

## WORK FROM HOME CHANGING THE SECURITY DYNAMICS



**Anil Sethi**  
VP & GM-Channels,  
Dell Technologies



**Daisy Chittilapilly**  
Managing Director,  
Digital Transformation Office,  
Cisco India



**Dhananjay Ganjoo**  
MD, F5- India & SAARC



**Shantaram Shinde**  
National Head-  
Channel Business,  
Netmagic Solutions (NTT)



**Joybrata Mukherjee**  
Director – Channels, SMB,  
Services, HPE India

# #1 Backup for Service Providers

Exceed Customers Service level  
agreements (SLAs) while increasing  
margins & revenue



**Kruti Comp.**  
COMMITMENT EXCELLED

# HP EliteBook G7 Series

Power and performance, *On the Go.*



HP EliteBook x360 1030 G7

### Thin and Light Business *Convertibles*

HP Elite Dragonfly	Intel based 13.3"	Incredibly light x360 Touch Laptop
HP EliteBook x360 830 G7	Intel based 13.3"	Ultra-mobile for different workstyles
HP EliteBook x360 1030 G7	Intel based 13.3"	The Elite standard for 13.3" convertibles
HP EliteBook x360 1040 G7	Intel based 14"	Top class <i>On the Go</i> Productivity

### Thin and Light Business *Notebooks*

HP EliteBook 830 G7	Intel based 13.3"	Ultrathin & Light for <i>On the Go</i> usage
HP EliteBook 840 G7	Intel based 14"	The business standard for 14" Laptops
HP EliteBook 850 G7	Intel based 15.6"	Bigger screen space to do more
HP EliteBook 835 G7	AMD based 13.3"	Multi-tasking <i>On the Go</i>
HP EliteBook 845 G7	AMD based 14"	The multi-tasking workhorse
HP EliteBook 855 G7	AMD based 15.6"	Bigger screen space to do more



HP EliteBook 850 G7

Accomplish your tasks with ease.  
**Choose HP.**

We are "Authorized Sub-distributors" for HP EliteBook products for Karnataka

For further details, contact:

✉ channelsales@kruticomp.com | ☎ +91-9742288840

**Kruti Comp. India Pvt. Ltd.**

Kruti House, #1/01, 4th Cross, 6th Main, Wilson Garden, Bangalore - 560 027

Sales: +91 80 22228349 / 50, 22297174, 41207751, 41207299

# Interactive Flat Panels for Enhanced Interactive Learning

BenQ's new RM02 Series IFPs are designed to tap into the dynamic possibilities of the classroom and help teachers build a healthy and engaging learning environment. Advanced cloud and collaboration features coupled with Eye-Care Solution increase productivity beyond locations and platforms.

## Smooth Real-Time Collaboration - Cloud Whiteboard



Teachers and students can enjoy interactivity by using EZWrite Cloud Whiteboard to collect, categorize, edit, and share notes between the IFP and mobile devices. EZWrite 5 allows teachers to directly download and upload files to cloud services, such as Google Drive and Dropbox.

## The Smart Broadcasting System with X-Sign Broadcast



X-Sign Broadcast is a wireless broadcast system that can push alerts, messages and announcements during class. Unlike traditional classroom messaging systems, X-Sign Broadcast ensures immediate message delivery as well as group notification.

## Integrated Front-Facing Speaker and Pen Tray



Two front-facing, 16W speakers create better sound transmission and bring more audio-visual enjoyment to interactive learning. Pen tray offers a handy place to keep stylus.



Multi-Platform Compatibility



Recommended Apps through "BenQ Suggests"

## Account Management System for Personalized Workspace



BenQ's IFPs support multi-account management through NFC technology, which allows users to directly access their personal system-setting and folders by simply scanning ID cards with the built-in sensor, as well as easily lock screens when not in use. AMS also offers instant access to major cloud storage services without having to enter password.

## Wireless Solution for Seamless Collaboration



InstaShare supports seamless wireless presentation and collaboration during lectures. It allows the smooth streaming of visual, audio files and Full HD quality videos. Users can also mirror content from mobile devices, and invite up to 16 participants for seamless collaboration.

## Hands free control over the IFP with Voice Assistant



Device control through Voice Assistant, allowing teachers to control the flow of the class, such as starting the timer or searching the internet from wherever they are in the classroom.

HDMI



USB Playback



Display Port



VGA

Maximize Flexibility in Teaching through Open Sharing

# THE ULTIMATE PLAY

## GEFORCE RTX™ 3080



2020 NVIDIA Corporation. All rights reserved.



RP tech India



[feedback@rptechindia.com](mailto:feedback@rptechindia.com)



[www.rptechindia.com](http://www.rptechindia.com)

**RP tech Branches :** Ahmedabad - 079-29700091,29700092, Baroda - 9824499746, Rajkot - 9824499773, Surat - 9824499772

# CONTENT

## COVER STORY

8

### WORK FROM HOME CHANGING THE SECURITY DYNAMICS

HPE is Strongly Pitching for an Edge to Cloud Experience | Joybrata Mukherjee



26

JOYBRATA MUKHERJEE,  
Director – Channels, SMB, Services, HPE India

## IN CONVERSATION

Dell Partner Ecosystem Stages Revival | Anil Sethi



14

ANIL SETHI, VP & GM-Channels, Dell Technologies

Cisco Successfully Shifting Focus to Software and Services



17

DAISY CHITILAPILLY, Managing Director,  
Digital Transformation Office, Cisco India

Decoding Application Security with Dhananjay Ganjoo, MD, F5- India & SAARC



20

DHANANJAY GANJOO, MD, F5- India & SAARC

Netmagic Re-Aligns Partner Engagement in New Normal | Shantaram Shinde



22

SHANTARAM SHINDE, National Head-Channel Business, Netmagic Solutions (NTT)

## ASSOCIATION NEWS 28

New ISODA Team Takes Over @Virtual AGM



RAJEEV MAMIDANNA, Chairman, ISODA

## CHANNEL NEWS 29

RP tech India Announces Distribution Agreement with Cambium Networks



RAJESH GOENKA, Director, Sales & Marketing, RP tech India

MAIT Statement on Production Linked Incentive (PLI) scheme



KONICA MINOLTA

Giving Shape to Ideas

# EXPERIENCE THE COLOURFUL TRANSFORMATION RETHINK COLOURS



## **bizhub** C360i / C300i / C250i

A3 Colour Multifunctional Printer

- High Speed Document Feeder to improve productivity
- Extremely user friendly large 10.1 inch full touch screen display
- Fast Data processing through latest Quad Core Processor
- 1200 dpi Excellent Print
- 8GB Standard Memory
- Standard High Speed 256 GB SSD (Solid State Drive)
- Optional Virus Scan to Protect from Virus Threats
- Very Long Developer Life

For more information: SMS "KM MFP" send to 52424 or Call: 1-800-266-2525.

**Konica Minolta Business Solutions India Pvt. Ltd.**  
www.konicaminolta.in | marcom@bin.konicaminolta.in  
Connect with us:

### **TRANSCON ELECTRONICS PVT. LTD.**

10, Govt. Place (East), Kolkata - 700069  
Ph.: 22488118, 22488210, 22481620,  
Mobile: +91-8337071326, Fax: 03322486604  
Email: abhishek@transconelectronics.com,  
Website: www.transconelectronics.com

# WORK FROM HOME CHANGING THE SECURITY DYNAMICS

*CISOs debate on the vulnerabilities, preparedness, best practices to follow and possible outcomes as they prepare to secure their WFH guidelines*

*By Kalpana Singhal*





**T**he COVID19 pandemic and the total lockdown accentuated the Work From Home (WFH) norms for the industry. Though the nation is currently in various phases of unlock as restrictions are gradually lifted and offices are opening, albeit with limited attendance, everyone except that WFH is here going to stay. With the health impact of the pandemic likely to continue for months, WFH will probably be the predominant component of a blended working model.

WFH in turn brings up a host of challenges though, perhaps security being the most overriding one. No wonder then when CISOs and CIOs from different industries join heads in the webinar on Securing Work From Home During and After COVID19, they not only discussed the vulnerabilities but were more keen to focus on the solutions.

The panellists included Ashish Khanna, CISO, The Oberoi Group and Harish Chandra, CTO, Sarovar Hotels, representatives from the hospitality sector which has been significantly impacted in the current situation. Core manufacturing, another sector to have borne the brunt of the pandemic, was represented by Manzar Abbas, CIO, Rockman Industries and Himanshu Sharma, CISO, Dalmia Bharat Group. Kanishk Gaur, Director, Cyber Security, EY India, Africa & Middle East completed the panel.

## WFH Opening up More Security Vulnerabilities

There are some critically vulnerable areas in WFH and Sharma focuses about network security first. Organizations have deployed multiple controls over the years and have been able to manage potential attacks. "We have been able to put multi-layer controls on our office networks and this was done to ensure that the threat vector is largely taken care off. But suddenly now there is a huge workforce that is working from home who

“ We have been able to put multi-layer controls on our office networks and this was done to ensure that the threat vector is largely taken care off. ”

**HIMANSHU SHARMA,**  
CISO, Dalmia Bharat Group

are essentially either connecting via the home Wi-Fi router or the mobile hotspot. This means losing on the great effort that IT guys have been putting on in securing our organizations and our office network," reiterates Sharma as one key WFH vulnerability.

Today at homes, employees are not only connecting to their offices, but they are connecting their home laptops, mobile phones, smart devices, smart TVs smart lighting solutions, maybe monitors and what not. Now no one knows whether the right set of security configurations or password protection is enabled on those devices or not. These would be the backward route for any attacker to get through to the organization assets which are currently connected to

homes. Sharma recommends from the technology point of view the usage of a strong VPN mechanism and a multi factor authentication, especially for the users who are security administrators and are actually going to access whole systems to keep them up and running.

Another less appreciated vulnerability Sharma focuses on is the overwhelming number of Corona virus related details that are available online be it in the form of applications, Websites, web pages, so on and so forth. Many security organizations have come up with the result



that almost 70 to 75% of the domains registered with the name Corona virus or COVID19 are malicious. This, he feels is exploiting a basic human tendency. "If there is something going on across my city, across my state and globally, I need to know the information. So the hackers are actually playing on this human curiosity," explains Sharma.

There is a huge campaign which is going on in the form of sending phishing e-mails, targeted emails or just a click on those Corona virus detailed graphs and events and so on. Organizations have to build a strong user awareness mechanism. On the background, especially on the mailing systems, the admin has to relook at the configurations

of the anti spam, anti-malware and anti spoofing. Then spamming mechanisms need to be activated that will keep you from a standard sifting through a more secure checking over the e-mail system.

Security is a concern of everyone as of now, concurs Chandra and feels that in hospitality business this is very different from IT, BFSI, energy, Government and others. "We are in people business. We need to have everyone in office generally and very few people are supposed to work from home. Our industry was never prepared for this but somehow we managed the show. We are keeping an eye on our mail servers. We are checking all the databases like what of customers and the other things. But cloud has really played an important role. Most of our things are on cloud," he informs.

