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Raghavendra Kale
General Manager
Channel Sales Head
Vertiv India

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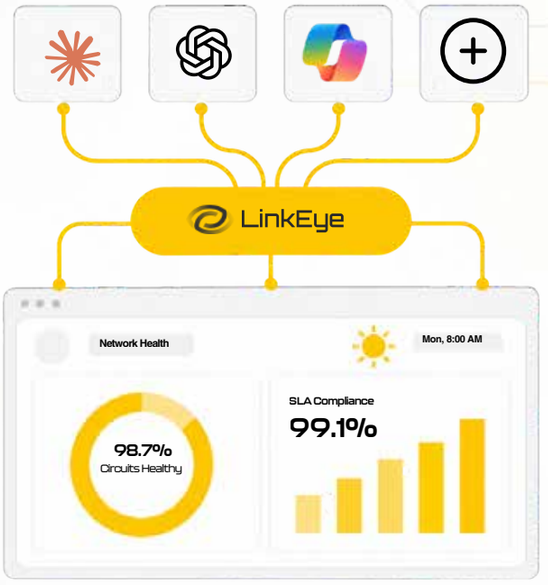
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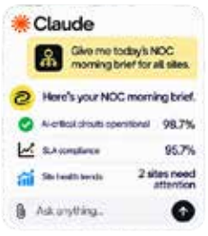
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CHANNEL CHIEFS: ARCHITECTS OF SUSTAINABLE PARTNER GROWTH

PAGE 24

Jio Platforms becomes India's second-most valued listed company

Jio Platforms became India's second-most valuable listed company after its stock-market debut on October 28, behind parent Reliance Industries. Its shares listed at Rs. 1,358, a 21.36% premium to the issue price of Rs.1,119. By the close of trading, the stock had gained around 26.7% over the issue price, taking its market capitalisation to Rs.13.05 lakh crore. The listing placed Jio ahead of Bharti Airtel in market value. Reliance Industries retains more than 64% ownership in the telecom and digital services company.



HCLTech launches AWS-powered nano GCC offering for AI adoption

HCLTech has launched an AI-powered nano Global Capability Center (GCC) offering built on Amazon Web Services to help enterprises establish and scale AI-native operations. Part of its GCC 360 suite, the model targets existing GCCs seeking transformation and mid-market companies entering India. It uses compact, product-focused teams and AI-enabled workflows, allowing clients to begin with specific projects and expand as results emerge. Asia Pacific will be the first rollout market, with delivery supported by HCLTech's India operations and its Center of Excellence in Lucknow.

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Sec. 11–14
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Sec. 8(3), 8(7)
04 Intelligent Data Reduction
Minimise exposure by redacting, masking and reducing sensitive data wherever needed.
Sec. 8(4), 8(5)
05 PIA / DPIA Assessment
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Sec. 10(2)
06 Data Breach Management
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Sec. 8(6)
07 Audit Management
Create reliable evidence on demand for internal reviews, external audits and regulatory scrutiny.
Sec. 10(2)(b)
08 Privacy Governance & Cross-Border Transfer
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Sec. 4, 7, 10, 16
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FROM GPUS TO GIGAWATTS: THE AI INFRASTRUCTURE WAR RESHAPING GLOBAL POWER

The $3 trillion race to build AI infrastructure is transforming data centers into strategic national assets, redefining economic competitiveness, digital sovereignty, and the future of global intelligence.

The world is entering a defining technological era where artificial intelligence is no longer merely an innovation tool but a fundamental driver of economic power, national competitiveness, and industrial transformation. At the heart of this revolution lies an unprecedented global race to build the computing infrastructure that will power the intelligence economy.

THE $3 TRILLION INFRASTRUCTURE REVOLUTION

An estimated $3 trillion investment in AI data centers by 2029 is transforming global computing infrastructure. Traditional facilities are evolving into AI-native powerhouses equipped with advanced GPUs, high-speed networking, and liquid cooling. As the industry shifts from megawatt to gigawatt-scale campuses, demand for electricity, water, and infrastructure is surging, making computing capacity a strategic driver of economic competitiveness and technological leadership.

AMERICA LEADS THE GLOBAL COMPUTE RACE

The United States dominates global AI infrastructure, with Microsoft, Amazon, Google, Meta, and Oracle investing heavily in hyperscale data centers. Initiatives such as OpenAI's Stargate, CoreWeave, and xAI's Colossus are accelerating the AI computing race. However, future leadership will depend not just on computing capacity but also on affordable energy, advanced chips, skilled talent, and sustainable infrastructure.

