



VIRTUAL

11<sup>th</sup> PARTNER LEADERSHIP  
SUMMIT & AWARDS 2020



# ITPV Partner Leadership Summit 2020 Concluded Successfully



**Tushar Parekh**  
Chairman, ASIRT



**Rajeev Mamidanna**  
Chairman, ISODA



**Sanjoy Mukherjee**  
Sr Director & Head of Alliances &  
Channels, Technology &  
Cloud Platform, Oracle India



**Lata Singh**  
Executive Director,  
IBM Partner Ecosystem & CSI



**Suresh Ramani**  
CEO & Cloud Evangelist,  
Tech Gyan



**Jiten Mehta**  
Managing Director,  
Magnamious Systems



**Amarnath Shetty**  
Managing Director,  
LDS Infotech



**SaketKapur**  
Managing Director,  
Green Vision



**L Ashok**  
Managing Director,  
Futurenet Technologies



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

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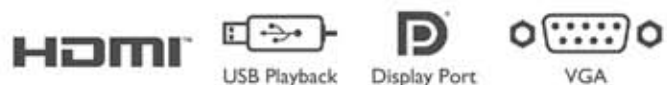


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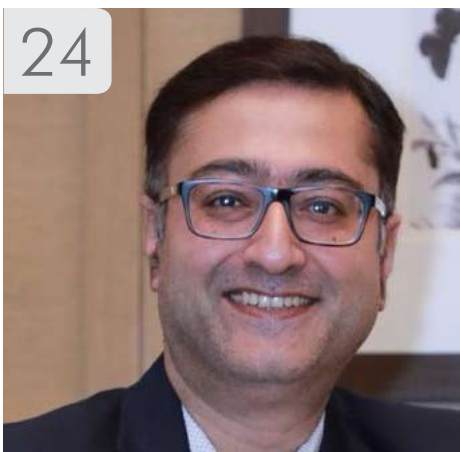
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VIRTUAL

**11<sup>th</sup> PARTNER LEADERSHIP**  
SUMMIT & AWARDS 2020



# **ITPV Partner Leadership Summit 2020 Concluded Successfully**

The 11th Edition Saw Record Participation with over 800 Members of Channel Fraternity

In its online avatar, the most comprehensive and trusted channel event has raised the bar even higher with a mix of IT industry's leading players, domain experts, pan-India audience, an innovative showcase zone, one-on-one meetings, power discussions and customized marketing initiatives





Collaboration and new skills acquisition have emerged as the most promising elements for sustained business resilience in any future crisis situation. The recently concluded Partner Leadership Summit & Awards 2020 bolstered the fact that peer-to-peer collaboration among the channel community as well as up skilling on cloud and new-age solutions will be crucial for sustained

business growth and resilience in the post-pandemic era. The industry experts and the channel community opined that long-term resilience strategy will result in businesses that are able to anticipate and prepare for future scenarios, minimize the impact of the shocks that do hit and recover more quickly from them.



**AMARNATH SHETTY** Managing Director, LDS Infotech



**JITEN MEHTA** Managing Director, Magnamious Systems



**SURESH RAMANI** CEO & Cloud Evangelist, Tech Gyan



**SAKET KAPUR** Managing Director, Green Vision



**L ASHOK** Managing Director, Futurenet Technologies

In a thought-provoking opening keynote, Tushar Parekh, Chairman, ASIRT, underlined that despite Covid-19 impacting businesses like never before, on the positive note, the disruption has resulted in renewed focus on sustainability practices. He added that companies with focus on digital businesses, such as automation software and cloud-based service delivery, would fare better than those with a focus on business process management and legacy application and infrastructure services. However, the main essence of growth going forward rests in collaboration. "With our essence of collaboration and cooperation, we intend to leverage on the synergy between the members as 'ONE ASIRT! Partners need to collaborate and leverage on each other's expertise. To enable this, we have formed Chairman's Club for

mentoring and partner growth. In addition, we have started an initiative to enable businesses within the consortiums to enhance collaboration and trust among the partners for mutual growth," he disclosed.



**TUSHAR PAREKH**  
Chairman, ASIRT

Rajeev Mamidanna, Chairman, ISODA, supported the narrative with his views that the Covid crisis has raised the importance of collaboration among the peers. During his keynote, he mentioned that the pandemic has given us the opportunity to introspect on the failures, areas where we need to be flexible and the domains which are relevant from the business point of view. "We must take a three-pronged approach to inculcate resilience in the business. Relook at services that we offer and realign them as per the relevance and demand from the customers. In addition, determine whether the customers we are addressing today are relevant for the next couple of years. And most importantly, ensure

that we work with our peers by leveraging on each other's skills and expertise." In fact, collaboration is the biggest impetus for ISODA as an association, he concluded.



**RAJEEV MAMIDANNA**  
Chairman, ISODA

While elaborating on the Oracle's cloud strategy and the modernized Oracle Partner Network (OPN 2020) designed to accelerate partners' transition to cloud as well as drive superior customer experience, Sanjoy Mukherjee, Senior Director & Head of Alliances & Channels, Technology and Cloud Platform, Oracle India, highlighted the growing importance of cloud for business resilience during his channel connect session. He stated that more Indian organizations are now looking to improve their business resilience with cloud-led innovation owing to the current pandemic situation. "Industry experts anticipate an increased demand for secure cloud services. We see partners playing a big role in fulfilling this demand as they seek more collaboration opportunity with

us to help their end-customer realize extreme performance, greater security, and increased cost savings via Oracle cloud," he added.



**SANJOY MUKHERJEE,**  
Senior Director & Head of Alliances & Channels, Technology and Cloud Platform, Oracle India

In a similar brand connect session, Lata Singh, Executive Director, IBM Partner Ecosystem & CSI, elucidated on the partner ecosystem dynamics and how IBM helped them during the pandemic. She stressed that SMBs as well as the large enterprises have been driving energies on cloud solutions more than ever. She added that IBM was quick to launch new initiatives for the SMBs. "We offered many of our cloud solutions on 90 days free trial that encouraged a lot of SMB customers, as well as our partners to download and experience our applications. In addition, we encouraged partners to

develop cloud offerings around the IBM portfolio for the SMB segment. That was the critical piece as the CapEx buying was converting into OpEx buying and that was a big shift for smaller businesses."



**LATA SINGH,**  
Executive Director, IBM Partner Ecosystem & CSI

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Further, a remarkable panel discussion moderated by Rajneesh De, Consulting Editor, Techplus Media, deliberated on the strategies and best practices for partners to face cash flow challenges, offer remote customer support and forging a balance between retention of existing customers and acquisition of new ones. Speaking on the trends in favour of work-from-home (WFH), Suresh Ramani, CEO & Cloud Evangelist, Tech Gyan, highlighted that businesses, specifically mid-tier, will adopt a mix of WFH and onsite approach. "People are quite happy with the



**SURESH RAMANI**  
CEO & Cloud Evangelist,  
Tech Gyan

productivity of the employees working from home. However, the need is to inculcate the right mix of culture and process to make WFH a success as well as to ensure employee motivation. In this process, over-communication through various mediums of communication is highly important." Jiten Mehta, Managing Director, Magnamious Systems, elaborated on the strategy for customer retention vs new customer acquisition. He maintained that retaining the existing customers and the manpower is quite important to have a sustained cash flow. "Working on this strategy, we have garnered impressive revenue growth in the AMJ quarter by supporting our



**JITEN MEHTA,**  
Managing Director,  
Magnamious Systems

customers with WFH solutions. We proactively approached customers with our strong domain expertise and solutions for segments like BFSI, Pharma and manufacturing." Adding to the strategy, Amarnath Shetty, Managing Director, LDS Infotech, shared that cloud computing has been the biggest winner amid the entire crisis. "WFH culture has forced businesses to adopt cloud in a big way. As per market estimates, cloud computing market is expected to grow by over 80 percent over the next 1 year. In fact, most of the enquiries are on cloud solutions, cloud migration and WFH solutions."