In the corporate offices, we have got a lot of security layer in switches, firewall, antivirus, servers, but at home, all those things are not possible. Home Wi-Fi connection is not safe. What the hospitality industry has done is it created a document, wherein they have guided the GMs of the hotels, all the road warriors at the moment to ensure that they switch off their PCs when not in use. They also switch off the Wi-Fi when that is not required because there are rumors that Zoom is not safe or XYZ is not safe. Teams or Google Hangout is better. People have

different concepts, different, different understandings. So CISOs keep on educating them by sending different mails.

Now lot phishing mails are coming that says about Corona or someone from WHO. Everyone is trying to fool now. The best part is CISOs should make sure they educate all the road warriors or corporate employees who are laptop users, to switch off the laptop, make sure that they do not go to any website or any message which can put them into some sort of honeytrap.

## Are CISOs Geared up For the Challenge?

These are very different times, but it sets the onset of a new normal. And this is the way we are going to operate in time to come, asserts Khanna. The metrics of security up till now for any security organization has been ensuring the CIA. CIA basically meant confidentiality, integrity and availability in that sequence. But with this new culture coming in, that entire metrics gets inversed wherein availability takes over from integrity and confidentiality and people who are ensuring the security landscape of an organization should be aligned with that goal.

COVID19 has been the biggest digital transformation hook for an organization and move towards digitization. But from a security standpoint, it



“ We are in people business. We need to have everyone in office generally and very few people are supposed to work from home. ”

**HARISH CHANDRA,** CTO, Sarovar Hotels



well as an internal threat that has always been there. So nothing has changed. But only the security paradigm has shifted. It will be helpful to have advanced threat protection, make employees aware of the phishing mails, donation scams. There has to be also a regular patch management, especially on the collaboration tools like Zoom.

We have very recently seen there has been a lot of UNC path injection and all those things that have come up. So those collaboration tools and other tools have to be patched up regularly, backups and enabling Two-Factor or Multifactor Authentications need to be done. Also not to forget that while the entire organization is operating from home, including IT personnel, there is a data centre sitting out there. One has to ensure that data centre parameters are maintained, that temperature is maintained, the perimeter security, all those things are still of paramount importance.

**Security Automation Could be One Answer**

Abbas raises another valid point from the CISO perspective. There is a large chunk of time of CISOs and IT admins which is now getting consumed into doing manual activities like patch management, configuration management, data protection awareness campaigns, blocking of spammer IDs, IP addresses, and nowadays, MD5 hashes, which are suspicious hashes, keeping an eye on the security event as it unfolds. “You have to keep an eye on different forums, different sites, different advisories like a cyber threat, to gather intelligence. So for sustained cyber security in case of work from home becoming a norm going forward, it would no longer be a manual domain for a medium to large enterprise because of the bandwidth consumed,” concludes Abbas.

It puts a lot of stress on the system to keep itself updated

brings different dynamics. “Up till now, our focus has always been to ensure the perimeter security and the endpoint security. This approach needs to change now and we need to look at the new framework like Zero Trust based access to people to your data centres,” explains Khanna. Only need based access should be given to people instead of having open access available for anybody to sprawl around your data centre. “We should only move to towards SL and DL based communication rather than open tech space, or data exchange,” he adds.

Khanna also advises on putting a lot of emphasis to ensure that the end user is part of this whole journey. There is a collaboration culture which is being brought on to ensure that in this entire process the end user is there along with the CISO. “On one side you can take the tools and systems of the organization from X level to Y level, but if your user still remains on the understanding of X level like clicking on a phishing mail and providing their credentials then that is the biggest mistake which can cripple the entire system of the organization. What we are doing in this whole process is collaborating with end users and ensuring that they are aware of the new threat landscape which are coming up alongside COVID,” opines Khanna.

Gaur feels it is very important

that you carry out right team assessments before anyone else tries to hack you, and it is important you carry out that exercise yourself. More like a redteam assessment. Very few companies carry out redteam assessment but that is very much important. He also advises CISOs to carry on phishing simulations which involve end users. So once a phishing activity is carried out across, you have to involve end-users to make them aware, how many of them actually clicked on different links, who was the weakest link, what they need to do as best practices.

CISOs need to come up with a remedial measure where people have to undergo training. This could be self assessments, quiz or a certain webinar they have to undertake to know more about security. Last but not least,

the Dark Web is accessed by hackers. But it is very important, enterprise also started accessing the Dark Web to find out whether their credentials are leaked or not. Because whatever gets leaked it is available today on the Dark Web, and people want to sell it through bitcoins. So very important for CISOs to treat intelligence to find out if the company’s credentials or sensitive information are already lying there, and then what you can do to ensure their safeguard. Do you need to change your passwords? Do you need to change your controls? Do you need to implement a new security policy or a strategy?

Threats basically remain the same but the vector and magnitude has changed, feels Abbas. Now there is a need to protect from outside threat as



“ We should only move to towards SL and DL based communication rather than open tech space, or data exchange. ”

**ASHISH KHANNA, CISO, The Oberoi Group**



**KANISHK GAUR,**  
Director, Cyber Security, EY India, Africa & Middle East

“ CISOs to carry on phishing simulations which involve end users. So once a phishing activity is carried out across, you have to involve end-users to make them aware. ”

to that level, to that extent, monitoring the behavioral pattern, and traffic transaction through the user computer, which is getting worked from home. There is definitely a need of automating cybersecurity, because home is now the new office. “We have seen that there is a tremendous increase in MS Teams user. The Google Hangout is 25 times higher. Zoom has garnered \$35 billion in share pricing and all. I am talking about the collaborative tools because it gives us an idea about how and to the extent it is getting used. If we come to cybersecurity automation, IT community already has analytical algorithms, which we are using very actively for prescriptive, suggestive and predictive analytics. But as of now, in the domain of information security, we have not done it to a large extent but is has started now,” Abbas informs.

There is a tremendous amount of increased brute force attacks which is attempted on you but does not get through. Then there are the DDoS attacks. These are all the inputs onto the core systems, the core analytical algorithm that is happening. This analytical algorithm should, as an output, give CISOs cyber threat vector that is applicable with its severity, change management

of internal demand and its implication. Then it should also be in applicable scenarios of patching and blocking all the patches, including as SAP Notes and patches. Initially it has to be given to CISOs with the control through system admins. If you say the admin approves certain scenarios, it gets implemented or applied automatically. We can give a complete automation as a complete control of that of applying to those particular patches. We have an ELK system, Elastic search, Logstash and Kibana, so that the database is getting generated every day. We are able to record and have a historical records of all the



**MANZAR ABBAS,**  
CIO, Rockman Industries

events getting generated, what are the trends and behavior patterns for the threat as well.

So going forward in six months to one year, Abbas feels we should be somewhere with security automation as a very achievable point.

### The Importance of Identity Management and Access Management

WFH or no WFH, Sharma thinks identity and access management are key controls in the information security domain. “But when we are especially talking about WFH kind of scenario, it becomes more crucial considering you open access to the public network. My system administrator may be accessing over a Wi-Fi or weakly configured Wi-Fi router. She/he is accessing the SAP server back at the data center. So this is essentially important,” he justifies.

Organizations need to adopt Role based access control (RBAC) mechanism and methodology ensuring that the philosophy of least privilege accessers is by default. Even if you are at the Executive Director level or system administrator by default, the least privilege access methodology needs to be put in place. In addition to that, we have to pay close attention to the

potential attacks, especially these suspicious traffic from strange locations. Nobody is travelling these days. So we have to have some kind of monitoring system put in place for any suspicious attempts of a wrong log-in or failed log in attempts and take necessary actions whenever blockages are happening.

After y identity and access management rights management is equally important. Gone are the eras when, you would actually contributing your data, which is only accessible on BlackBerry or organizational devices. The data is now available anywhere and everywhere. So you need to have a mechanism first, authorize the right set of people, have some kind of identity and access management system ensuring that they are for all applications. Plus, we have to also take into consideration some monitoring to be put in place. If somebody is trying to download certain data or somebody is trying to access certain pages, certain applications which are more complex, there needs to be monitoring. Was it a legitimate attempt or was it the script running behind? So a combination of a framework that is a combination of some monitoring tools and timely action is the need of the hour.

### Difficulty of managing and monitoring remote workers in WFH

It is complex, but not difficult provided you have the right tools and the data visibility available, and then Khanna feels it can be managed pretty well. If you do not have the source of getting the visibility of what is going on the network, who is connecting when and from where and on what device, then it is a problem. You have to see what is the device posture while connecting to your infra. Is it as per the standard benchmark which you had set or coming with a legacy set up? For example, is it a Windows XP machine connecting to your intranet over a VPN connection or machine

“ We have seen that there is a tremendous increase in MS Teams user. The Google Hangout is 25 times higher. Zoom has garnered \$35 billion in share pricing and all. ”

without having antivirus on the latest patches. "I think as long as you have the right set of tools available, which can give you visibility of data streams across the connectivity of people who are coming and getting serve from your data centre legitimately then it is not very complex," sounds a confident Khanna.

On the end- user side, there are certain complications which keep coming. For example, a desktop user at a home who does not have an UPS or if there are Internet connectivity issues on the end user side. Khanna agrees those are operational issues which are certainly there, because at the same time, you are trying to connect and work on the enterprise applications while your kids are doing their online classes and your family is trying to watch Netflix on the same Wi-Fi connection. How do you manage that complexity?

There are various organizations who have taken different approaches toward it. Some organizations have gone ahead and given credits to people to just go and buy a new Internet connection dedicated to office, because enterprise applications are only served on Windows10 Pro machine while the organization has given them only Windows 10 standard machine. So they have given one -time credit to people to go ahead and update their Windows10 standard to professional to ensure that the organizational compliance is there in place. But these strategic decisions can only be taken once you have the visibility of what is running on the network and what are the challenges you are up to? If you have the visibility of that entire data, this is not very complex, he feels.

In WFH, BYOD is the only answer, asserts Sharma. Those restrictions of do not take photos, do not do this, buy only BlackBerry, those days are gone, he feels. We can load mobile device management applications so that we know that whatever information is there of the company is not transferred

to personal. They can be two different boxes, one for official, and one for personal.

Now, work from home needs special security architecture. Home to office or to cloud, security at end point is very important. Generally, most of the organizations focus on connectivity internals, VPN, etc. But without the control at end point, they are all useless. Once on Internet, it is open to hackers. Another point is what if the user who is accessing critical applications saves data on end point and takes a copy if he is working from home? There has to be some control to regulate this. So, now post COVID lots of new changes will happen to secure that any moment you may have in office or you may have to

reducing the cost of operation by assuming that maximum workforce can work from home. Workforce can be viewed by the help of automation as long as we can assure them of regulatory requirements of data security and making application usage utilization based.