THE MIDDLE EAST EMERGES AS AN AI POWERHOUSE

Saudi Arabia and the UAE are emerging as major AI infrastructure hubs, leveraging energy resources, strategic investments, and global technology partnerships. Saudi Arabia's Humain initiative and the UAE's proposed 5-gigawatt AI campus in Abu Dhabi highlight their ambitions to become global computing powerhouses. The Middle East is rapidly transitioning from an energy exporter to a potential leader in sovereign AI and digital infrastructure.

FROM H100 GPUS TO GB300-CLASS INFRASTRUCTURE

AI infrastructure is rapidly evolving from NVIDIA H100 and H200 GPUs to advanced GB200 and GB300 systems, delivering greater computing power and efficiency. This transition demands higher power capacity, liquid cooling, and advanced thermal management. Organizations must redesign data centers with integrated computing, networking, energy management, and intelligent orchestration to support next-generation AI workloads.Token Economics Will Determine AI Profitability

While infrastructure investment is accelerating, the next major industry challenge is monetization. Every AI interaction consumes computing power, increasing infrastructure costs and energy demand. As autonomous AI agents drive higher token consumption, optimizing inference efficiency, model routing, and workload management becomes critical for profitability. Organizations must also strengthen API security to prevent token abuse, unauthorized consumption, and agent-driven financial risks.

QUANTUM READINESS BECOMES A STRATEGIC PRIORITY

Tomorrow's data centers must also prepare for emerging quantum technologies.

Quantum-ready data centers must support future hybrid computing, secure connectivity, and post-quantum cybersecurity. While quantum computing is still emerging, organizations must invest in flexible infrastructure, post-quantum cryptography, and secure data exchange to ensure long-term resilience and protect sensitive information against evolving quantum threats.

INTELLIGENCE, TRUST AND AGENCY: THE NEW AI EDGE

The next competitive frontier will be defined by three interconnected forces: intelligence, trust, and agency. Intelligence determines how effectively organizations convert computing power into innovation and business value.

Trust establishes whether AI systems can operate securely, transparently, and responsibly across critical industries. Agency defines how humans and autonomous systems make decisions, execute tasks, and remain accountable for outcomes.

As AI agents gain greater operational independence, identity verification, authorization, continuous monitoring, and containment become indispensable. The challenge is no longer simply building intelligent systems. It is ensuring that intelligence operates within trusted boundaries.

INDIA'S OPPORTUNITY IN THE GLOBAL AI ECONOMY

India's AI infrastructure revolution presents significant opportunities in sovereign cloud, domestic computing, and secure digital services. However, success depends on reliable energy, advanced cooling, semiconductor access, connectivity, and skilled talent. India must move beyond data center hosting to build a self-reliant AI ecosystem driven by indigenous innovation, cybersecurity, and digital sovereignty.

THE FUTURE BELONGS TO TRUSTED COMPUTE

The global AI race is shifting toward scalable, cost-efficient, and trusted computing infrastructure. Leadership will depend on AI-native architecture, energy efficiency, digital sovereignty, and quantum readiness. Data centers are no longer just the backbone of the internet—they are becoming the engines of the intelligence economy, shaping the future of global technological leadership.

Looking ahead, as the Great Cyber Pandemic intensifies, cybersecurity and data protection will become critical corporate priorities. AI-native data centers powered by advanced GPUs must train intelligent security models to combat deepfakes, financial fraud, and cyberattacks. Real-time threat intelligence, predictive defense, and automated containment will be essential to building a secure and trusted digital ecosystem.



