions are becoming increasingly linked to business performance. Rising attack surface complexity, growing data volumes, persistent skills shortages, and pressure to optimise security spending are driving organisations to reassess how security operations should be designed, delivered, and measured.

Outlining Strategic Priorities for Security Leaders

Organisations should focus on consolidating security architectures rather than simply reducing the number of tools, ensuring that security functions operate within a unified operating model. As Integrated SOC platforms, Security Data Lakes, and AI-driven capabilities mature, enterprises should reassess their long-term security operations strategies to align with evolving security requirements. The report also emphasises the need for AI accountability, with organisations demanding measurable outcomes such as improved analyst productivity, faster response times, and stronger security outcomes. Additionally, Continuous Threat Exposure Management (CTEM) should be treated as an ongoing operational discipline, supported by continuous validation, prioritisation, remediation, and measurement to strengthen cyber resilience.

The Security Operations Market Outlook 2026 is designed to help CISOs, CIOs, security operations leaders, risk professionals, boards, and enterprise technology decision-makers better understand the structural changes occurring across the cybersecurity landscape and prepare for the next generation of cyber defence. **SME**



MANISH CHASTA
CO-FOUNDER AND CTO
EVENTUS SECURITY

"AS CYBER THREATS BECOME MORE SOPHISTICATED AND SECURITY ENVIRONMENTS MORE FRAGMENTED, ORGANISATIONS ARE RECOGNISING THAT SIMPLY ADDING MORE POINT SOLUTIONS DOESN'T NECESSARILY IMPROVE SECURITY OUTCOMES. THE FUTURE OF SECURITY OPERATIONS LIES IN INTELLIGENT, INTEGRATED OPERATING MODELS THAT COMBINE VISIBILITY, AI-DRIVEN ANALYTICS, AUTOMATION, AND RESPONSE INTO A UNIFIED SECURITY ECOSYSTEM."

SOHO SPECIAL

Small Office Home Office Solution for India Market



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

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

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

BRAND NAME

HP

MODEL NAME

HP OmniBook X 14

WHAT'S UNIQUE ABOUT IT

The HP OmniBook X 14 is a premium AI PC designed to redefine mobile productivity with intelligent performance, exceptional battery life, and always-responsive computing. Powered by the latest AI-enabled Snapdragon X Series platform featuring an integrated Neural Processing Unit (NPU), it delivers fast, efficient performance while enabling advanced on-device AI experiences.

Crafted for professionals who value mobility without compromising capability, the OmniBook X 14 features a slim, lightweight design that makes it ideal for work from anywhere. Its AI-powered architecture intelligently enhances application performance, optimizes battery usage, and delivers smoother multitasking across productivity and creative applications.

KEY HIGHLIGHTS:

- **Snapdragon X Series processor with dedicated AI NPU**
- **Ultra-thin, lightweight premium design**
- **High-resolution display with vibrant colours and sharp visuals**
- **AI-powered performance and intelligent battery optimization**
- **Copilot+ PC capabilities for enhanced AI experiences**
- **Exceptional all-day battery life with fast charging support**

SOHO FRIENDLY QUOTIENT

The HP OmniBook X 14 is perfectly suited for office, home office, and hybrid work environments. Its lightweight design, AI-powered productivity, outstanding battery life, intelligent performance optimization, and premium display allow professionals to work efficiently from virtually anywhere, making it an ideal companion for modern mobile business users.



**BRAND NAME**

Acer

MODEL NAME

Acer Predator XB273K 3D Monitor

WHAT'S UNIQUE ABOUT IT

The Acer Predator XB273K 3D Monitor is an innovative gaming and content creation display that delivers immersive glasses-free 3D visuals alongside stunning 4K resolution. Powered by advanced spatial vision technology and AI-assisted eye-tracking, the monitor creates realistic depth and lifelike imagery without requiring users to wear special glasses, offering a truly next-generation viewing experience.

Designed for gamers, creators, and professionals seeking exceptional visual performance, the Predator XB273K 3D combines cutting-edge display technology with premium build quality.