**AMARNATH SHETTY,**  
Managing Director,  
LDS Infotech

Highlighting the cash flow challenges and the best practices, SaketKapur, Managing Director, Green Vision, said that while the partner's financial liability towards the vendors is secured and fixed; for the customers, whether corporate or government, the financial liability is not secured at all. He emphasized that due to Covid restrictions three scenarios have emerged: Scenario #1 where contractual obligations were performed successfully prior to the lockdown and customer is delaying payments using lockdown as an excuse. Scenario #2 where contractual obligations have been partially executed



**SAKETKAPUR**  
Managing Director,  
Green Vision

and the partner is stuck with payments but has to fulfil commitment towards the vendor and the manpower. In the third scenario, contract has been made but the work has not yet started off. "In the first scenario, litigation is not advisable. The feasible solution is to approach the channel association and let the association compel the customer to pay or face boycott with no future support from any

channel partner. The second scenario entails reviewing your contract and leverage on the provision for partial payment. Joint call can be



**L ASHOK**  
Managing Director  
Futurenet Technologies

taken on the remaining obligation to be completed. In the third scenario, partner must sit again to realign the terms and conditions of the contract before starting the project," he explained. Further, L Ashok, Managing Director, Futurenet Technologies, recounted channel expectations from the government to ease the challenges due to Covid crisis. He informed that ISODA has communicated the expectations of the channel community to the government. "Cash flow is the main pain point of the channels. Government must ensure that all the IT payments must be expedited. In addition, RBI should play a role in ensuring credit facility to MSMEs by setting up a grievance redressal cell. Further, GST payments must be deferred and could be paid in a staggered manner. These measures will go a long way in helping channel community keep their businesses running."

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## 150 PREMIER PARTNER

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Moreover, in an interesting channel talk session, Joybrata Mukherjee, Director – Channels, SMB, Services, HPE India, listed the financial initiatives and partner support in the pandemic times, while explaining HPE’s strategic direction in the post-pandemic era. He informed that as part of the worldwide initiative, the company came out with a deferred payment solution for Tier-1 partners, which they passed on to the Tier-2 partners. “In addition, HPE Financial Services rolled out \$2 billion package, which enabled us to help our partners as well as our end customers with deferred payments. Secondly, we offered consumption based payment models to help SMBs. In addition, we helped customers infusing cash by buying back assets for infrastructure refresh. These initiatives helped a lot in terms of ensuring that cash flow was maintained,” he concluded.



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

The summit coincided with the much coveted Partner Leadership Awards that celebrated the success of the Top-150 premier partners and top-performing Technology Implementers & Providers with the best application of technologies across sectors. The award recognized the top system integrators, SaaS Providers, MSPs and VARs across various categories.

*The Partner Leadership Summit and Awards 2020 was supported by IBM, Oracle, Nutanix, HPE, Suse and F5 as sponsors as well as ISODA, ASIRT and Gesia as association partners.*

# SEQRITE SUPPORTED PARTNERS SIGNIFICANTLY DURING THE PANDEMIC

## Kuldeep Raina, VP & Global Head-Sales, Seqrite outlines the partner structure and how their programs benefited partners to sustain their businesses

### ■ What are the solutions and services currently in the Quick Heal and Seqrite portfolio?

Cyber security as an industry has evolved in so many areas. The industry comes out with new products, new technologies and cyber criminals bring out new ways of hacking. They find new ways to penetrate. From a Seqrite perspective, what we are trying to address is enterprise space with a unified security concept. Today what we talk about is not only the end point security or a network security but we try to basically build the solution which can address data protection and most of the enterprise space where the perimeter is diminishing.

One of the new fundamentals is cloud. This pandemic has also accelerated this cloud adoption in a faster way. All those customers who

are working remotely want an agility in terms of how they want to manage security over the cloud. So, we are addressing an Information Security, we are addressing infrastructure Security, we are addressing the space of application security and we are also addressing the space of data center security. That is what Seqrite is all about today.

### ■ How did Seqrite and your partners handle the challenges of delayed or deferred payments from customers?

During this journey of pandemic, I think all of us understood the basic challenges in terms of the commercial aspects. But somehow I think as a company, we are very strong on our value systems. We accommodated all those kinds of requests about delayed or deferred payments. Many



**KULDEEP RAINA,**  
VP & Global Head- Sales, Seqrite

customers requested us for extension of their licenses and we did that. We did not hold back any customer who wanted to have an extension on the licenses, neither did our partners. We basically tried to work in our own capacities and try to see how that, how we can solicit those requests that partners are making and we

were able to accommodate their requests and probably e tried to help the situation as much as we can. Yes, definitely, the market was slow, the growth that we had been experiencing when we were into the normalcy was not there. This was a challenging period for everyone, and we tried to accommodate as much in our capacities.

■ **How did Seqrite support partners with financial incentives during this period?**

We already have some of the programs that we were basically set up for the partners. We have our own programs, which are basically the channel led programs, which are highly motivating in terms of a financial ease towards the partners. Secondly, when it was a delayed payment, normally when you have a credit period with the partners, we did not stick to the rule of thumb for that credit period. We opened the credit to the partners for a longer period so that they can transact with the customer and their business should not go down.

In terms of cash-flow, we delayed the process of cash flows like if he had to pay us in June, but he got his payment by July. After that only he paid us in July. We try to basically go by the cycles that the partner was comfortable in.

Also, we tried to basically settle down. We tried to build in some kind of incentive programs for our customers and partners, but that could have accelerated some of the growth out of the market and that growth helped the partners in a way to capitalize more.

Most importantly, I think one of the key values that we actually brought to our partners today, our partners did not find us out of that space kind of a bracket. That means when pandemic happened and your products or your offerings are not in agile to the current situation, they are not getting in terms of what current market demands are, then it is a big problem for the partners. But thankfully the way our solutions are designed, our offerings were innovative. It actually helped the partner to be in the space of business like if he is doing

some transactions with those customers, it was not like the transaction were held up.

Yes, the growth was lesser, the numbers was not that big, but then, he was in some kind of selling motion and thankfully it is all of our products, all of our offerings, all of our creative innovation that had helped them into the cycle of doing some business. Due to this the partner was in a capacity to capitalize out of the market and he was quite stable.

■ **How is the Seqrite**

“ We fundamentally focus on Platinum and Gold more because that is where our whole a rebate programs are going in. So when it comes to the channel programs, we have various levels of programs and we keep on changing the programs depending on how market is driven by and depending on what new innovation we try to bring into those programs.”

**partner ecosystem structured and what are the key partner programs in place?**

The way we are currently designed, we have Platinum partners and we have Gold partners and then we have some of the Silver partners. The Platinum partners are the ones which are the billing partners to us and they do a large scale of business. The Gold partners are also the ones which basically work in different segments of the market and the billing volume is lesser. The Silver ones are the ones which are basically operating into the

white space. We fundamentally focus on Platinum and Gold more because that is where our whole a rebate programs are going in. So when it comes to the channel programs, we have various levels of programs and we keep on changing the programs depending on how market is driven by and depending on what new innovation we try to bring into those programs.

But overall, we try to basically bring our incentive scheme in three directions. The first direction is that we want to reward the organizations for the great job

customers like.

The second point is that, we try to reward, we have some reward and recognition programs for partners, not only for the partner organization, but we have rewards and recognition programs for their own sales reps. The sales reps who goes out into the market, they're also rewarded for the best in the excellence of the job that they bring in. We work very closely with our partners. Our partners are our extended arms. We try to build a two point agenda with them. The one point agenda is that how to build a competency scale with those partners so that they can ultimately service the customers in a better way. The second point is that how can we recognize and reward the partner organizations as well as their sales people who basically are part and parcel of our extended virtual teams.