### WFH Forcing Changes in Security Policies

The entire world has completely activated the BCP as never thought of. "We are currently living in an era of BCP. This is the start of a new normal. Work from home has actually shifted the whole paradigm. We, as IT security personnel used to think about the security in a way that has now shifted. We

exploit, and they are trying very meticulously. We have seen recently tremendous amount of hits coming in from certain countries. We have a malware, a very potent malware like MES that has been unleashed that uses other vectors, and other aspect of the system. The IT community has been quick to react and become proactive in blocking these attempts. Abbas would like to attribute it partially to the benefit of the flexibility of work from home.

Initially, the focus the entire industry, be it information security or OT security, was completely built upon that parametric security. A certain small chunk was on data or mobility security kind of theft. Now the paradigm is shifting



as a road warrior somewhere.

Cloud Access Security Broker also known as CASB acts as a security control point for cloud based applications. Going beyond security, it is essential to quantify productivity of users to find over or under utilization of applications. Say, saving on optimization of licenses or user. We can check whether he is actually working, how much time he has spent on application. Lot of appraisals can be done based on his work on applications. This can help organizations to know who is really performing or not. Today, IT can help in

held the model, of the triangle of CIA close to our heart. Now we see that during the initial days when the lockdown was activated, the entire triangle was inverted. So everybody huddled together and they started putting it in order like first availability, second integrity and third confidentiality," informs Abbas.

The IT community has put together the best hands and they have come out of that initial days wherein the in the AIC was getting to be a norm. Now CISOs have started focusing on the window of threat vector, which hackers are going to

from parametric security to building security around the data. We have to check the data wherever it is, second how it is transmitted and third where it is transacted. These are the three places at which we need to look upon the data. There are two places, two avenues to hit upon the security aspect. One is the user end, and they are operating from the home currently. The other is the IT infrastructure where your largest chunk of servers, your applications, ERP is running, may be on cloud or on-premise.

# DELL PARTNER ECOSYSTEM STAGES REVIVAL | ANIL SETHI

**Anil Sethi | VP & GM -Channels | Dell Technologies explains how its partner ecosystem has rallied round in challenging times.**



**ANIL SETHI, VP & GM -Channels, Dell Technologies**

■ **What are the significant changes in Dell's go-to-market strategy to adhering to customer requirements especially during these unforeseen times of the pandemic?**

There is no change in GTM that happened during this time. We started the year with the having corporate business site and then we have enterprise business and then we have channels sketched across both enterprise and corporate. That is how we are structured. When we all landed into this during the end of March sometime, it was the time when we started realizing the impact gradually, and how intense it was becoming and how sudden.

Then we started looking at areas where we need to help partners and to see that, we have an ongoing business. We created different ways and different packages to help our partners.

By the end of June and July, businesses started showing a good sign of recovery.

■ **What were the initiatives undertaken for the partner community, especially on relief packages and financial solutions offered?**

When we were completely under the lockdown state, and the crisis started hitting and people started realizing the impact, there were three things which we commonly heard from the partners. One was definitely cash, which was the biggest issue and it continues to remain so. That was where they needed help.

The second was that they were working with their customers to see how they can help them and to help customers they required some deliveries to be happening because

customer needed certain things. These things were just coming up because work from home culture was suddenly implemented across.

The third was to see that, how we can help their existing sales force when they are interacting with the customers, how they can be more effective and how we can build skills

towards them when they talk to the customers so that they are able to make meaningful conversations.

We have working capital solutions implemented where we gave extended partners extra credit lines, depending upon to the partner or extra credit period. This helped partners to resume new business, close new

business and at the same time when the collections were not happening it was quite helpful to them. The cost of capital in India is high, so when this extension and credit lines help them, adding up to the profitability as well, by the way.

Dell has one of the best supply-chains in the world and during this time also we never had any major, serious delivery issues like deliveries not being there. Obviously it was not getting it into the country, we were actually hit. But we did a lot of things for the partners. We got some of the planes chartered and got important deliveries for customers and partners to ensure that work from home was implemented immediately. In terms of deliveries from our effective supply chain helped them meeting customer demand and needs at that point in time.

Third thing, for the people we had set up the special training for the teams and this was in fact given free of cost to the partner representatives and partner sales force. And there was high skilled certifications done, training done on storage, compute, hybrid cloud and multiple kind of technologies. These are the kind of things which went on and that helped partner come back and today we are in extremely good road to recovery.

■ **How are you balancing between new client acquisition and retaining existing customers by partners in these pandemic times?**

Strategy does not change over acquisition and retention of the customers. That continues but during this time the partners reach out to their existing customers. Most of the partners help them in reorganizing their workloads, helping them in ensuring their business continuity and ensuring that how there is a seamless work that happens for them. So that was something which everybody did with their

existing customers. It was a great time to demonstrate the two partnerships.

There are always new customers. Acquisition is of two types. One when the partner does it himself and one when we pass it on to the partner. So from July, we seem to restocking about 60 odd percent of the partner operations and they are back and their teams and people are operating and the customer interactions have dramatically increased.

When I compared it from May and June, acquisition is working well and I think in coming months, it would be much better.

“ Dell has one of the best supply-chains in the world and during this time also we never had any major, serious delivery issues like deliveries not being there. Obviously it was not getting it into the country, we were actually hit. But we did a lot of things for the partners. ”

■ **How are the types of workloads shifting among enterprise clients from on-prem to cloud mode?**

Cloud is one very important way to consume IT. It is a different way to do that is becoming very popular within the customers. There are two things I like to say over here. The first thing is that we did see some of the workloads that moved on to the cloud but these were not very important workloads. We also saw repatriation by the way, maybe because that was an emergency situation. Some of the not so important things kind of moved over there because the budget got changed.

Currently we are launching

get cloud ready in 48 hours. We are doing it for all our customers and what it does mean is basically that you can get hyper-converged in the next 48 hours. So we have this hyper-converged solution, VxRail and customers can accelerate all their hyper-converged applications and can get all the cloud native applications onto it for the developers. They can set up the Google meets, they can have entire VDI solution, which are most important at the current time.

We got to see that BFSI people were more on their own private cloud and on-prem and because of different security and

extremely important for us to see that our team members are safe and that is of prime importance. The most important thing in the company for us is to take care of our people, because they are the center of everything that we do.

■ **What were the realignment of outreach programs by partners and prioritization of key focus areas in marketing?**

Marketing priorities definitely went digital. All digital aspects of marketing are being implemented by our partners. In fact, we have gone ahead and said that people can take cash of 50% of their MDF to do any of the marketing activities and we also help them in case they are required to hire resources. An extremely special thing during this time for partners was to ensure that they continue to work towards creating demands in the market, and so we needed to support their marketing initiatives.

We have also been working with our distributors to see that we had good visibility across the market about all our cloud solutions, all our work from home solutions. How are they different? How does a customer need to understand that? So all of those activities continue, and there are different ways that partners have adopted. Virtual meetings have been one big success story across the industry. I think that has definitely been very helpful for people to stay connected. There was a big customer event which was done by our one of the partners virtually.

On the outreach thing, we have put up a different plan. We are working with the partners to see how they can use some of our marketing development funds, See that how we can add and add more capacity into those areas and see how we can reach out and ensure that we help start the business back into some of those tier 3 and tier 4

other reasons. And there are some segments of the market which took this position of moving workloads during that time high on their agenda.

■ **How did Dell help in inculcating WFH culture internally, amongst its partners and its customer ecosystem?**

We always had about 40% of our population of working from home, globally. So this was not new for us and we had good system and processes in place to make this a point that extended to the balance set of the employees. It has been perfect working over there for us. In this, continuity has not been an issue with us at all. It is

towns. These things are planned and largely being worked with our distributors.

**■ Which are the technologies Dell witnessed traction for and vertically what were the domains from where maximum customers showed interest?**

We definitely saw one of the high performing solutions has been VDI and that has been getting implemented across the verticals by many customers. The second was t in the terms of the storage solutions. This is a time when some of the large customers anyway are planning their capacity. So we see storage solutions in demand right from standard storage solutions to most important backup. I think the backup solutions have been very critical. We have seen the advancement in the way people are now setting up their DRs and how they are seeing security during this time. I also feel that there is going to be an advancement coming up in AI and ML. You will see more of edge or PCs, which will be smarter and more collaborative components in the coming time.

If we go about different verticals, BFSI definitely has been booming even during this time. The way the digital acceleration has happened and the most important thing I would say is that the way we have seen adoption of digital transformation is phenomenal. Healthcare is another vertical which is going to be one of the most sunshine industries from IT consumption point of view. Education is the third one, which you are hearing everybody talking. I feel, as this whole thing opens up there is going to be a pent up demand coming up in aviation and tourism a couple of months from now. We have also started now seeing a recovery on an SMB side, and that is very heartening.

**■ How did the partners react to specific relief packages from Dell and how did the supply chain sustain the anti China sentiments?**

We helped partners during this time to manage their cashflow issues, which were rising.

Second, we said that you can have a 50% of the MDF funding cashed and then can you put it into the marketing activities to generate demands or hire

**“ We definitely saw one of the high performing solutions has been VDI and that has been getting implemented across the verticals by many customers. The second was t in the terms of the storage solutions. This is a time when some of the large customers anyway are planning their capacity. ”**

resources. The third bit was where we offered free training on storage. These are generally paid trainings, which were given to the partners and technical teams free of cost.

There was no impact on Dell’s product supply chain notwithstanding sentiments against products imported from China. We had one of the best supply chains in the industry and we have factories all over the. Depending upon the countries where they are, they cater to the various countries for different products. So that is where it helped. So whether it was coming from China or, we have those factories up there as a part of the supply chain and during this time, if anything was there, it continued to be so. Anyway we will work as per the government rules whenever that is happening. At the same time,

we have an Indian plant over here and that meets most of the demand for clients devices.

**■ Not just partners, even Dell team prefers physical face to face meetings to close deals. With these not possible now, how are you managing the situation?**

When things get tough, adoption actually happens very fast. This was a very different time. So this is a time everybody across the globe has accepted

this new norm. It is about certain expectations. Normally somebody comes back and says you have to come and meet me and then we talk about business discussion or conversation. We will close the deal then. Because this is a new way the whole globe is looking at now, everybody accepted the change, including the customer because everyone is a part of this whole issue.

I felt that some of the discussions happened much faster and the closures happened much more fast than it would have happened on face to face meetings because there was fixed timings. You come on and actually interact and share data, share your analysis or whatever you want to talk about. Just that we are not sitting physically, the point is not that as if we are alone, but

it is also that customer is not there. So, this situation is global or cross India and hence this new format meeting became acceptable. We all have accepted that this is going to live for long and for some time. Maybe it is not to that level as it was earlier, but I am sure it is going to improve and reach to that level soon. It is also not at that level what we experienced in April or May, and every passing week, it gets better. I think that is very healthy and very good for the business and economy. It is important to see that some of the market indicators which have been there, which were earlier not showing up the big picture, are all certainly changing.