KEY HIGHLIGHTS:

- 27-inch 4K UHD display with glasses-free 3D technology
- AI-powered eye-tracking for immersive spatial viewing
- Seamless switching between 2D and 3D display modes
- High refresh rate with ultra-fast response time for smooth gameplay
- Excellent colour accuracy and wide viewing angles
- Premium ergonomic stand with multiple adjustment options

SOHO FRIENDLY QUOTIENT

The Acer Predator XB273K 3D Monitor is an excellent choice for office, home office, and creative workspaces that demand superior visual quality. Its combination of ultra-high-resolution display, innovative glasses-free 3D technology, AI-powered viewing optimization, ergonomic design, and exceptional colour accuracy makes it ideal for designers, architects, content creators, engineers, and professionals who require immersive visualization alongside everyday productivity.

BRAND NAME

Acer

MODEL NAME

Acer Nitro XV345CKR P Curved Monitor

WHAT'S UNIQUE ABOUT IT

The Acer Nitro XV345CKR P Curved Monitor is a premium ultra-wide gaming and productivity display designed to deliver immersive visuals, smooth gameplay, and enhanced multitasking. Featuring a large curved WQHD display with a high refresh rate, the monitor provides an expansive field of view, making it ideal for gamers, content creators, and professionals who require greater screen real estate.

Designed for users seeking both performance and comfort, the Nitro XV345CKR P combines an ultra-wide curved panel with AMD FreeSync Premium technology and fast response times to deliver fluid, tear-free visuals.

KEY HIGHLIGHTS:

- 34-inch ultra-wide WQHD curved display
- High refresh rate with ultra-fast response time
- AMD FreeSync Premium for smooth, tear-free gaming
- HDR support with vibrant colours and sharp visuals
- Wide colour gamut for accurate image reproduction
- Ergonomic stand with tilt, swivel, and height adjustment

SOHO FRIENDLY QUOTIENT

The Acer Nitro XV345CKR P Curved Monitor is an outstanding choice for office, home office, and hybrid professionals who require a larger workspace without multiple monitors. Its ultra-wide display, excellent colour accuracy, smooth performance, ergonomic design, and immersive viewing experience make it ideal for multitasking, video conferencing, content creation, financial analysis, and entertainment.



Acer

BRAND NAME

Corsair

MODEL NAME

Corsair NIGHTSWORD V2 Wireless SD Mouse

WHAT'S UNIQUE ABOUT IT

The Corsair NIGHTSWORD V2 Wireless SD Mouse is a high-performance ergonomic gaming mouse engineered to deliver precision, speed, and all-day comfort. Equipped with an advanced optical sensor, ultra-fast wireless connectivity, and customizable controls, it offers exceptional accuracy for competitive gaming as well as demanding professional workloads.

Designed for precise control and extended comfort, the NIGHTSWORD V2 Wireless SD features an ergonomically sculpted design that naturally fits the hand. Its intelligent wireless technology ensures low-latency performance, while customizable buttons and programmable RGB lighting provide a personalized user experience.

KEY HIGHLIGHTS:

- High-precision optical sensor for exceptional tracking accuracy
- Ultra-fast low-latency wireless connectivity
- Ergonomic right-handed design for extended comfort
- Programmable buttons with customizable controls
- Adjustable DPI settings for precise performance
- Long battery life with USB-C charging support

SOHO FRIENDLY QUOTIENT

The Corsair NIGHTSWORD V2 Wireless SD Mouse is an excellent productivity companion for office, home office, and hybrid users who demand precision and comfort. Its ergonomic design, responsive wireless performance, customizable controls, and long battery life make it ideal for professionals working with spreadsheets, creative software, engineering applications, and everyday business tasks.



Corsair

BRAND NAME

Logitech

MODEL NAME

Logitech G305 X SUPERLIGHT

WHAT'S UNIQUE ABOUT IT

The Logitech G305 X SUPERLIGHT is an ultra-lightweight wireless gaming mouse built for speed, precision, and effortless control. Featuring Logitech's advanced HERO sensor and LIGHTSPEED wireless technology, it delivers professional-grade accuracy, ultra-low latency, and exceptional responsiveness in an incredibly lightweight design.