■ **How did you ensure remote support and services when both customers and partners were in WFH mode?**

We are a partner and customer centric organization. When the lockdown mode started, I think the first thing that came to our mind is how to keep our support active. The first thing our IT internal corporate IT worked on that how to basically enforce and ensure that how our toll-frees are not getting impacted. Our toll frees are working down the line and they impacted that all of our engineers via web and chat are all there, whatever the infrastructure we needed to give to the people to work from their home. We immediately made those investments and we made that shift. The good part was I think that shift that we made for our support was in less than two to three days, we ensure that all our support guys are up and



working from home. We ensured everything's there and people have their internet connections, people have access people now access to critical servers, people are operating out of their laptops. They are able to then send the call, we are not missing any customer requests.

Even before the lockdown, when we were actually feeling that some crisis situation is going to come up, our HR has already set up disaster recovery plans. In terms of DR plans, we had a steering committee there and that committee is the first thing that they worked on is basically how to keep our support up and coming. Then second thing, we actually use that time of the first quarter of this year we used in basically use that time in building the, in scaling up the competency levels of partners. I think in a month, if you used to have two or three programs for partner trainings, we immediately moved to the digital platform. We started learning information management services. We started our training partners and in fact those smaller cities where maybe the infrastructure was an issue, our local teams over the WebEx or the collaborative applications started reaching out to the partners, getting their confidence and telling them more about our offerings, telling them more about imparting them to trainings.

When it comes down to how we dealt with the situation, the first thing we ensured that we're not going to let our customers down when they need the support.

There is hardly any customer who comes back to us and says that he was not supported during the pandemic and I got so many application letters during this pandemic and the customers were amazed to see how you guys are managed it. I think the good part that Seqrite has is our local presence. We are presenting every city. We have technical

people. We are sales people. We have pre-sales people in every city you name it. So, where would we have selling, a first objective was that, how do we return the value to our customers? The customers have invested on us, how do we retain that value to them? Our force all across was a big strength and they ensured that all the customers are attended. During that time they ensured also, the partners are very well connected. We kept on talking to partners,

“ We have pre-sales people in every city you name it. So, where would we have selling, a first objective was that, how do we return the value to our customers? The customers have invested on us, how do we retain that value to them? Our force all across was a big strength and they ensured that all the customers are attended. ”

understanding their pain areas, understanding that how we can help them and partner are like buddies to us. Every local team used to talk to our partners at the local level to figure it out that what does it mean to be as a local go to market with those partners. We strategized, we had good a foundational plans at the local levels, at the grassroots levels, at the field levels, what is the appropriate way to engage with? Overall from support till partner engagement, partner enablement, that kept us moving on and that kept us customer satisfaction.

Our customer satisfaction scores are exorbitantly, very high, which means, the customers have really appreciated the way we have supported them.

## ■ What were the

## priority marketing activities from Seqrite during these challenging times?

One of the best things is that we are blessed with a great marketing team and this team is also equivalently conscious of customer objectives. Our team is highly customer centric. During pandemic, I myself would not believe in the way that everything moved onto the digital.

My marketing team actually started building up a digital based campaign. They are talking to customers, they started going to the existing customers. They started talking to the renewals, sending up some of the messages across our offerings to many of the customers. In no time, we actually experienced a digital revolution in Seqrite and those digital revolution was all possible because of the marketing folks.

They were so highly innovative in channelizing it so well and they gave me a very smooth transition. Even I did not have to think about the way everything moved onto the digital. They went out to the customers, they started campaigning to the customers. They started coordinating the sales. Sales and marketing was like hand in hand in gloves. They

started working with sales on what to do, how to do next, what messages to send, what are the practices? What are the threat reports? What are the vulnerabilities or what are the threats those customers are undergoing with? How can we help? How can we message? How can we properly send it out to an educate platforms? How can we digitally connect it? They basically created a digital Tsunami and that helped us to remain connected all across. They bridged the gap between us and the customers and I think it was a real good effort, they just pulled it off as a digital revolution.

## ■ How did you convince partners and customers to adopt this predominantly digital route?

Support side, I could not do much. It was like 80-20 because in some of the cases, I had to keep my guys in the field. When the unlock 1 started, we had plans to keep some of those guys at everybody city on the field. In fact, in May and June, some of my support people they're there on the field as well because I had some of the critical infrastructure deployments. These were super critical infrastructure deployments that I couldn't ignore. These are the deployments from which are important from the national security perspective as well.

I had to have a plan to keep some of the people on the field as well and when we had a critical infrastructure, I needed a face there. For that, we had a very thin team, kept it out there. We worked very hard as per the guidelines. From the sales closing perspective, it was a very big cultural shock to both of us because we were also habituated to sit in front of the customer. It was a difficult situation for both customers and us but somehow this pandemic taught

## OPN 2020 HAS SIMPLIFIED ORACLE'S PARTNER ENGAGEMENTS

**Sanjoy Mukherjee, Senior Director & Head of Alliances & Channels, Technology and Cloud Platform, Oracle India elucidates on Oracle's cloud strategy and the roles of the partner ecosystem.**



**SANJOY MUKHERJEE,**  
Senior Director & Head of Alliances & Channels,  
Technology and Cloud Platform, Oracle India

### ■ What are the solutions and services in the Oracle portfolio and how do you differentiate from competitors?

Oracle offers highly automated and secure second generation cloud infrastructure, including the self-securing, self-repairing self-driving autonomous database. We also offer a complete suite of integrated applications for sales, services, marketing, human resource, finance, supply chain, and manufacturing. In short, we have the ERP, HCM, CX all put together.

We offer a single vendor support across IaaS, PaaS and SaaS. Oracle cloud infrastructure, which we call as the OCI, from an IaaS, PaaS perspective brings

about four advantages. First, OCI offers considerable higher performance for the same number of CPU storage across multiple workloads. Be it the Oracle database, non Oracle database, VDI workloads or mixed workloads. We do this for a bare metal, VMware, GPC and HPC workloads, which is high-performance workload. Secondly, our core infrastructure services are considerably cheaper than any other cloud providers. The noteworthy price differential is on block storage, network or private connectivity cost.

The third reason is that OCI or Oracle cloud infrastructure was purposely built from scratch for enterprise customers. This means that we are offering the choice of deployment location,

whether it is deployment in Oracle data center or customer's data center, which we call as dedicated region or Xexa cloud at customer. It has a public cloud at behind the firewall while at the customer's premises, the choice of admin control, full control are all provided by our differentiated solutions and the self-driving experiences from our autonomous services.

We are the only cloud

provider which guarantees SLAs across three dimensions, which are availability, performance and manageability. The fourth reason is Oracle is the only cloud vendor with a vision of becoming an autonomous cloud. We are the only ones offering portfolio of autonomous services. It started off with autonomous database in 2018, autonomous Linux in 2019 and we have extended this portfolio to autonomous

data guard this year.

This autonomous vision is wholeheartedly endorsed by the analyst community and liked by our partners and customers. In short Oracle cloud is hyperscale, open, secure, and offers strong security, superior performance, superior economics, autonomous vision, and is preferred by enterprise.

## ■ What are the salient differentiators of Oracle's cloud game plan in India?

Oracle has been serving customers in India for more than three decades. More than 20 states run on Oracle alone, with 15,000 companies in India benefiting from Oracle solutions. We have come to our next growth with cloud, which is acquiring a dominant role, but finally the choices are with the customer.

If the customer wants to go from an on-premise solution or continue to an on-premise solution, or he wants to have a mix of cloud or hybrid solution, or it's only cloud also we offer the options. Now in the question of only cloud perspective, we have both public cloud and private. As far as the other public cloud perspective, we have superior products and we are catching up on the other providers as shown by the other reports. Differentials, which we bring to the table, are becoming a great proposition for the customers, the partners, and also analysts are taking note of it.

To the second part in terms of unique proposition, which Oracle brings to the table is what we call as the cloud at customer, which is basically we give all the features of a private cloud in the customer premises and it is remotely managed by Oracle. That is our overall play other than the public cloud perspective, and we are seeing great response from both customers, partners.

The next part is that if you look at it, our cloud first strategy,

it becomes very imperative that the partner ecosystem is well established and we are talking about engaging with customers on transformation deals. The cloud has shifted customer demands placing the focus on innovation, speed and customer experience. The programs are designed to enable the partner's journey with respect to cloud perspective, to meet these evolving expectations and ensure customer success.