**■ What are going to be Dell’s key focus priority areas for next 6 months as we head towards recovery?**

The priority areas would be that how we help customers reorganize their workloads. That is super most important thing in my opinion because there are some very important decision making that could happen depending on that.

The second is to see that, how we can help our partners in terms of working capital solutions so that, they do not get anywhere restrained by the capital investments that has to come in. This is very important to keep the business moving. The most important thing is to see that the business kind of continues to move.

The third would be that as we have seen that customers especially in the BFSI space continue to invest in the same manner as before. It is important to see that we stay focused on these two important verticals because there is a lot of activity around that. We have to see that we are able to close business and address all the requirements with them and see kind of a continuous in the direction that is important for the business.



# CISCO SUCCESSFULLY SHIFTING FOCUS TO SOFTWARE AND SERVICES



## Daisy Chittilapilly, Managing Director, Digital Transformation Office, Cisco India explains how her office is bolstering the digital capabilities of different sectors in a pandemic affected world

### ■ What are your roles and responsibilities heading the Digital Transformation office at Cisco?

The Digital Transformation office at Cisco curates Cisco's narrative towards any kind of customer in the consumer space and the enterprise space or in the Public sector space. This includes anybody who wants to bring technology to a space that is underutilized or not utilized at all to solve problems at scale. So really what the office does is it looks for new challenges, the technology that can be put to solve challenges and new sectors and white spaces, which are right for tech and digital interventions or intermediation. That is really what this office does.

Cisco or has very good

customer engagements in traditional large sectors like financial services, IT services, large parts of the government, telecom providers. But sectors like transportation, agriculture, when we started in Smart Cities a few years ago, the urban spaces, utilities, all are very good in adoption of operational technology, but perhaps not so much in terms of IT. Especially in the way they bring the power of IT to solve problems in their core businesses. In the Digital Transformation office, we look for ways and means of how we can push the envelope and boundaries in using tech to solve problems at scale. That in a nutshell is the main job of the Digital Transformation office.

To do that, we have curated solutions which are most impactful in those sectors that we intervene in. We look for customers who have the appetite



**DAISY CHITILAPILLY,**  
Managing Director, Digital Transformation Office, Cisco India

to co-create and pilot use cases with us. We bring programs like Cisco as a country digital accelerator to support these pilots. We curate ecosystems which complete the solution conversations for customers so that the outcomes are really meaningful. We are trying to bring technology to solve problems at scale and in sectors where it has been under utilized in the past.

### ■ How does the Digital Transformation office look at the commercial aspects and how have you witnessed the vertical wise traction in this pandemic situation?

We have been tracking this space globally. Our first study

came out in 2013. It was a book called the Digital Vortex, which we had done in conjunction with IMD. As the name suggests, we really took the picture of a vortex and we plotted industries closest to the vortex and further away from the vortex. But what that study told us is that every industry is going to be dis-intermediated by technology.

As you can imagine in 2013, at the center of that whirlpool or the vortex were financial services, media and at the extreme end of that vortex were some of the sectors where my team is focused on now like transportation, agriculture, etc. But without fail, all industries found a place somewhere on that project. The dis-intermediation in financial services and media of course do not need any explaining. We have already seen the way in which the fintechs have taken on the biggest established players, and we have seen that media has gone digital in a very large way. We are just getting started at some of the sectors, but even in those sectors, we have some very interesting pilots which are happening in the country.

These sectors we have traditionally not seen as being as conducive to IT. They are in various stages of adoption but no industry is sitting out. As long as the outcome is interesting into the business, it does not matter in what sector you are. You will find a way to bring technology if you know that the problem worth solving. The office engages in having that conversation with customers on what is the problem to solve and in establishing how much of an impact can technology make in terms of business outcome for the customer. If you get that one right, then it does not really matter in which sector we look at.

But the digital transformation office team gets engaged all the way from that initial conversation of really pinpointing what the problem to solve for us, all the way through curating the solution to setting up a pilot and even sometimes hand holding the commercial model. Sometimes we are also trying

on something that maybe the customer and us both have not done. It really depends on the maturity we see in the idea that we are pursuing that determines what part of the sales cycle we are involved in. Once the contract is concluded, then of course we check in to see whether the outcome we had promised is something that has really happened. We want to make sure that the promise to the customer is delivered and that in a nutshell is the degree of our involvement in the sales cycle.

## ■ How does the DT office synergize with the other business units at Cisco?

said that, the team has

“51% of our global revenue now comes from software and services, and in that about 30% is software and 78% of the software is subscription. We were one of the earliest companies to call the term multi cloud. We refused to take a stand on saying that the world will belong to the private cloud or the world will belong to the public cloud.”

domain expertise especially in the domains they intend to get in. They are horizontal in the way that they can cut across all segments of Cisco. We are largely organized as public sector, telecom, enterprise. The top end of customers in the country are enterprise and everything else was at work commercial and small and medium business. This team really pulls it all together in terms of cross architecture across products, as well as in the sectors that we decide to concentrate. We are between IT and business development people but we do not sit inside the segments of Cisco or inside the product family. We sit outside as a pure business development

organization. We do have some creative license in that sense. And if COVID19 has done anything, it has perhaps accelerated the customers' consumption towards as a service model and cloud has delivered. The good news is we were already on the path as a company to do that.

## ■ What are the solutions and services currently in the Cisco portfolio for the Indian market?

We just closed our fiscal year 2020 with about 50 odd % of our business now coming from software and services, about 30% coming from pure software, and 80% of that software being subscription. So we are more and more aligning towards the

business. It is 51% today at close of fiscal year 2020, which is a little ahead of where we wanted to be at this point in time. So we are good on that trajectory. And it is very aligned with the way we see customers moving in countries like India also.

In terms of technology, very interesting things are happening in all the spaces that we like to look at. One is in the space of networks, where Cisco perhaps is the most known name traditionally. The most exciting conversations are naturally happening around the latest and best connectivity. Why that is important in a country like India is because it really does push the boundaries of connectivity, it really pushes the availability of bandwidth to consumers. So it is also a necessity that more traditional sectors are getting digitized and as most things are big, bandwidth is definitely necessary and of course, for work from home also it is a necessity. So whole of the next generation technologies that can solve reach and stability of service and bandwidth requirements of the new age are definitely something that Cisco is looking at globally as well as in India.

## ■ What is the pattern of changing workloads in a WFH environment and how does it impact the customers moving from on-prem to multicloud environment?

51% of our global revenue now comes from software and services, and in that about 30% is software and 78% of the software is subscription. We were one of the earliest companies to call the term multi cloud. We refused to take a stand on saying that the world will belong to the private cloud or the world will belong to the public cloud. Before COVID19, the customers have been on the path of deciding what workloads should stay within their enterprise and what workloads are amenable to be situated in hosted data centers or

public cloud. So this is not a new way of thinking. But certainly because of COVID, enterprises had to scale very quickly to provide capabilities at home for employees to be up and running. So naturally they have had to become cloud-like because they were not sending people to our homes to configure stuff and get us up and running. So we have certainly seen this rethinking that you can have your application in-house, but it has to be cloud-like in delivery.

A lot of companies had to reinvent themselves pretty quickly. And this reinvention is not all done. So while multi-cloud as an idea is not new, but this thinking that all of my infrastructure have to be fairly agile and be fairly available to anybody anywhere now is the determinant. Enterprises have been tested on that capability significantly. They have gotten started, but nowhere all done. So while multi-cloud is not a new idea, but the seriousness which reached the whole enterprise strategy to become multi-cloud capable is certainly on the back of the ability of companies during lockdown to be up and running quickly.

■ **How did Cisco balance between the retention of existing customers and acquisition of new customers?**

Our existing customers were the first to knock on our doors when COVID19 hit. But for now we have tracked the trial licenses quite actively and in the trial license anywhere from 20%-30% of people who are using our technology and even buying technology from us commercially are people who have never done business with Cisco. They come from the smallest of companies and from the furthest, from metro points. So there has been a little bit of a flattening of our customer space and a little bit of extension of our customer spaces has certainly happened.

As far as our existing customers are concerned, these

are people that we have been talking to sometimes for almost 20 years. So they look to us to bring not just technology but to help them get up and running. As we were an 85% work from home ready company even before COVID19, we have a lot of best practices in terms of how to get this done. So it was not just the technology element, but also the people element or the policy element and a lot of companies looked at us to share all of these perspectives. We have done this very democratically in forums like NASSCOM where a lot of them are customers, but there were people who were not Cisco customers also. We are very generous in terms of taking our

“ As we were an 85% work from home ready company even before COVID19, we have a lot of best practices in terms of how to get this done. So it was not just the technology element, but also the people element or the policy element and a lot of companies looked at us to share all of these perspectives. ”

narrative to any forum that asked us for best practice sharing from Cisco, not only about technology, but all the other elements of having a work from anywhere culture and readiness best practice.

■ **What were the priority activities for Cisco from a marketing perspective especially in the current situation?**

This is a time when we have to stay close to customers and be available for them and at the same time be aware that a lot of the conversations are going to take more time. There are some conversations that have to be had very fast. There are some conversations which will take multiple returns. So staying very

close to customers is important and we have tried to avoid any breakage in our customer-facing people.

Our communication rigor internally has also gone up because we are mindful that a person sitting in his/her house can sometimes feel a bit cut off. So for both the employee communication as well as the customer communication element, we have been very conscious in spending as much external time and employee conversations over everything else. In terms of marketing, it was a journey on which Cisco had started on, but in the same spirit of communication, we have also enlisted the partners and

conversations with say the head of retail in a bank, or the head of a plant and a manufacturing setup, the realization has come that technology is only a means to an end. The questions are no more about what is the great technology that Cisco makes but about the business outcomes.

■ **What will be Cisco's key focus areas for the next 2-3 quarters with pandemic effect not looking like reducing?**

Priorities do not change because when we get into any space, we are not looking at two to three quarter timeframe, because our bets are certainly placed for the longer term. So our bets are the markets we are in and as far as technology is concerned, that is not likely to change. So we are really going to be focused on transforming networks, keeping risk and pay for customers, improving employee and customer experiences and managing the multi-domain world for our customers. Those are the four big technology priorities and there we will continue to augment our offerings and deliver those four outcomes to our customers.

In terms of business model transition, we have already put a flag in the ground saying that we will become more and more a software and services company. We are already 50% and that will go to 60% aspirationally, let's say 60% in the next 12 months. So that will be a long-term priority and short term execution. This is where we will continue to stay highly engaged with customers, continue to stay relevant, but then digital offers us intermediation opportunities in some more traditional sectors. There are opportunities emerging in non traditional sectors for Cisco. So we will balance and keep close to both and see how we keep our current engagements and current market shares alive there in sectors and technologies, but also go look for new market share and new market segments.

customers. We understand social is also our people, our partners etc and so we have also doubled on social.