Engineered for competitive gamers and professionals alike, the G305 X SUPERLIGHT minimizes weight without compromising durability or performance. Its streamlined construction enables faster movements and reduced hand fatigue, while intelligent power management ensures consistent wireless performance throughout extended gaming or productivity sessions.

KEY HIGHLIGHTS:

- Ultra-lightweight design for effortless movement
- HERO optical sensor with exceptional tracking precision
- LIGHTSPEED ultra-low latency wireless connectivity
- Long-lasting battery life for uninterrupted usage
- Durable mechanical switches for reliable performance
- Smooth low-friction feet for enhanced glide and control

SOHO FRIENDLY QUOTIENT

The Logitech G305 X SUPERLIGHT is exceptionally well-suited for office, home office, and hybrid work environments where speed, accuracy, and comfort are essential. Its lightweight design, highly responsive wireless connectivity, precise sensor, and dependable battery life enable professionals to work efficiently across business applications, creative software, and multitasking.



Logitech

FROM THE GROUP EDITOR'S DESK



PROFITING THROUGH UNCERTAINTY - THE NEXT GROWTH CHAPTER FOR INDIA'S IT CHANNEL PARTNERS

■ **SANJAY MOHAPATRA**
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As geopolitical tensions reshape global trade, supply chains, cybersecurity priorities, and digital sovereignty, India's IT channel ecosystem finds itself at a defining moment. What appears to be uncertainty on the surface is, in reality, a significant growth opportunity for channel partners willing to adapt, specialize, and innovate.

The global technology landscape is no longer driven solely by product cycles and enterprise refreshes. Today, boardrooms are discussing cyber resilience, AI sovereignty, data localization, supply chain diversification, and national digital infrastructure. Governments and enterprises alike are rethinking technology dependencies, creating new demand for trusted advisors rather than traditional resellers.

For Indian IT channel partners, this shift is transformative. The "Make in India" initiative, rising investments in digital public infrastructure, cloud adoption, and the rapid acceleration of AI are creating unprecedented market opportunities. Organizations across sectors are seeking guidance on secure cloud migration, cybersecurity frameworks, hybrid work environments, AI deployment, and regulatory compliance. Channel partners who position themselves as strategic consultants rather than transaction-based suppliers will benefit the most.

Cybersecurity, in particular, has emerged as a board-level priority. Increasing cyber threats,

state-sponsored attacks, and evolving regulations have made security spending non-negotiable. Managed Security Services, Zero Trust architectures, Security Operations Centers, and compliance offerings are becoming high-margin growth areas. Partners capable of delivering outcome-based security solutions will enjoy recurring revenue streams and stronger customer loyalty.

Artificial Intelligence presents another major inflection point. While much attention is focused on foundational models and hyperscalers, the real value lies in implementation, integration, governance, and industry-specific use cases. Indian channel partners have a tremendous opportunity to help enterprises translate AI aspirations into business outcomes. From intelligent automation in manufacturing to personalized customer experiences in retail and predictive analytics in healthcare, AI services can significantly boost profitability while deepening customer engagement.

At the same time, geopolitical fragmentation is encouraging enterprises to diversify technology sourcing strategies. India is increasingly viewed as a trusted technology and innovation hub. Global vendors are expanding their partner programs, investing in local capability development, and seeking regional expertise. Indian partners who build competencies around cloud, AI, cybersecurity, and data services can leverage these investments to accelerate growth.

However, profitability cannot come from volume alone. The era of competing on discounts is fading. Sustainable margins will come from managed services, intellectual property, consulting capabilities, automation, and customer lifecycle management. Partners must invest in talent, certifications, and vertical expertise to differentiate themselves in an increasingly crowded marketplace.

The future belongs to channel organizations that combine resilience with relevance. Geopolitical shifts will continue to create volatility, but they will also drive technology spending in areas critical to national and enterprise security. For India's IT channel community, the challenge is not merely to navigate disruption but to monetize it responsibly.

Those who embrace transformation today will not only survive tomorrow's uncertainties but emerge as indispensable partners in India's journey toward becoming a global digital powerhouse. The opportunity is immense. The time to act is now. **SME**

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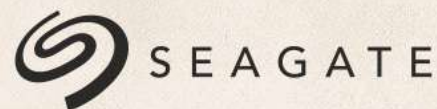
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