OCI, which is our Gen 2 cloud, is currently available across 24 regions worldwide. And we are aggressively planning to have growing it at an unprecedented rate of a new region going live in every 26 days. This will bring us to close to 36 regions by July, 2021. We already have two data centers in India, one in Mumbai and second in Hyderabad. Our data center comes with the most

**“ We offer three cloud infrastructure credits for startups as a part of our Oracle startup program. This is from a customer perspective earlier, but we have in this time passed on and we have worked with the partners also closely in this present time.”**

advanced technologies and therefore serves as a powerful platform for innovation, our partners and customers.

There are a lot of transformation deals, which has happened in the past. These are cloud transformation deals whether we talk about moving the Oracle workloads, or we talk about the Oracle application workload or any sort of constellation workload, even from that perspective, our partner or ISV services and solutions workload whether it is the field of verticals like, BFSI or manufacturing. We had great success with a lot of transformation deals along with partners. In the overall perspective with the cloud

differentiation story, and the kind of growth we see quarter by quarter, across the world, we are growing from a cloud perspective, including in India. We think that we have a great story and everyone is appreciating that and we are looking forward to this momentum.

## ■ What are the important aspects of Oracle's channel strategy and how did it play a role in the current situation?

Partners account for around 80% of all Oracle transactions from an Asia Pacific region. They are very important. They are one of our key stakeholders when it comes to driving growth for Oracle cloud in India. We treat partners as an extension of the

with cloud led innovation owing to the current situation. Industry experts anticipate an increased demand for secure cloud services. We see partners playing a big role in fulfilling this demand as they seek more collaboration opportunity with us to help their end customer realize extreme performance, greater security, and increased cost saving via Oracle cloud.

We have modernized our partner program, which we call as Oracle Partner (OPN 2020). It is a very simplified program. An enhanced OPN program has been designed to accelerate our partners own transition to cloud, as well as drive a superior customer experience and business outcome. From this perspective now with the present scenario, if you look at it, our primary focus is to make it possible for our customers to continue running their operations and help them quickly respond to the unique demands they may be facing during this challenging time.

For decades, Oracle has been in the business of mission critical workloads, powering business and industries across the world. Another key focus is to help on customers' digital infrastructure to serve customer remotely while enabling employees to work from home. Additionally, we are empowering our employees with necessary resources and support so that we can serve customers when they need us the most. Our customers are in the midst of adapting to a rapidly evolving digital landscape and some of the ways in which Oracle is helping customers to adapt to the new normal includes free access to online learning content and certification. This is for a broad area of users for Oracle cloud infrastructure, Oracle autonomous database as well as content related to topics such as data sciences, machine learning environment, such as integration with the Microsoft Azure. Customers can use the access to more than 50 hours of online training, and 6 certification exams via Oracle university.

organization itself and hence it becomes very important that we enable partner resources like every other resources in our own organization, because they will go and propose the solution, the services, the builder on top of a flat platform. This we believe can be achieved by a well designed and sustained partner program where the partner organization can understand and appreciate the technology being positioned and how they can integrate it into their business to help customers and other business, and make businesses of customers more successful.

Now more Indian organizations are looking to improve their business resilience and also on a growth track

Those are free HR tools to help customer keep their employees safe, free access to a workforce healthy and safety thing, from an Oracle human management, capital management cloud customers, solutions to current Oracle human capital cloud customers. We offer three cloud infrastructure credits for startups as a part of our Oracle startup program. This is from a customer perspective earlier, but we have in this time passed on and we have worked with the partners also closely in this present time. We have helped some of our customers to support the business continuity during this unprecedented time.

We have helped two banks achieve the merger before the due date of April 1st, 2020, and customers were able to use essential financial services of either of the banks from April 1. We have helped a number of banks implement regulatory guidelines in three months. We have helped a midsize bank with free access to our workforce health safety module and they have developed a specific personalized model on top of this free models. We have helped a manufacturing company to track employee wellness and provide meds around and customer links and other communication from top management perspective.

## ■ What are the changing patterns in workloads for enterprises during this pandemic?

On that workload moment perspective whether it is Oracle workloads or non Oracle workloads and even new blockchain perspective, we are working very closely with our customers, partners and helping them from that perspective.

## ■ How is the partner ecosystem structured at Oracle?

We had re-strategized and

launched our Oracle partner OPN 2020 program where we have simplified the OPN program and put it under different partner tracks. One is the cloud CellTrak where we have cloud partners that come with great customer relationship, join us, participate in business development from an IaaS, PaaS and SaaS perspective.

Secondly, from our OPN 2020 partner program is the services track where the customer partners are focused on providing complimentary services that all our cloud services required, or those, our customer, which they required. The third track is the build track. This is for our independent software vendors, ISVs and other partners that provide commercially available product

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or services built or integrated with Oracle cloud. For example, ISV maybe focused around financial vertical and may have a core banking software and another is we may be focused around manufacturing and providing certain solutions. The fourth track is our license and hardware resell track which recently is basically from our license and hardware resell.

In short, there are four tracks and the partner has the flexibility to join any track as per their focus area and work on the same. The way we are trying to work is that, one is a sell track and another is a service and build streams. There are partners who are doing all of them or few partners specifically or

delicately focused on one track. We are helping the partner to focus on their specialization and expertise and work hand in glove so that whichever are their interests area.

Our partners appreciate the fact that Oracle is very focused on each of these track addressing different segment with a sharp focus on different areas of business. This is the feedback which we are getting from them, because even though it was launched before the pandemic in overall perspective, during the pandemic, we have seen that this has helped the partner. We are also able to provide them with extended services, such as the requirements partners ask for, be it universal credit

way of getting those learning now. It is in depth which has helped partners. There is a repository for the partners which we use for our internal purpose or internal employees like sales central, workload, estimator, cost estimator, the cloud economics which the partner has started utilizing very effectively and which showing results. We have something called Oracle digital marketing perspective for driving campaigns. Oracle continues to work closely with all its partners to ensure that there is business continuity.

OMDC is Oracle Digital Marketing Center, which is a great tool.

## ■ How was Oracle helping out partners with their cash flow challenges and in offering remote support and services to customers?

Our partners not only Oracle perspective, even the partners, through, the remote support perspective as long as in order to ensure that business continue to continued. Not only us, but our partners also did a tremendous great job.

We worked with the partners on various fronts as I spoke earlier. We also ensured that from a cashflow perspective, how we could help them improve the situation at so that impact is lesser from the segment perspective and also from case to case perspective. We worked together along with the partner to ensure that things worked out possibly so that the impact from an overall perspective is less even in the forms of some extended thing from an case to case basis, depending on the segment which got affected from an overall perspective.

## ■ What were the specific financial incentives for partners to mitigate the cash

## flow challenges?

We try to work on case to case basis with the partners from that perspective and few areas but there we followed a common policy from that perspective.

## ■ How did the changing workloads impact the exiting SLAs?

What we are seeing on the ground is that from an SLA perspective, whether it is our on premise business or the cloud customer or our hardware customer, for the customer, what is becoming more essential is the business continuity. We are seeing a great shift of customers who are talking about the movements into cloud because this business continuity has become a very crucial issue. Especially from the learning perspective there are more and more people, customers wants to focus on their core business and instead of managing IT services or the software related things more, and they are happy if there is someone who is there as a company who can take care of the SLAs and overall. Whether it is from an economic perspective of higher ability taking concerns from the security concerns, all those are being taken care of. They are also realizing that the cloud is one of the best ways for going forward for most of the applications and we see a lot of interest coming in from our customers and customers are talking about transformation deal from that perspective. Customers are moving from on-prem to a cloud kind of environment or getting few of their contracts moved from on-premise to cloud so that they can handle this kind of business continuity better. That is one thing which we are seeing from an overall perspective, which we are seeing on the ground.