■ **How has the nature of engagement changed from a DT office perspective from a CIO/CISO to a CDO?**

The CIOs and CISOs tend to have a very technology kind of a conversation with Cisco. The big difference I see and that is also changing at high speed where the CIO has a direct line into the CEO and the board. You can see that their vocabulary is also changing at very high speed. Also on the CDO side and the line of business side, where there is no CDOs, we have

# DECODING APPLICATION SECURITY WITH DHANANJAY GANJOO, MD, F5- INDIA & SAARC

**Dhananjay Ganjoo, MD, F5- India & SAARC explains the evolution of application security and its increasing importance in the current scenario.**

## ■ What are the solutions and services currently in the F5 portfolio?

F5 has been traditionally in the business of application load balancing. We started off as an application delivery controller and we have led a large part of our life as an ADC company. We are closest to the application, we accelerate the application and over the last couple of years both inorganically and organically we protect those applications. There are two domains we operate in — application acceleration and application protection. Our application security portfolio falls in the second domain.

We offer this service in a multi cloud environment or on-prem environment. In fact it does not matter where the application could be. It could be on your customer's cloud or it could be on a private cloud, public cloud, or a data centre. We provide visibility, management, information about the health of the application and then we help to protect. This is the largely the portfolio that we drive.

Traditionally we have been very focused on the NetOps and the SecOps personas given that the products we had were mostly meant for NetOps and SecOps. With the acquisition of Nginx, we now address the DevOps persona too. Now it is a completely well-rounded product portfolio as far as application is concerned.

## ■ What are the verticals you are witnessing maximum traction and what

## are the prevalent use cases?

Over the last couple of months and maybe over the last year we have seen a huge traction with the likes of banking, finance, insurance companies, telecommunication companies, large Enterprise, as well as IT/ITES companies. These have been traditional buyers and over the last couple of months during the times of COVID these companies have continued to invest in our technology.

We have seen a large part of our discussions revolve around CISOs now as security becomes even more important. In January 2020, F5 acquired a very significant fraud protection company called Shape Security that brings us closer to the application when it comes to web and mobile fraud detection and protection. With Shape we protect about a 100 million credential staffing attack daily.

## ■ How does the technology from Shape Security work in a typical manufacturing setup with IoT and RPA installations?

First of all if it is an RPA or IoT installation which is internal to the organization we do not get to see it at all. We are looking and listening to the traffic which is coming from your Internet. We are listening to traffic which is coming from external sources. If you are not connected to an external source and if you have your own Island of information in which you are transmitting data that you know is good, then there is no use case for Shape Security at all. The use case for Shape Security



**DHANANJAY GANJOO,**  
MD, F5- India & SAARC

happens when you are talking to an external world. You require these technologies typically when you have traffic coming from an external source that you are not aware of. The Shape technology recognizes symbols which are bad bot signals quite distinctively.

## ■ What have been the perceptible changes in F5's GTM strategy over the last few months?

Most of the engagements are digital in nature and the CISOs have tech savvy teams. Physical was never a boundary or a problem for tech companies. So we did not have to tweak our model in terms of go-to- market at all. I do not think any tech company had to do it. We have

a regional PoP in India which provides web application firewall services in a managed service environment. There are two options for a client. Either I want to take WAF and deploy it to protect my application inside my own premises or I can take that WAF as a service from F5. We are seeing a lot of companies now taking it as a service model. This gives them two advantages. First is the cost, where it is a subscription model and you do not own anything. We provide the whole technology as a service to you.

Secondly, in India it is very difficult to find relevant skill sets. WAF is a complex technology to deploy to protect your most important asset, i.e. your applications. We take care of both the things in terms of skillset as we run a SOC from where we operate as a service as well.

This is cost effective because it is a subscription now and you do not have to pay money. We have offered both WAF and DDoS and now eventually with the Shape acquisition, it will also be available as a service as well as on-prem.

■ **How many customers are there for managed security services and from which verticals?**

Over the last four months, we have quadrupled the number of the number of clients we had over the last entire year. The good part is that very recently we have seen one of our clients is a bank. We have seen banks also come out and are ready to accept technologies such as WAF, bot protection as a service model where they do not have to share with us any data. It is all meta data that we examine and provide signals to the bank in terms of what to do. Telecom, banking, IT/ITES, government, consulting companies all of these have been our clients in the past and continue to remain so.

■ **What sort of companies are shifting towards managed services?**

The technologies that F5 sell is not meant for a particular vertical. We are the closest to the application and we accelerate and protect that application. Applications are pervasive, they are with everyone and they are the most important asset for any organization irrespective of which vertical we talk about. Protect your application and provide a great experience to the end user who is using that application.

There is a change in the whole application structure itself. The way applications were written in the monolithic fashion in the underlying are all moving into a containerized fashion. It does not matter where this application resides. We can provide visibility even if the applications are across different clouds. How do I automate some of my processes that were very much human dependent is the new trend.

■ **How does F5**

**manage regulatory compliances especially across multiple sectors?**

First of all India does not have a Data Protection Bill. RBI has a framework that all banks follow. Everybody else outside of RBI forms their own and interpret their own way of protecting data. Once the Data Protection Bill comes then everybody will follow the framework with data protection. No data will be allowed outside our country boundaries.

Today there are several banks in India that have applications running on public cloud. There is absolutely no problem for banks

“ The technologies that F5 sell is not meant for a particular vertical. We are the closest to the application and we accelerate and protect that application. Applications are pervasive. ”

to allow companies live cast to study the single telemetry and provide intelligence that will save thousands of rupees.

■ **How are enterprises looking at security in a predominantly WFH environment?**

There are multiple levels of security. No organization plans for 100% its work force to work from home. When people started working from home, first organizations had to buy the right side of licenses to securely allow end points to come into the network. Then they have to ensure that the endpoints coming into the network are secure. We are in the business of providing that secured tunnel for an endpoint to come into the network of security. We have seen a spike in our business for remote secure access.

■ **How would you differentiate F5 from most of your competitors?**

When I see competitors it will be mostly from the view of an application. Where we are headed as a company is the vision of an adaptive application. We consider the applications to be like living organisms. Your application is growing, shrinking, multiplying, finding itself in different places and it has viruses and hackers trying to come and attack it and that is exactly what we do. We are in the business of adaptive applications where your applications will scale up, scale down and we provide solutions to protect them. You may write the best app in the world but it has to traverse through 13 different technologies before it reaches your mobile phone.

■ **How is the changing nature of engagement with the CISOs?**

The position of CISOs was always there and given that we have been in the business of application protection we have always been engaging with them. The job of the CISO is not just to protect the application but provide an all round protection to the digital infrastructure that is in place. Application plays a larger part in it because that is an asset which needs to be protected because all the information about the company is all very application-dependent. The dialogues and protecting applications and making application safe and their access secure suddenly have taken a newer dimension.

■ **Does F5 work in a consortium mode with other end-point security OEMs?**

There are many vendors that we have tested and inter operated with. We have a list of several

OEMs. Our journey starts where the firewall journey ends. Therefore, we are working very closely with all the firewall vendors, for example, for load balancing the firewalls. There are several symbiotic relationships and interoperability testing that is happening. Our journey starts from there onwards and underneath that interoperate with almost every provider that we have.

■ **How is it working with the government on the security front?**

We have a government vertical in F5 that addresses government needs. The government is as sensitive in protecting the data and they have deployed cutting edge technology pretty much like any other large enterprise or bank to protect citizens' data. It is wrong to interpret that the government lacks in this department. Their job is to govern and not to hire highly skilled IT individuals. All of that is provided to them as a service directly by the vendors like us in a managed service scenario or by the partners. They have enough skilled engineers that can go, deploy, manage and configure. It is not government ownership to have 'ponytailed' engineers and hire them for their service.

■ **How is F5 balancing between retaining existing clients and acquiring new clients?**

Our year ends in September and the new fiscal year starts in October. So this is the last month of the year. 22% of the business that we did this year is net new to F5 in India which means we acquired a significant portion of our business. Literally one quarter of our business was net new.

In terms of engagement, all our engagements over the last 5 months have been digital. Nobody is expecting vendors like us to walk into their office soon but their need to provide secure application services is not going away. The engagement with our set of clients that needs our technology has grown. For us it has been a very significant engagement irrespective of whether it is COVID or not.

# NETMAGIC RE-ALIGNS PARTNER ENGAGEMENT IN NEW NORMAL | SHANTARAM SHINDE

**Shantaram Shinde , National Head-Channel Business | Netmagic Solutions (NTT) outlines the changing paradigm of cloud and data center businesses and how partners are aligning accordingly.**



**SHANTARAM SHINDE,**  
National Head-Channel Business, Netmagic Solutions (NTT)

■ **What would you like to highlight as the salient points of Netmagic’s channel strategy?**

Netmagic NTT’s channel strategy has been there since 12+ years now and it is quite a matured policy. We compensate our partners in two ways. One is we compensate for acquisition, which is where we call it as rebates in year one and partners also get on a recurring commission going forward till you have a customer contract with you.

We also compensate partner sales and pre-sales teams in a different manner by ways of rewards, gift vouchers etc for particular deals. In fact, we compensate almost all the deals. Then we have programs which compensate for specific set of services like security services or HANA services or co-location, or a private cloud. So depending on the type of service, we compensate the

partner sales people separately. This is as far as the direct compensation to partners and partner sales reps are concerned. Our compensations are at par or even much better than our competition in the market today if you add the recurring commission and the rebates that we give.

The second aspect is the co-funding of events which are there for select partners who meet their numbers or have clear strategy to drive the business along with us. That is where we use the market development funds (MDF) that we have and we compensate them for those. We also have small sessions where we do a lunch and learn session with partners’ customers. We choose 5- 10 customers of a particular partner and either bring them to a data center where they can have a look at the entire facility. We showcase them and their teams that facility, and also, take them through the entire service

portfolio and our channel policy and how they can make money out of this business.

■ **How would you profile your partner ecosystem and how are you targeting them?**

We have close to 250+

partners nationwide, and the portfolio is a mix typically. The majority of the partners are the system integrator partners who the partners of OEMs, while the second set of partners are application integrator partners. These are typically the SAP integration implementation companies, which are SAP Tier 1, not Tier 2 partners.

Both these sets have tier fitments, their core competencies and our services go hand in hand and we complement what they want to offer as their services. Also, the way customer buying pattern has changed in the last 2-3 years, it helps these partners to have a single point of source of services for their own customers.

The third set of partners that we have is the government partners or the consulting companies. We do not want to directly interact or get into government business. That is where this policy or this particular type of partners help us in getting there, reaching out to those government departments and they themselves are on GeM portals and consume these services.

Apart from this, there are the cloud and managed services companies, or we call them as born-in-cloud companies. The way it helps is to complement or complete their services portfolio to be offered to their end customers.

There was a point in time when we had almost 70% SI partners. Today it has reduced to almost 30%. So 30% partners are the system integrators, another 30% are application integrators because we changed our focus and we decided that we will switch to the application integration partners. About 10% odd are consulting companies while government community is again around 20%.

■ **Can you elaborate how these born-in-cloud partners function?**

For example, if they are a partner of AWS or Azure, they can add a Netmagic co-location, data center, and private cloud services, which will be an additional offering for their end customers because public cloud does not fit everywhere and that is where we come in handy. Then the two sets of services that we have, the managed services and the managed

security services, helped them a lot to give a complete bouquet to their end customers.

If you look at their profiles, they are neither system integrators nor application integrators. That is the reason they are called born-in-cloud partners. They develop their niche by purely working on the hyperscalers like an Amazon or Azure. They have not seen the hardware age at all.

The good part is their maturity level and the understanding of the technical stuff is much higher against other set of partners. We do not try to break the trend of their competencies on hyperscalers, but we try to fit in where these two players or these hyperscalers cannot provide those services.

We act as a substitute or

“ We have close to 250+ partners nationwide, and the portfolio is a mix typically. The majority of the partners are the system integrator partners who the partners of OEMs, while the second set of partners are application integrator partners. ”

replacement of those services because one size does not fit all. Not everybody is comfortable on hyperscaler, but at the same time, there are advantages of using hyperscale services like elasticity or pay as you use. There are so many applications and services available for consumption without investing a rupee but at the same time, something like in Oracle, it fits in only on the physical box and that is where they have to move on to the hybrid cloud. So now when you think of a hybrid strategy, they have no choice, but to collaborate with someone like us.

■ **What are the services offered by**

**Netmagic and what is their proportional contribution?**

Actually co-location deals skew the whole mathematics. These deals come as bulk deals and even 1 or 2 deals skew the whole proportion of the way we sell. But our positioning through partners is threefold—private cloud, public cloud and managed services. Managed services include managed services and managed security services.

If you look at the profile of system integrator partner, his intention or goal will be always to sell the whole stack of services and make maybe a margin out of that. Services are not bigger deals, but they give you recurring revenues. Now to

services.

■ **During the pandemic crises, what were the relief packages, incentives programs and other initiatives taken up by Netmagic?**

Directly we did not do any compensation but when we changed our compensation pattern, starting this year, we categorize partners into Gold, Platinum and Diamond, with Diamond being the highest category of partners. Compensation depends on the volume of business that you do, the amount of customers you bring on board and the type of services that you sell. Now, this helps indirectly compensating them because those who have been with us for a longer time, have been consistently meeting their numbers and on-boarding customers, we have increased their compensation on the rebates.

We have two kinds of compensation. One is recurring commission, which they get year on year and there is a rebate. Now rebate they get for year one only, which is actually a compensation for acquisition of a new customer. The whole of channel function in Netmagic works purely on acquiring new doors. So our partners are compensated purely for acquiring new users. The Second is the recurring, which is for period of the contract. Typically in our industry, contracts are never short term. They are either 3 or 5 year contracts. We have increased the compensation for rebates, almost double in a few cases.

■ **Does this include a change in pattern of MDF usage?**

Not really, earlier we used to do face to face events in various cities with partners and their customers or a set of partners or with the OEM and the partners. Since they are online events now,

change the SI partner’s mindset from one time deal to recurring was difficult about three years back. Now, they have the teams in place, which does both.

During the pandemic, if you look at when deals were not happening or delivery was not happening, everything was idle, but at the same time, cloud and managed services were selling and in fact, their data center services and managed services or telecom services were categorized as essential services.

I think that this shift will come slowly. We were helping them to come out of that mindset but our proportion still remains almost 50% plus on co-location, about 20 to 25% on managed services and 20-25% again on cloud and private cloud

we are still figuring out the way to do these events more often, assuming that this is going to last for at least two more quarters.

## ■ How would you be tracking the sales growth for Netmagic and its channel ecosystem?

One thing for sure is there is no consistency as such now even on growth. Before pandemic, we would be able to easily predict that so and so deals will get closed. It definitely impacted in quarter one to a good extent because the indication of it is the number of opportunities that you lock. Now they have gone up again from August and it pretty much looks like a normal number of deal registrations.

The fundamental change that I have seen during the last 6 months is partner inclination towards adapting the third party data center and the managed services portfolio. We have got more retail leads; so minimum selling unit in case of data center is a rack and we have started getting requirements for no less than a rack, which is helping partners to build their business models.

For example, if there is a managed services partner, you can buy a rack and start selling and start doing a retail business which we have been pushing to these partners for now almost 2-3 years no. Now they have realized that this is the business to be in, because what happened during this pandemic. People took time to realize that they are not able to access their setup which is on their on-premise factory or an office and then they started looking for options to move there, which in normal time they would have not given a thought. These were the opportunities which are directly coming to those partners, specifically to SI partners and it is working well for us.

## ■ Does that mean

## the WFH culture has pushed up cloud adoption?

There is adoption of data center services and few more key services like obviously cloud, but adoption is still on a private cloud to be very specific. We had to convince people who adopt the work from solutions which will include a remote access or a secure access kind of services, which are offered by some of our partners like Akamai. Earlier we had to convince a lot but with the situation today those services are getting adopted very easily.

The second is security services. Since the end point needs to be secure, people are getting more aware of security service, and we think in the next

“Data center operations being categorized as essential services were not impacted to that extent and that was the advantage to our customers as our services continued. As far as back office operations is concerned, we pretty much adopted to most of the work from home solutions, including our partner events, partner trainings, or workshops, or even customer trainings and workshops.”

couple of quarters adoption as well as the requirements in that portfolio will grow. So private cloud, public cloud and security services will grow significantly.

Data center operations being categorized as essential services were not impacted to that extent and that was the advantage to our customers as our services continued. As far as back office operations is concerned, we pretty much adopted to most of the work from home solutions, including our partner events, partner trainings, or workshops, or even customer trainings and workshops. There it took a little bit of time to get adjusted but

not much of an impact per se from switching from office.

## ■ What was the impact on workloads for different verticals?

I would call it consumption pattern by various customer profiles. The most impacted in this scenario is probably the manufacturing segment. Those who are already in data centers, their business was not impacted. But those people who did not have, for example, disaster recovery services, or those who had primary site in factory or in a head office location of their own and did not have DR either on a cloud or somewhere else, were definitely affected. Those who did not have DR, those requirements also came, and

security services when their teams were not able to access those services got offloaded.

With this something called a zero trust demand has increased. So we have Akamai as a partner, a very strong partner and they have something called a secure access for enterprise access services wherein it, it talks about zero trust, as long as you follow the policies, you get the access, otherwise you do not get that. There was a point in time in this option to remote desktop or a challenge, but now people are really accepting the RDP remote desktop services. Apart from that, security adoption is very popular. So, security services, remote desktop, and enterprise access or a secure access services are getting adopted pretty fast.

## ■ What were the financial challenges and impact on the contracts?

The contracts are typically for 3-5 years. Maybe there might be a short term impact of not being able to make payment. This can be delayed a little bit but there is no discount as such. There were requests from the customers in the initial month or two, but we were able to convince them. In fact, our cost to service to the customers had gone up, but we did not pass that on to our customers. So with this we could convince the customers

## ■ How is it balancing between retaining existing customers and acquiring new customers?

The whole focus is on retaining the existing customer base. If I were acquiring, say 10 new customers in a month, that has gone down to five or six, for sure. But does that mean that other five, which I could have acquired have gone to somebody else? No. So my funnel is intact. They have not gone with somebody else or the requirement has not died down.



We are hoping that as the situation revives, we can close these businesses. Our existing customers base is pretty much an intact because our focus is to protect existing customers and grow them.

■ **What are Netmagic's expectations from partners?**

Obviously the main aim is generating more business for both of us. But my focus for the last three years with each and every partner has been to invest in building competency. You cannot grow the business, without investing in those competencies. If you keep on doing what you are doing, you will keep on getting what you have been getting. Cloud is now a commodity but services like managed services, SAP HANA are where one need to invest.

Invest in those areas from an infrastructure standpoint, not just application. Invest in people, technologies, partnerships, marketing in changing your profile from X to Y. For example, for some partner who is in the market for 20-30 years now, his customers pretty much know him for what he does, but now to change his profile, what he does differently you have invest in marketing also. So people, marketing and training their current resources should be the areas of investment and that is the message that I have for the partners to grow together.

■ **With commoditization of cloud, how are you helping partners manage shrinking margins using more managed services offerings?**

Even we cannot do everything on our own. So we believe in an ecosystem. You build certain competency, and Netmagic utilizes that competency of the partner. So

he can be rest assured that such businesses will start coming to him. It is for the sustainability of their organizations, not to depend on OEM led products, but OED led services because that is going to be returning renewed.

The margins are shrinking. There was a point in time when storage were getting sold in petabytes. Today, software defined storage has almost killed that market, and people do not want to invest in capital hardware. If you look at other way around, application as a service, you get a lot of applications to be consumed as an application, as a service where you do not need to invest in anything, only per user per month. So you can identify the trend where the whole

“ On-prem to off-prem is still the huge market, because a lot of those one location, two location, three location companies with turnovers less than Rs 500 crore still prefer to have the infrastructure on-prem but that will definitely change. ”

consumption pattern is moving.

If you look at the new age companies, they do not want to do any capital investment in infrastructure and that reason, even companies like e-Commerce companies are only on hyperscalers. They have to deep dive into their own install, base customers and figure out what is happening. A lot of times those partners do not know what is happening in their setups.

■ **What is the current infrastructure of Netmagic and what are you expansion plans there?**

Currently we have a single data center in Mumbai that is

DC6 which has gone live last year. DC7, which will go live this month in Mumbai, is an addition of another three and a half lakh square feet of data center space in Mumbai alone. In Bangalore, we already have two large data centers, one in Chennai and one in Delhi. So this is almost close to 1.4 million square feet.

What we want to add is a campus center in Mumbai. Because of pandemic, it got pushed by a couple of months or three months max from a go live perspective but our plan is on. We have DC 8 in the current data center, which is in Chandivali. Another large investment is coming up in Chennai which will be a landing station and a lot of services from mid of 2022 are getting launched from there in terms of

services partner. So if we are successful in these two things, which our efforts are on right now, I think we will be able to at least have a very strong ecosystem of under 100-120 odd partners nationwide who can leverage each other from the business growth point of view because a lot of other services which are going to be launched in the next 1- 2years. Our goal is not to increase partners in numbers, but increase the quality of partners and their competencies, which will help the whole ecosystem grow the business more.

■ **How do you see the future shift towards Software Defined Data Centers?**

Instead of investing in something, you would want to use it as a consumption based service and cloud is one such example and connectivity services is another such example. But if you look at availability of infrastructure in our country, in some cases it becomes a hindrance to adopt to those services. Even the customer's mindset is different but in next 2-3 years the growth of data center business is going to happen.

On-prem to off-prem is still the huge market, because a lot of those one location, two location, three location companies with turnovers less than Rs 500 crore still prefer to have the infrastructure on-prem but that will definitely change. The next generation leadership is going to take off and they are no more interested to have everything on their own.