Second from the delivery perspective overall, the partners, the customers, all are equally into it. Keeping the customer's

confidence, the partner confidence, we have handled it and this was a problem to everyone and keeping the customer and the partner involved and informed and everything.

This is something which had hit everyone, and customers and partners were also very supportive in this time from that angle e now even from a partner, the cash flow perspective as far as the deal to deal basis. Oracle and even the customers have been also trying to work closely to see that this kind of situation works out.

The other thing, which is the shift, when you talk about the cashflow thing, is that more and more customers and partners are

“ BFSI segment also from an overall perspective, with the challenges they have been trying to address and help whether it is from the different changes which are happening. Overall we are seeing that, with the new way of working, they've also accustomed to that and we are also seeing the vertical lot of discussions going on because this segment was primarily more focused because it consists of public sector and non-public sector. ”

seeing the movement to cloud is helping them from an overall capital going at one shot and even cash flow perspective.

That is also another important thing, which is making more and more customer to look at other than the great feature and the manageability SLAs which different cloud providers can bring in, along with the partner, the change in the overall cashflow from a business perspective and the expenditure in the sort of an OpEx model rather than a CapEx model is also making them as one of the, another reason why more and more customers other than the

business continuity point are looking at moving to cloud.

## ■ What has been the vertical-wise traction for different workloads among enterprise customers in the current situation?

We've seen more and more manufacturing vertical, even re-strategizing and trying to look on a cloud based model rather than on-premise model. Of course, it depends on the triggers also which are there from their perspective, whether they have a hardware refresh or they are moving their application. Those are there,

perspective also.

BFSI segment also from an overall perspective, with the challenges they have been trying to address and help whether it is from the different changes which are happening. Overall we are seeing that, with the new way of working, they've also accustomed to that and we are also seeing the vertical, lot of discussions going on because this segment was primarily more focused because it consists of public sector and non-public sector, even, they are looking at a hybrid kind of a story with a mix of on-premise, cloud and certain perspectives, certain private banks are looking at even if a full fledged cloud strategy from that angle perspective.

People have started thinking differently, as far as all these verticals are also concerned, of course, with the fundamental principles in place, people are trying to adapt to the new thing and working out a model which can be a continuous process change perspective. In some way, this situation which has been brought up is making people think and transform in new, innovative ways, so that from their business perspective, they bring more agility, from their cost perspective, their expense perspective, it is an overall strategy, lot of things, which we are seeing across different verticals and even SMB perspective as far as this is concerned.

## ■ What were the developments on the government front and on the SMB side from an Oracle perspective?

SMB is primarily looking at cloud perspective, whether it is from an IaaS, PaaS or infrastructure perspective, or even from smaller ERP, from a SaaS perspective or NetSuite perspective, we have seen the SMB segment focusing majorly on our SaaS NetSuite product and even on our IaaS-PaaS product.

Government has is also adapted to the change. Let's face it, it is not that the way we are working from a private sector perspective, even the government customers have changed majorly and they have worked in this because the model for them, they're not going from a full staff perspective to an office, but they have adapted the new model and they are working smoothly. It is not that, for the last six months, things are not happening. Overall perspective, even discussions on the solutions, models from a project perspective, we are seeing that, they are also putting in the changed and transformed thing in this time and they are putting in a lot of efforts to ensure that the things continue. So we are seeing good traction with the government on, of course, on the necessary projects perspective, which we worked on.

We're seeing changes around even in these unprecedented conditions. There are lots of moments, cases, SLAs, even along with our partners who are supporting them, they are supporting even remotely and even few of the mission critical one, from an on-premise perspective, but things are moving and even the crucial projects are being discussed, we have seen great moment also in a gem perspective in the government.

## ■ How did Oracle look at balancing between retaining existing customers and acquiring new customers?

We have worked with our existing clients to give new solutions to them or expand the solution. Even in these times, there have been new acquisition of customers and from a different segment perspective, including Government, manufacturing BFSI.

Just to go back to the OPN 2020 and focus on the co-

tenants perspective when we are engaging with our partners and customers, of course the most important thing is the customer centricity which helps our partners to showcase their expertise and enable customers to identify partners that will deliver value for the specific needs. Overall a success driven approach where increased investment in enablers, designed to build our own expertise, to drive customer success, grow partner revenue and accelerate path to cloud. It's a very simplified process where we have streamlined and make it easier for the partners to engage with Oracle and leverage industry broadness and most integrated cloud and on-premise portfolio.

Now, if you look at the OPN,

“ We have worked with our existing clients to give new solutions to them or expand the solution. Even in these times, there have been new acquisition of customers and from a different segment perspective, including Government, manufacturing BFSI. ”

this three things which we are looking at the core, this has also helped because at the end of the day, along with our reach of partners and this simplified OPN, which is there, in this time, we have been able to serve our existing customers. We have been able to work with our existing customer to look at their new solution, or for example, an on-premise customer to move some of their workloads to cloud and also work on parallelly on other workloads from a future perspective. The partner community has also helped us to work along with them to work on new deals, new customer acquisition in the form of cloud and on-premise, both. That extends more of the cloud IaaS and SaaS perspective. Along with our partners, we've been able to acquire new customers

as well as retained existing customers.

In this scenario, there are certain people have moved their whole game plan and moved as transformation so that they have their business continuity in future.

## ■ What were the priority activities from the marketing and marcom perspective from Oracle during these times

This time, what we have done is, other than whatever I mentioned about working along with the partners, we have also ensured that we are enabling our partners through our digital learning initiatives.

In fact, we have certain dedicated avenues where they can learn. Get certified access resources, whether it is sales, presales or other certification. This is something which we have worked along with them now, which has helped them to grow and working on a communication perspective marketing. One of the greatest things which we have done is we have something called the Oracle digital Marketing Center or ODMC. It's a modern marketing autonomous platform that provides our Oracle partner OPN community is suit fully integrated digital marketing tactics in it. It is ready to execute Oracle marketing campaigns and content designed to enhance partners' go to market strategy. It improves results and strengthened a partner's brand

also, from that perspective. Number of our partners are also taking advantages of ODMC services and have been able to get not only leads but from an overall closer perspective at this time. So this is something which we are working along with our partners and we are seeing good results.

## ■ What are the parameters for measuring OPN 2020 success and how do you make partners more productive?

OPN 2020 is a very new program, we had taken back from, all across a different range of customers, whether it is our reseller, our system integrator or our ISV partners or hardware partners, and also looked at focused cloud and service partner. We had taken inputs from them and this program was launched in end of last year and it came in a time and all this started. So it helped us also to address this time better. Now most of the things have already built in that, but again, it is a continuous process. We work along with our partners, we take the regular feedback, not only from a country specific or even a region specific area. There's regular discussions with the India partners also, we work with them, take their feedback and even there are representative from the India partner community in the overall APAC partner. We have a place where we discuss along with the partners, take feedback and work upon things and make things simpler, so that it can help the partners and us.

If there are any changes, which needs to be brought in based on partner's input, we try to incorporate and take it forward but overall again to touch upon the three core areas, customer centricity, then success driven approach and it's simplified process is the key for the OPN.

## ■ How is Oracle

## reconciling to synergize with a heterogenous set of partners?

The OPN simplified program is helping us. We have people to work with different set of partners. Even from an Oracle perspective, sometimes a partner will play in all the four areas, a bigger SI may do that, but otherwise it is very clear, the partner focus perspective where they are playing. For example, someone is playing from a resale perspective only, someone is playing only from a cloud service perspective or someone is playing from a cloud resell perspective. Everywhere we have people even inside company, we have worked and built our teams so that our partners, whoever is focused on whichever approach we can support them.

We precisely understand that each of these players are different. An ISV is different from an SI and services focus versus the reseller focus and what it means from a customer relationship perspective that is why we are able to cater to all of them in a better way while driving success for them and their end customer.

Additionally, what we do along with partners is for each of these partners for their specific focus area, we continue to constantly invest in skilling, re-skilling, up-skilling our partners and whichever partners want to re-scale and upscale and move to cloud, we try to help them from our partner perspective also, our partners from a cloud first world perspective also.