You are not an IT company, then why should you want to keep the whole IT infrastructure and also have an electrical person, AC person, whereas there are enough people available in the market to get these particular requirements, starting from cloud to private cloud. The pattern is definitely going to change.

connectivity. We have already acquired national long distance international, long distance, and virtual network operator licenses. The services delivery has already started, but it is fully dependent on the current cables.

■ **What are Netmagic's partner expansion plans?**

We do not go out to acquire new partners but those who want to get on-boarded, we welcome them. The way we want to approach the whole thing is two ways. One is the partner acquiring a lot of competencies, taking the deals on their names, what we call as a transfer price model.

The second is the managed

# HPE IS STRONGLY PITCHING FOR AN EDGE TO CLOUD EXPERIENCE | JOYBRATA MUKHERJEE

**Joybrata Mukherjee, Director – Channels, SMB, Services, HPE India explains HPE’s Strategic Direction especially in the post-pandemic era.**

■ **What are the solutions and services currently in the HPE platform for the Indian market? How much has this portfolio been bolstered inorganically?**

HPE is now in the fifth year running as a standalone company when it was formed after the demerger. Today we are an edge to cloud platform as a services company, which means we are committed to provide a cloud platform to all our enterprise customers on a subscription based service model. Our entire portfolio is offered to a customer as a subscription-based pay per use services. So the focus is on offering everything as a service.

Last year we made three strategic acquisitions of Cray, BlueData and MapR. These are all very complementary acquisitions and they have to a great extent strengthened our integrated data management portfolio overall. What it actually means is that it has strengthened our data management, as well as our artificial intelligence and analytics solutions across data management. That along with our software platform, the only software platform for enterprise, the highest range of storage platform which we call

Primera actually offers to our enterprise customers a 100% uptime. There is nobody, no other competition who offers that.

Apart from that in the mid range and the upper entry range for storage platform, our acquisition two years back was Nimble. Now Nimble has unique AI-based predictive analytic tools with which we can look at the customer’s overall environment and platform and predict the overall performance as well in terms of any services issue which can occur in that future so that we can proactively take action. Nimble is also one of the leading offerings across the globe. These are all to do with our overall integrated data management platform.

The third thing which we are focusing on to a great extent is GreenLake. This is our on-prem cloud offering to our customers. The new GreenLake spans from container management to machine learning operations, to virtual machines, and also to our hardware portfolio like storage compute, network among others. This entire portfolio of services and products are being offered to a customer on-prem as a cloud service, pay-per-use with the highest level of services. These are primarily either on-prem or co-located. This is basically giving the most mission critical workload of our customer on an on-prem cloud like model. These are primarily the top three or



**JOYBRATA MUKHERJEE,**  
Director – Channels, SMB, Services, HPE India

four solution areas, which we are focusing on.

■ **What has been HPE’s strategy with respect to software-defined and hyperconvergence?**

What we have been seeing in India and across the globe is that hyperconverged is very relevant and it has been very popular in the lower rung of enterprise, mid-

market and SMB customer base. Our platform is SimpliVity which we acquired three years back. We have done phenomenally well with SimpliVity in the country in the SMB and mid-market space. It is technically a very sound product with integrated storage and compute put together. In terms of performance, whenever we have done benchmark for a mid-market kind of a workload for our customer against competition, it comes up as a winner. So whenever there is a benchmark,

we go on winning because a customer gives us premium overall over our competition.

SimpliVity is a very good and sturdy product, with great references across the country and worldwide. We have created great use cases with SimpliVity in healthcare. We see a great future with SimpliVity as a hyper converged platform with almost 40% year on year overall growth. This is completely software defined and that is our platform of choice moving forward.

**■ What all have been the impact of changing workloads in a predominantly WFH environment both from the technology and business perspective?**

Your most mission critical applications which need ultimate security workload will be on-prem but the user experience has to be the same. It will be in a hybrid environment overall which will be both on-prem and multi-cloud, depending on the kind of application, the workload and also the strength of the various cloud service providers. So there will be public cloud, on-prem and overall it will be a hybrid facility.

Secondly, irrespective of where your applications are, whether they are on-prem or whether they are with an AWS or Azure of the world, the user experience has to be seamless and the same. That is very important. Hence the orchestration in between and the user experience wherever your application lies is very important.

Because of the pandemic, first and foremost, whether it is a WFH environment or your supplier and partner are actually accessing your application over a cloud and working on your application or your customers are getting into your mission critical application and working on it, the experience has to be the same. In terms of the service level, it has to be the highest level of services and that is where precisely HPE comes in.

We have decades of experience in terms of catering to mission critical applications across, whether it is banking like SBI Core Banking running on HPE platform, or the telcos, or any high level

manufacturing customers. We also have decades of experience not only in catering to these customers but also maintaining those kinds of service levels. Hence we have those engineers, tools, best practices and whether it is on-prem or cloud, we will be able to give the maximum service level and customer satisfaction and user satisfaction.

**■ How did HPE manage to deliver good customer experience even during this challenging situation?**

Since the lockdown, we have been managing it all seamlessly. We have not experienced any major downtime in any sector. We have formed a crisis management team across the country, which is an accumulation of HPE's own staff as well as from our partner ecosystem across the country.

**“ We have decades of experience in terms of catering to mission critical applications across, whether it is banking like SBI Core Banking running on HPE platform, or the telcos, or any high level manufacturing customers. ”**

We were already equipped with remote management infrastructure and appropriate tools. So of almost 70-80% of the tickets which were raised, we could cater to online. Remotely we entered into the customer system and rectified the faults. Maybe 10-15% demanded an engineer's visit where we have made provision with the state government.

We always had about 8-10% of our employees, those engineers who had those passes and who could travel in case of emergency and cater to the customer's infrastructure requirements.

A combination of remote management, as well as people visiting along with our partners is what we have been catering to. We look at all those tickets, the severity and the criticalness of

those complaints and accordingly we have been catering to them. Fortunately in the last 5-6 months, whether it is in mission critical banking or telco, we have not seen any downtime at all because of these efforts despite this pandemic.

**■ How is the HPE partner ecosystem structured in India?**

In India, about 85% of our overall hardware revenue is indirect and goes through the partners. Our partner categorization starts with our Tier 1 partners, who are the distribution partners. We have about 4-5 top distribution partners. HPE does business directly with the different distribution partners.

Then we have our Tier 2 partners like the resellers, system integrators who work closely with end customers, understand their requirements and do the system integration and deployment part

**through financial incentives or relief packages during this crisis situation?**

When we actually analyze the situation, the biggest problem which all our partners were facing, whether Tier 1 or Tier 2 partners, was a complete cashflow choke. The end customers were deferring payments to the Tier 2 partners, and the Tier 2 partners were not paying to the Tier 1 partner.

Overall Tier 1, i.e. the distribution business, is completely on a return on working capital. So the cash flow is the most important part of that business. If there is a cash flow choke, if the Tier 2 partners are not paying them margins they operate at, the cost of interest, as well as the margins the business operates becomes pretty insignificant and they came under a lot of pressure. The credit insurers also took a very cautious stand in terms of coming out with credit rating for most of the large enterprise customer, which was much worse than before the pandemic.

The business was not happening because of the cash flow issues. So as part of a worldwide initiative, we came out with a financial package which was a kind of moderation on the payment system. This was very well appreciated by our partner ecosystem. Generally Tier 1 partner does business with us at 45 days credit. We came out with a much better overall deferred payment solution along with our Tier 1 partner, which really helped that business for the Tier 1, as well as that between Tier 1 and Tier 2, because the moment we are giving a deferred payment solution to our Tier 1 partner, they can pass that over that to the Tier 2 as well. That helped a lot in terms of ensuring that business flow is there and also they can come out of that cashflow choke situation.

**■ What has been the vertical wise impact on cloud consumption in the current situation?**

BFSI is least effected and we are seeing good business

**■ How did HPE support the partners**

with the end customers. Along with HPE, they do implementation, overall deployment, project management with customers.

Within Tier 2 partners, we have 3 categories. One is our Platinum partner, then we have the Gold partner, then Silver and below that what we call the Business partner. Between Platinum and Gold, who are our top partners, we will be having about 75 partners within India. And then we will have about 300-350 Business partner where a few of them is managed directly by HPE and the long tail part is managed by our distribution partners. As a part of the SIs, we have the large SIs and India SIs among others.

flow and new projects coming up. That has been intact for us. Telecom has requirements, there are new projects, expansions, but the problem with most of the large telecom players is that there is a credit issue and working on the right kind of cashflow is actually the challenge. We are working closely with our large customers overall and the cashflow issue is something which is bothering them.

The segment which has been mostly affected by this pandemic has been the SMBs. It has been otherwise the profitable business for most of companies like us. Because of the cash flow issue, because of lack of transportation, the movement of groups, we have been seeing that most of the SMB customers are actually shelving their projects, or postponing their project. Whenever there is a requirement of an automation, they will rather like to provide salary for their employees first before getting into any new projects. We have seen within SMBs in the last couple of months slowly the demand again picking up.

If you look at overall, online transaction is booming. Most of the banking is happening online, most of the telco authentication too. So I think security and biometrics will be one segment, which will surely do very well going forward. That includes your biometric security, your identification online, your accumulation of multiple security signatures like your facial recognition, finger print. That part of IT will surely flourish and it will grow much faster moving forward.

**■ How was HPE providing support to SMBs in the current situation?**

SMBs have been the fastest growing and a completely partner led motion. HPE only governs it but partners create opportunity. And that business growth is dependent pivoted around the partner. There is a problem in terms of a cashflow choke that we faced in the last three months. Now slowly it is improving.

In terms of giving financial support to our partners overall, HPE Financial Services came out with \$2 billion package during lockdown. Primarily, we utilized that funding to help our partners in terms of providing them as well as our end customers with deferred payment solution. Secondly, using consumption based payment models also helped the SMBs. The third thing which became very popular is infusing cash or capital by buying back assets. If anybody wants to do a refresh on old infrastructure, what we do is that we assess those infrastructure, attach a commercial value, take back or buy them back and infuse cash in the system. The SMB customer or the enterprise customer can utilise that cash to actually invest in new projects or do whatever, because he wants that cash. Then for the new infrastructure, we provide them a deferred payment solution. Plus three months payment holiday and a series of things, which we announced for our partner, as well as for end customers.

**■ How does HPE see the emerging technologies becoming more mainstream as an impact of the pandemic?**

Edge to Cloud platform as a services is our pitch. Recently we announced the portfolio of product which is actually a container orchestration and management software, which y gives you the end to end solution for digital transformation, application modernization and container management system. It will be a series of software. It is a brand which we are creating.

**New ISODA Team Takes Over @ Virtual AGM**

**The 11th AGM of ISODA held on October 10, 2020 was the first virtual AGM ever**

The Infotech Software Dealers Association (ISOADA) recently concluded their 11th AGM. This was the first time the AGM was conducted virtually and so in a way the newly elected Management Committee created history.