## ■ How did Oracle sort of ensured the partners to follow only digital closures of deals?

First and foremost, during this time also, whether it is our partners or we are customers and even from an overall perspective of deal closure, we have seen great deals closing. We have even seen

great transformation deals closing during this time from an India perspective and it has been closing from each of the segments, not only from the enterprise segment or SMB segment or the Government segment. In this situation, with the help of the new technologies which are there be it Zoom perspective we have been closing deals.

With all this communication tools even remotely, the physical presence may be missing, but people are able to see each other and talk and close things. In one side, that touch is crucial, definitely and, once this period gets over, we will be back to that but even in this time, with everyone, whether the customer

“ We are trying to work in this next two quarters more constantly with the partners on skilling, reskilling, their focused areas and their skill sets, especially with links to cloud. It is a constant process. It is not only with the partner, we do it with our teams across all, whether it is sales, pre-sales or channels and everywhere ”

or the partner and even the OEMs, we are seeing that, everyone has adapted to this very well. Even though physical communication is not happening the next best thing, which is through any video and audio, people are discussing deals and closure is happening. This is our third quarter into the scenario and overall whether it is existing customer or new customer or even transformation projects, we have seen that this happening. Of course, there are challenges. It would always be great to have a face-to-face discussion and close certain things, which in normally takes a little more of time which can get covered in maybe one meeting takes two meetings, but overall we have seen great successes even in this time and I will believe as customer partners and we all

have adapted to this.

## ■ What will be Oracle's key focus priority areas for the next couple of quarters?

Focus continues on cloud in all forms, whether it is OCI, or IaaS, SaaS perspective. Over there, we want to work more with our partners and ISVs to ensure that we work on the workload, on OCI and take it to the customer and work along with the customer from a transformation project perspective.

We are trying to work in

work with them and help from optimizing on OPEX model rather than a CapEx in the form of cloud. These are the areas which we are focusing on the next two to three quarters. Of course the other thing is there, we are trying to ensure that we have enough time in keeping customers timelines, partners' timeline, and proactively trying to address a situation in this time so that from an execution perspective, we are prepared and execute, within the time, any new deal, whether from a cloud perspective or hardware perspective.

## ■ What are the marquee logos in the Oracle portfolio now?

We have great logos like, Mannapuram, NITI Aayog, IFFCO from IaaS and PaaS perspective. We have great logos from a SaaS perspective worldwide.

Even in India perspective, there are referenceable SaaS customers, there are work-in-progress customers, From India perspective, there are projects which are going on in RP, HCM, CX, OCI domains.

## ■ What will be Oracle's message for both partners and customers?

We understand the sensitivity of this time and we would be working very closely with our partners to ensure that the business continuity in this time is maintained. We assure that from our perspective, we are doing our best across so that, whatever way we can support in this time. Especially from the partner perspective we would like to enhance your skill and identify your focus area more so that we can work together and create more business avenues for you and for us. Also, in this time, it is important for everyone to stay healthy along with your family and take necessary precaution as much as possible from that angle.

this next two quarters more constantly with the partners on skilling, reskilling, their focused areas and their skill sets, especially with links to cloud. It is a constant process. It is not only with the partner, we do it with our teams across all, whether it is sales, pre-sales or channels and everywhere. We give the same thing, which we, work along internally, and then it is passed on to our partners and customers so that they see the benefits and whoever wants to get the benefit of learning more and more in this time. So that is a focus area, which we want to go on and work on.

Primarily these are the areas, which we see our focusing perspective. Segment wise, we want to focus on all the segments. In some way we can



## SUSE IS THE ONLY TRULY OPEN SOURCE PLAYER TODAY

**Rajarshi Bhattacharyya, Country Manager, SUSE India explains how open source solutions are helping businesses in these challenging times.**

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

SUSE today is the world's largest independent open source company. We are in the industry for 28 years. We are the oldest enterprise Linux operating system. As a true open source, we provide a plethora of products, solutions, and services, starting from the Linux operating system to containers and application platforms. We help enterprises simplify their IT infrastructure, modernize their applications and accelerate their businesses to digital transformation.

We have SUSE Linux Enterprise Server, which is a very robust, scalable operating system. On the software defined storage, we have

SUSE Enterprise Storage, which is an open-source storage solution, which takes care of software defined storage portfolio of ours.

On the application delivery and application modernization, we have SUSE CAP, which is a cloud application platform, and we also have a container management solution which is container as a service platform, SUSE CaaS. These are the broad base portfolio that we offer to customers in India, and we enable them to actually simplify their IT infrastructure, modernize them, and also accelerate their business transformation journey.

### ■ How is SUSE looking at supporting the partners in the current



**RAJARSHI BHATTACHARYYA,**  
Country Manager, SUSE India



## situation from cash-flow challenges?

Right from day one, SUSE is a true open source company. We have open source ethos and we are very easy to do business. Our standard payment cycles are so good that we did not have to change anything. For us it remains standard payment terms and conditions and our partners did not face any challenge with us in terms of making payments or getting their payments out of the customers. I firmly believe today if an organization really provides gold standard support and services in this market as well, customers are willing to pay because that is helping them to fast track their move to the new normal. We are treated as an integral part of their transformation journey. Existing payment terms and conditions are very well suited to enable our partners to be cash-flow sufficient.

## ■ How is SUSE helping partners in offering remote support to customers?

We have our customer support center based out of India. Addressing customer issues is something which is of prime importance. We have the support center based out of Bangalore that is 24/7. It is very easily accessible and the standard of responses and the kind of SLAs that we deliver to our customers have been working out very good for them. There have been times where we had to go an extra mile, but we believe in our open source ethos to immediately help customers fix their problems. Since the entire community partners with us, figuring out an issue does not take much of a time and that is the beauty of an open source organization.

## ■ How is SUSE's partner ecosystem structured?

We go back to the same 100% open source Ethos. Our

partners are tiered into Platinum, Gold, Silver based on their technology skill-sets. In India, we have close to around 300 partners spread across different geographies, and that is one area via which we operate.

We have cloud services providers, we have IFCs with the likes of HP, Dell, IBM with whom we partner and together we service our customers. That is the broad partner eco-system we have.

## ■ What were SUSE's priority focus areas in the current pandemic situation?

For SUSE, safety is first and foremost for our own employees. Our employees' health and mental wellness are very seriously considered. We have programs where we allow the employees to dial into helplines and enable

“ We have cloud services providers, we have IFCs with the likes of HP, Dell, IBM with whom we partner and together we service our customers. That is the broad partner eco-system we have. ”

them and counsel them if they require because not everybody had a very nice experience of suddenly getting into a lockdown scenario. We did address this right from day one that safety is our primary importance.

In India, we are lucky that none of our employees have got impacted by COVID. Well-being, staying safe, helping customers and partners to grow is very important in today's time. We have organized multiple calls with our partners to check on them in terms of their health, their employee models. We have been in touch with our distribution organisations, working out on the marcoms, allowing people to know the do's and don'ts of digital transformation. You might be seeing that a lot of webinars,

which are happening across the globe, which are also been rallied across in India too. All in all, a very well knitted effort with the help of our ecosystem partners had allowed us to be in the position of strength that we are today in India.

## ■ Which were the verticals doing good business with SUSE at this time?

The least impacted is the BFSI, then comes IT/ITeS, and then the telcos. Here the consumption only increased because of the nature of business. However, there is a decrease in manufacturing because the manufacturing segment today has shifted their mindset from on-prem to a cloud. So that is where we actually picked up the business. We may have lost a little in

the on-prem business, but it has been well compensated through the increase in cloud consumption.

Manufacturing and retail are very largely impacted and it is going to take some amount of time to actually get the economy back on track and probably once the pandemic situation improves but people are coming to terms with it. However, maintaining the protocols are very important and then working with the protocol and the new normal. Probably we will bounce back very sharply in manufacturing as well as in the retail segment.