- The new Management Committee is as follows:
- Chairman – Rajeev Mamidanna, Technosprout Systems
- Vice Chairman – Alok Gupta, Softmart Solutions
- President – Dnyanesh Kulkarni, Deltakraft Solutions
- Vice President – Jitesh Chauhan, Rubik Infotech
- Secretary – Pradeep Daga, Suntronix
- Treasurer – Ravi Jalan, Shakti Enterprises

Rajeev Mamidanna who was the Vice Chairman in the last term, got promoted as Chairman of ISODA. Dnyanesh Kulkarni, who was the Vice President in the last term, got promoted as President of ISODA. Elections took place for the positions of Vice Chairman, Vice President, Secretary and Treasurer.

Pradeep Daga, erstwhile Regional Secretary (South) was elected as the

General Secretary. Alok Gupta, erstwhile President of ISODA was elected to the Vice Chairman’s position. Jitesh Chauhan, erstwhile Regional Secretary (Gujarat) was elected to the Vice President’s position. The position of Treasurer was retained by Ravi Jalan.

The Regional Secretaries for all the designated regions of ISODA will soon be announced after their elections are done over the next 1 month.

ISODA has crossed 200+ members and the number is growing day by day. With the uncertainty of the current times and businesses struggling to grow, ISODA Management Committee intends to create a platform of growth for all its members by pushing a few initiatives for all. The top priorities for ISODA Management Committee this year will be:

- Enable realistic collaboration within members to upsell, cross-sell and grow together in these uncertain times
- Work as a professional organization and bring in more maturity to our internal communication and interactions with members
- Improve communication with OEMs and Distributors
- Focus on doubling the Member count and ensuring identification of new regions
- Skills development initiatives for employees of ISODA members to enhance knowledge of relevant solutions
- Digital Marketing to be taken to next level by increasing visibility of ISODA socially
- Ensure maximum touch with the OEM community by planning creative means of interactions online



**RAJEEV MAMIDANNA**  
Chairman, ISODA

# RP tech India Announces Distribution Agreement with Cambium Networks

**RP tech India will offer the wireless networking portfolio of Cambium Networks to system integrators and solution providers focused on SMB and Enterprise verticals.**

**R**P tech India, a leading value-added technology B2B solutions company is pleased to announce a distribution agreement with Cambium Networks. Headquartered in Rolling Meadows, Illinois, United States, Cambium Networks is a leading global provider of wireless networking solutions. RP tech India will ensure seamless availability of the broad portfolio of networking solutions of Cambium Networks through its robust distribution network spread across pan India.

With the addition of Cambium Networks, RP tech India has further strengthened its networking portfolio. RP tech India will offer Cambium Networks' multi-gigabit wireless fabric of solutions to system integrators and solution providers catering to the SMB and Enterprise verticals. The company will focus on the brand visibility in metros and upcountry markets through its extensive network of 50 branches, 50 service centers, direct reach in 750+ cities/towns and an ecosystem of 9000+ retail customers.

Announcing the partnership, Mr. Rajesh Goenka, Director, Sales & Marketing, RP tech India, said, "We are pleased to join hands with leading global networking and connectivity company Cambium Networks. With our wide reach,



**RAJESH GOENKA**  
Director, Sales & Marketing,  
RP tech India



**BRYAN SHEPPECK**  
Senior Vice President,  
Global Sales, Cambium Networks

technical and sales expertise and deep insights into the networking market, we are confident to help them grow their business in India."

Highlighting the company's go-to-market strategy for Cambium Networks product portfolio, Mr. Goenka said that RP tech India would provide value-added support to Cambium's marketing activities through its dedicated network spread across pan India.

Cambium Networks has empowered millions of people globally with its wireless connectivity. Cambium Networks offers secure and reliable wireless broadband solutions for customers around the world. On the distribution agreement with RP tech India, Mr Bryan Sheppeck, Senior Vice President, Global Sales for Cambium Networks, said, "India has been a top growth market for Cambium for several years and RP Tech's ability to make Cambium's portfolio of affordable yet high quality products available countrywide from more than 50 locations will be a critical element to the expansion of both companies and further our objective of connecting the unconnected."

Cambium Networks networking solutions will be available through RP tech India's distribution channel from October onwards.

# MAIT Statement on Production Linked Incentive (PLI) scheme

**T**he Ministry of Electronics and Information Technology, in an official release, said on Tuesday it approved plans of 16 companies, including Apple's contract manufacturers Foxconn Hon Hai, Wistron and Pegatron, for starting work under the production linked incentive (PLI) scheme.

Apart from the three contract manufacturers of Apple, other global companies such as Samsung and Rising Star have also been given approval for making mobile phones in the Rs 15,000 and above value segment.

Among the domestic players, companies such as Lava, Micromax's parent company Bhagwati Products, Padget Electronics, UTL Neolyncs, and Optimus Electronics were granted approval by the IT Ministry, the release said.

MAIT President Mr. Nitin Kunkolienker said, "New strategy of export-led growth will help create expansion of manufacturing in India and will help to achieve scale. This will also help in expanding the value chain of components etc. Further this will also enable Indian manufacturers of both



**NITIN KUNKOLIENKER**  
President, MAIT

finished products and components to participate in global value chains. The policy was a result of MAIT's continuous focus and strenuous efforts put forth along with the government. We thank the Indian government for such an incentive launch and appreciate the great effort towards making a manufacturing destination. The PLI scheme will play a vital role in increasing employment generation and contribute directly to the country's economic growth. We congratulate the manufacturers and Brands on getting the approval for the scheme."

# Channel Point



## Channel partners' security opportunities see a boost

When the world shut down to slow the spread of COVID-19, many organizations turned to cloud computing to keep their businesses operating. With their employees working from home, companies took advantage of the cloud's scalability to manage increased usage of applications and other tools. Also, securing assets continues to be a pressing concern for companies with workforces accessing apps and programs from home.

It's clear the pandemic will create a larger surface area for cyber attacks, and with this will come increased opportunities for cyber security specialists and organisations will turn to trusted MSSPs [managed security service providers] that have helped them navigate the first and worst impact.

Channel partners are in the best position to advise clients on how to exploit technologies such as secure SD-WAN, cloud and digital transformation to keep the business running regardless of the situation.

Partners should lead with next-gen security solutions capable of managing cloud data and workloads, logging and inspecting traffic, and leveraging machine learning/artificial intelligence to take automated remedial action at speed.

The security opportunity for the channel going forward lies in how partners can help businesses redefine and reorganise their operations to accommodate remote working. Spreading awareness, educating and empowering the wider channel is an opportunity that shouldn't be missed by vendors.

Customers will want their security to be provided "on a zero-touch basis, without physical meetings or installations", so partners need to be able to set up, update and implement security solutions and managed services remotely and to monitor networks and traffic.

More and more organisations will seek to outsource at least some portion of their security operations, either to an MSSP, or by looking to channel partners to essentially deliver a security operations centre-in-a-box. For channel partners, identifying not just point solutions, but looking at platforms that can deliver cross-functional efficiency and strong integration capability, is going to be key.

Moving forward the opportunity for the channel is vast, claiming businesses are going to have to rethink their infrastructures as legacy security architectures will no longer work in the new working environment – but they need help with how to do it. That help will come from the channel.

Also, resellers will "play a vital role" in aligning security and business leaders to better manage cyber security as a strategic business risk. "Channel partners that are able to speak the language of both business and security leaders will have the edge in helping organisations navigate the growing number of relentless cyber attacks in our post-Covid world.

KALPANA SINGHAL, Editor  
(E-mail: [kalpana@techplusmedia.co.in](mailto:kalpana@techplusmedia.co.in))

TECHPLUS  
MEDIA

**EDITOR:** KALPANA SINGHAL  
**ASSISTANT EDITOR:** Rajneesh De  
**CORRESPONDENT:** Shikha Singh  
**CORRESPONDENT:** Aaratrika Talukdar  
**CORRESPONDENT:** Atreyee Chakraborty

**INTEGRATED MARKETING COMMUNICATION:**  
Sangeeta Menon  
Subhashini Nallakutti, Mamta Dhiman,  
Nishit Saxena

**ASSOCIATE ANALYST**  
Shaithra S

**SALES:**  
Surbhi Sood | Pratap Jana

**PRODUCTION HEAD:**  
Aji Kumar

**WEBSITE:**  
Sheetal Varshney/Ramesh Kr

**PROMOTION:**  
Vikas Yadav /Amit Pandey

**CIRCULATION:**  
Pratap

**FINANCE:**  
Inder Pal

**HEAD OFFICE:**  
370A, Sant Nagar, East of Kailash, New Delhi  
Tel: 41625763, 26237405, 41620042  
Email - [kalpana@techplusmedia.co.in](mailto:kalpana@techplusmedia.co.in)

**MARKETING OFFICE:**  
10 UF, West Wing, Raheja Tower,  
MG Road, Shanthala Nagar, Ashok Nagar,  
Bengaluru, Karnataka-560001

**Delhi:** 9711841991 | **Mumbai:** 9711841992  
**Kolkata / Guwahati:** 9331072026  
**Bangalore:** 9354347953

OWNED, PRINTED & PUBLISHED BY ANUJ SINGHAL Printed at Modest Graphics Pvt. Ltd., C 52-53, DDA Shed, Okhla Industrial Area, Phase - I, New Delhi-20, Place of Publication: 370A, 2nd Floor, Sant Nagar, East of Kailash, New Delhi-110065, Editor- Anuj Singhal

ITPV does not claim any responsibility to return adequate postage. All rights reserved. No part of this publication may be reproduced in any form without prior written permission from the editor. Back Page AD will carry RNI Number & Imprint Line

Note: While every possible care is taken prior to accepting advertising material, it is not possible to verify its contents. ITPV will not be held responsible for such contents, or for any loss or damages incurred as a result of transactions advertising/advertorial in this publication. We recommend that the readers make necessary inquiries and verification before remitting money or entering into any agreement with advertisers, or otherwise acting on advertisement in any manner whatsoever.

# Partners Wanted



We're Actis Technologies, one of India's fastest growing AV and IT distributors with a presence across 13 cities in India. As the national distributors for Epson, Samsung, D-Link, Lutron and many other leading brands, we're looking for potential partnerships to grow in Kolkata and its neighbouring regions.

**If your business is ready for newer and bigger things,  
please contact us at 022-3080 8052 or email [contact@actis.co.in](mailto:contact@actis.co.in)**



**FORTINET** | **INGRAM MICRO**

# **ENGINEERED FOR** **TRANSFORMING** **THE WIDE AREA** **NETWORK.** **Secure SD-WAN**

For details contact:

Nitin Gupta, E-mail: [nitingupta@fortinet.com](mailto:nitingupta@fortinet.com), M: +91 93103 62598

Binu Ninan, E-mail: [bninan@fortinet.com](mailto:bninan@fortinet.com), M: +91 9840036767

[www.fortinet.com](http://www.fortinet.com)