## ■ What has been the traction seen in the government business?

We are seeing a lot of government business getting

closed which gives us an impression that the government is actually readying themselves up that the moment this pandemic comes to an end. We are ready to take on the new normal, the new world, which is going to emerge post pandemic. So there have been multiple amount of investments which are going on in terms of reforming the corporate. The Ministry of Corporate Affairs is investing heavily, financial institutions are investing heavily, the defence organizations are investing heavily.

The smart cities are also getting concluded. You have a lot of smart cities which got closed within this last six months, which speaks volumes about the positivity which exist amongst these difficult times. The government definitely is improving a lot, and has been more open in terms of adoption of newer technologies and faster adoption of newer technologies most importantly. Gone are those days when a file movement would have taken a 12 month time period but that time-frame has come down today because that is a need of the hour, and the government needs to be more responsive.

## ■ What will be SUSE's key focus areas in the new normal for at least the next 2-3 quarters?

We will continue to work very closely with our communities, partners, and customers, so that we keep innovating and enhancing our products and solutions. That is very important. We need to keep on innovating and that is only possible when you work very closely with your customers, with your partners, with the community. That is very key and then to ensure our employees are safe, that is also very important. We will continue working with communities, partners, and customers so that we help organizations to simplify their IT, to modernize their applications and accelerate their digital transformation journey.

# NUTANIX FOCUSES MULTI-CLOUD



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

Nutanix has got two main streams — preparing enterprise to get to the cloud and then enhancing their value once they are there. First and foremost, we have our Nutanix Core. This solution helps to modernize the data centre and our main key element is Nutanix Acropolis (AOS) on which the entire HCI is defined. Apart from that we have the Nutanix Essentials which help the customer move to the private cloud.

We then move to the enterprise class of products which help customers who want to get onto hybrid or the multcloud. This is how we are structured from the product perspective in India and across geographies. Recently we have also announced partnerships with

AWS and Azure, to provide Nutanix Clusters on both platforms.

## ■ What are the dynamics of Nutanix partnerships with public cloud providers like AWS and Azure as well as hybrid cloud providers like HPE or

### IBM?

We have strong alliances with HPE in India and globally we are strong partners with Lenovo. We deploy a lot of solutions along with these two partners and in India these are the two major OEMs for us. We provide our entire stack of services which is available via Lenovo and HPE. With IBM Global Services we work very closely and there are strategic things which we are working together along with IBM. We

have strong alliances with Yotta, Netmagic and they are a special category of partners with us wherein we provide our solutions and services to these partners and they develop the model in totality for the customer and present it to the customer as a hybrid or a private cloud.

## ■ What have been the impact of changing workload patterns

## for enterprises in the current predominantly WFH mode?

Covid-19 has accelerated multi cloud adoption across the world. When it comes to a strategy formation on cloud, security is very pertinent. It is affecting customers and also bringing in a lot of scrutiny for everyone today to be ready to cope up with any problems that come in future. We had been ready from Day 1 to work from anywhere. We never had issues as an organisation and we were completely prepared.

### ■ How has the nature of engagement with CIOs changed especially in the present situation?

I will not say that there is a major change with respect to the engagement. But CIOs have become one of the main drivers for the business because unless and until all the things are infused into that business, whether it is the security element or the connectivity element or providing the employees with the adequate kind of tools to operate from home, any process is not going to work.

### ■ How did Nutanix manage remote services and support for customers when both partners and customers were in a WFH mode?

We did a lot of interactions with customers when this pandemic started in India. We went to our customers on a proactive basis, spoke to them so that they do not face any problem. We actively engaged with our partner ecosystem, we were thorough with them, up-skilled them. We did the entire mapping with the partner ecosystem and we did this really well and till date we have not faced any major issue with any of the service delivery with our customers in India.

### ■ How is Nutanix



“ Covid-19 has accelerated multi cloud adoption across the world. When it comes to a strategy formation on cloud, security is very pertinent. It is affecting customers and also bringing in a lot of scrutiny for everyone today to be ready to cope up with any problems that come in future. ”

### partner organization structured?

We are a 100% partner company. We do not do any kind of transaction or billing directly in India. For the partners there is an equal opportunity to invest, earn, get the return to their investment. From a structure perspective, what we have done specifically looking at the complexities coming day by day is collapsing all hierarchies. Due to the pandemic the customer mindset is changing. We listened to our partners and we came up with a new partner program which got launched recently. The program name is Elevate. It is all about the simplicity, predictability and profitability of the partner.

### ■ How did Nutanix look at balancing existing customers and acquiring new customers?

We were more focused on listening to our customers more and more. We were very proactive about calling customers to plan for any contingencies or any kind of problem they might expect to face in future because of the disruption and this helped us to deliver more for our customers and also expand our base.

### ■ What are the measurable

### parameters on which you track the success of the three outcomes of the Elevate Partner program?

Elevate provides a unique emphasis on partner capabilities and competencies to sell and support the Nutanix portfolio, rather than revenue targets. The programme focuses on what solutions the partners want to pick up/specialize in, and the measurables are also around that.

### ■ What will be your key focus areas in the new normal at least for the next 6 months?

I think from the partner's perspective while the partners and customers have been disrupted due to Covid-19, the technology has enabled many to adapt and innovate and create many new opportunities for partners to benefit the customers. For Nutanix as an organisation nothing has changed. Enterprises are now operating in a new business reality and business that emerge from Covid-19 will be more lean, efficient, more productive and far more adaptive.



# Dell Technologies Project APEX Accelerates as-a-Service Strategy

**Dell Technologies offers industry's only edge to core to cloud offering combining on demand flexible payment models with infrastructure solutions and services for businesses of any size**

Dell Technologies the leader in cloud IT infrastructure<sup>1</sup>, expands its as-a-Service capabilities with Project APEX in India to simplify how customers and partners access Dell Technologies a-a-Service—across storage, servers, networking, hyperconverged infrastructure, PCs and broader solutions.

Gartner indicates that by 2022, 15% of new deployments of on-premises computing will involve pay-per-use pricing, up from less than 1% in 2019<sup>1</sup>. With Dell Technologies as-a-Service offering, businesses can choose between several

flexible consumption\*\* options, including Flex On Demand, global support, deployment, and managed services. This helps customers reduce the management of on-premises IT to make it as easy to consume as public clouds.

“The world is changing and so are the needs and demands of our customers. There is a strong need for a consistent infrastructure which is able to provide an organisation with ability to deliver optimized business results from cloud to edge locations whenever it is required,” said Manish Gupta, Senior Director and General Manager, Infrastructure Solutions Group, Dell Technologies India. “Dell Technologies’ as-a-Service capabilities deliver the industry’s broadest end-to-end portfolio of consumption-based and as-a-service solutions. Customer can choose and pay for IT solutions that meet their business requirements and take advantage of any new opportunity that comes their way.”

“As a leader in flexible consumption solutions, Dell Technologies is committed to its partners, delivering services and solutions for today’s on-demand economy. We understand the requirement and are enabling partners with solutions and skills to help simplify complexities,



**ANIL SETHI**  
Vice President and General Manager, Channels, Dell Technologies India

while encouraging innovation. The Dell Technologies as-a-Service portfolio comprises of the full range of solutions for partners to resell products, solutions and services. Today, our customers are increasingly relying on partners for flexible consumption models and we are dedicated to help them drive business continuity seamlessly.” Anil Sethi, Vice President and General Manager, Channels, Dell Technologies India.

## as-a-Service for Partners

Dell Technologies partners globally will receive up to

20% incentive on Flex On Demand solutions. The partner’s ability to offer as-a-Service solutions and make relevant technology decisions have become increasingly important, in order to win new business and delight existing customers. Dell Technologies’ as-a-Service capabilities enable partners to offer services and solutions that match the ebb and flow of a customer’s business, achieving cloud economics in the on-demand economy.

According to a global study by IDC, sponsored by Dell Technologies, organisations which adopted Dell Technologies as-a-Service offers, specifically for Flex On Demand and Data Center Utility, to understand the solutions’ impact on their costs, agility, and business results, were able to lower the average storage costs of operations per year by 23%, lower cost of unplanned outages by 64%, and reduce time spent in deploying new storage capacity by 92% amongst others. With Dell Technologies’ offers, businesses can choose between several flexible consumption options, including global support, deployment and managed services. This helps customers reduce the management of on-premises IT to make it as easy to consume as public clouds.



**MANISH GUPTA**  
Senior Director and General Manager, Infrastructure Solutions Group, Dell Technologies India

# Veeam Announces NEW AWS Backup and Recovery Capabilities for Cost-Effective and Secure Backup With Amazon RDS

Veeam Software, announced the general availability of NEW Veeam Backup for AWS v3 — a fully automated and native backup and disaster recovery solution built on Amazon Web Services (AWS), designed to effortlessly provide additional protection and management capabilities for Amazon Elastic Cloud Compute (Amazon EC2) and Amazon Relational Database Service (Amazon RDS). Built with reliability, cost-effectiveness and security top of mind, Veeam Backup for AWS v3 is designed to drastically minimize the risk of data loss for data on AWS. This new support and feature set is available in two packaging options, allowing organizations to choose the data protection solution that best fits their needs:

Veeam Backup for AWS, a standalone AWS backup and recovery solution for protecting data on AWS

Veeam Backup & Replication™, unifying AWS backup and recovery with other cloud, virtual or physical data and unlimited data portability to, from and across clouds

“We are excited to deliver

Amazon RDS support in this latest version of Veeam Backup for AWS,” said Danny Allan, chief technology officer and senior vice president of product strategy at Veeam. “With the number of active AWS users exceeding 1 million[i], it’s no surprise that this support has been the most requested feature from our Veeam customers and prospects. Not only is there an amazing market opportunity, but it’s also the right time for us to fulfill a great need for our customers and stay ahead of the curve. Our recent acquisition of Kasten further strengthens our commitment to support our customers’ business transformation to future-ready architectures. Veeam’s ability to now also protect and mobilize Kubernetes workloads in AWS via Kasten K10 data management platform is certainly a major differentiator in this space.”

Veeam Backup for AWS v3 now delivers AWS-native backup and recovery of Amazon RDS databases with the same reliability, cost-effectiveness and security benefits customers have come to expect from Veeam solutions. Users are able to fully automate backups of Amazon RDS with flexible policies and scheduling, and can subsequently overcome any data loss using fast recovery options to restore entire databases from an exact point in time in just seconds. Additional new functionality includes:

Support for backup and recovery of Amazon Virtual Private Cloud (Amazon VPC) settings — even across AWS accounts and AWS Regions — for troubleshooting, disaster recovery and dev/test purposes

Role-Based Access Control to delegate roles and access permissions for backup and recovery operations, streamlining operational efficiencies while ensuring data protection



**SABINA JOSEPH**  
Director, Americas ISVs, at Amazon Web Services, Inc

meets security and compliance regulations

Support for AWS Outposts, enabling organizations to use the same Veeam-powered AWS-native backup and recovery they use for on-premises AWS Outposts deployments

Veeam Backup for AWS is available in three editions: a FREE standalone cloud backup solution (limited to 10 AWS instances; unlimited restores), a paid standalone cloud backup solution (starting at \$40 per AWS instance per year; metering enabled; pay for what you use) or as part of Veeam Backup & Replication for a comprehensive hybrid and multi-cloud strategy with unlimited data portability options.

## Supporting Quotes

“The ability to rapidly respond to customer requirements is necessary in today’s ever-changing environment. By delivering support for cloud-native backup and recovery of Amazon RDS databases, support for AWS Outposts and the ability to protect Kubernetes workloads in AWS, Veeam has shown it can operate at the speed of cloud and address dynamic customer needs.” – Sabina Joseph, Director,

Americas ISVs, at Amazon Web Services, Inc.

“Customers are using a growing range of cloud apps and infrastructures that are generating mission-critical data. As a result, multi-cloud data management and protection has become strategic, especially considering increased cyberthreats and strict compliance requirements. Customers are struggling, though, to obtain single-pane-of-glass visibility and control over data across multi-cloud environments — and to provide fast levels of recovery. Adding backup and recovery of Amazon RDS databases, and integrating AWS data to be protected alongside other on-premises and cloud sources, indicates that Veeam recognizes and is working to address this pain point.” – Krista Macomber, Senior Analyst at Evaluator Group

“The Sopra Steria operations team was looking to realize the agility and cost-efficiency of Kubernetes while effectively serving a large number of projects. The Kasten K10 platform provides us with a simple and scalable solution that delivers the best data management capabilities for our AWS workloads and Red Hat OpenShift clusters. Even better, we deployed it in minutes without any developer changes, training or professional services. It’s incredibly easy to use and just works!” – Thierry Luc, CTO at Sopra Steria

“Voxelcare relies on Veeam to not only protect the remaining workloads we have in data centers on premises, but also our data on AWS. Veeam solutions have always been very flexible and reliable, and incredibly easy to use. We were given a sneak peek of Veeam Backup for AWS v3 and are excited to use it to also protect our Amazon RDS data.” – Juan Sevilla, Development Manager at Voxelcare



**DANNY ALLAN**  
Chief Technology Officer and Senior Vice President, Product Strategy, Veeam

# Channel Point

## Technology Trends to Watch in 2021

Nobody knew how 2020 would end when it started. The coronavirus pandemic has forced businesses to adopt digital transformation more than ever before. The number of businesses that have moved online in the past couple of months alone is more than those in the last decade.

2021 will mark a turning point. The business landscape has fundamentally shifted. But with the pandemic still a reality and budgets rightfully under scrutiny for 2021, it also means taking advantage of and realizing the value of the technology that you already have — and finally retiring the technical debt holding you back. Success will depend on firms' ability and willingness to harness disruption to drive meaningful change.

Experts predict that CIOs will continue to accelerate their spend on cloud, security and risk, networks, and mobility — including struggling firms looking to leapfrog and gain advantage coming out of the pandemic.

Remote work will rise to 300% of pre-COVID-19 levels. Most companies will employ a hybrid work model, with fewer people in the office and more full-time, remote employees. As a major portion of the workforce develops the skills and preference for effective remote work, they will expect work-from-anywhere tech and culture — triggering major changes in talent acquisition. With effective remote work the current customer needs include small, light, and effective devices. Therefore, manufacturers are heading to the call by providing hybrid devices that double up as phones and tablets. 2021 will see a return of stronger and more efficient folding and unfolding devices.

According to Gartner, the Asia Pacific will finally catch up on Zero Trust adoption. Zero Trust adoption in Asia Pacific has lagged its global peers, but the acceleration of cloud adoption and an explosion in remote work, as well as changing regulations and consumer behaviors, make it ripe for change. At least one government in Asia Pacific will embrace a Zero Trust cybersecurity framework in 2021.

All that talk and hype around 5G will become real in 2021. About 51% of companies using IoT have noted an improved insight into customer needs, behaviours, and preferences. The value of 5G, therefore, will skyrocket in 2021.

Total Experience - Often abbreviated as TX, the total experience goes side by side with the customer experience, user experience, and employee experience. As most of the interactions today are virtual, distributed, and mobile, it's important to use the TX strategy even more.

Already, the COVID-19 pandemic has forced a new norm in collaborations. And that's why you need to bring together the customers and employees.

Robotic process automation (RPA) was a major technology tool that companies have had their focus on. Now, it has moved from task-based automation to process-based automation known as Hyperautomation. The magnitude of automation is set to go even higher as Hyperautomation increases in the coming year.

Quantum computing has helped in the management of COVID-19 in terms of managing the spread, looking for possible vaccines, and the development of therapeutics. As people continue to realize the power of quantum computing, we are more likely to witness its application in many industries in 2021 and beyond.

We know hard-learned lessons in adaptability, creativity, and resilience will continue to serve companies as they navigate ongoing change. At ITPV -Techplus Media, we are on and by your side to help you anticipate change and understand what it means for your firm — to guide you on how best to move forward.



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