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CONTENTS

LEAD STORY / 55pg

AI Versus AI:
SECURING ENTERPRISE TRUST IN THE AGENTIC ERA



REGULARS

Round About	10
Hot Bytes	12, 14
On the Ramp	16, 18
Voice N Data	19
Channel Buzz	20
Cool Bytes	22, 23
Product of the Month	21
Movers & Shakers	62

CEO SPEAK

8 POWERING PARTNER SUCCESS: Building an AI-Ready India Through Innovation

COVER STORY

24 CHANNEL CHIEFS: Architects of Sustainable Partner Growth

LEAD STORY

48 AI Takes Centre Stage, but Security, Data and Cloud Hold the Key

55 AI Versus AI AI Versus AI: Securing Enterprise Trust in The Agentic Era

INDUSTRY EVENT

21 Nutanix: Building the Foundation for Secure, Sovereign and Cost-Efficient AI

46 Cloudera Positions Hybrid, Sovereign and Agentic AI as the Next Phase of Enterprise Adoption

FACE TO FACE

47 Transforming Technology into Long-Term Business Value

VAR ANALYSIS

60 The AI Fraud Pandemic: Why Banks Must Now Verify Everything

CHANNEL CHIEFS: ARCHITECTS OF SUSTAINABLE PARTNER GROWTH\ 24pg



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POWERING PARTNER SUCCESS:

Building an AI-Ready India Through Innovation

Building India's channel ecosystem for AI data centre power and cooling solutions, the Vertiv Partner Program, a leadership programme for partner talent, a growing AI-ready portfolio and Vertiv™ 360AI are changing what it means to be a Vertiv partner in India.



Raghavendra Kale
General Manager,
Channel Sales Head
Vertiv India

What idea anchors Vertiv's approach to India's channel partners?

The partner's business comes first. A partner walks into a customer meeting, and the customer's requirement decides the conversation. Vertiv's role is to let that partner answer it from an end-to-end portfolio of power, cooling and IT infrastructure solutions and services. Vertiv™ 360AI brings that portfolio together for AI, with power, cooling and service solutions built for the demands of AI workloads

The Vertiv Partner Program gives that idea its structure. It brings deal registration, rewards, training, sales support and marketing resources into one place. The portfolio is backed by manufacturing in India, with facilities in Ambernath and Pune, including a Chakan plant for thermal management products. Vertiv India has also made channel growth a leadership priority, with a dedicated channel leader tasked with widening the partner ecosystem and building a scalable partner engine for strategic accounts

Partners are moving from product resale towards solutions and services. How is Vertiv supporting that shift?

Vertiv approaches it through knowledge, leadership and tools. Vertiv Learning offers online sales and technical training and keeps certifications tracked in one place, and selectors and configurators help partner teams scope solutions. Through the Vertiv Partner Program, partners gain access to enablement resources, incentives and joint go-to-market strategies designed to help them bring Vertiv's full portfolio to market

The newest addition is YUVA, Young Upcoming Visionary Achievers, a leadership programme for the next generation of partner leaders. Participants take part in masterclasses, business and financial strategy sessions and customer partnership frameworks, and they walk the production line at Ambernath. Each then takes on a business growth project built with a Vertiv mentor. Vertiv India's partner role is moving from solution delivery towards deeper strategic and consultative support for customers, and YUVA invests in the people who will lead that change.

What does it take to become a trusted infrastructure advisor?

An advisor can speak to the whole infrastructure environment, so four areas of depth matter most. Power architecture comes first, where Vertiv's infrastructure includes busways and UPS systems with power conversion and dynamic load management. Thermal management follows, including coolant distribution units and free cooling chillers. Monitoring through IT management systems is the third, and lifecycle services complete the set.

Vertiv supports partners in building that depth through Vertiv Learning, selectors and configurators, and Vertiv sales representatives who work alongside partner teams to identify and solve customer challenges.

How does the Vertiv Partner Program support partner profitability?

It supports a partner at each stage of a deal. Partners are eligible to receive deal registration discounts, rebates and dedicated training. They can promote their association with Vertiv through ready-to-use campaigns, co-branded collateral and content syndication tools, and Vertiv's sales representatives work alongside their teams. Program benefits vary by region and partner tier.

India has a layer of its own. The ITSI Partner Warrior Program was designed exclusively for Vertiv's Indian IT system integrator partners. It rewards sales and portal activity across a broad product range, and participation runs through deal registration on the Vertiv Partner Portal.

Where do partners fit in the AI infrastructure opportunity?

They fit in the design conversation. Vertiv's Designing Infrastructure for Enterprise AI guide sorts enterprise AI workloads into six archetypes and aligns each with one of four physical infrastructure models, from Edge AI Cluster to High-Density AI Cluster. It includes a four-phase roadmap for planning, deploying and evolving AI infrastructure. Vertiv frames the next phase of enterprise AI around whether organisations have the power, cooling, connectivity and operating environment each workload requires. A partner who can speak to those requirements can help customers work through them.

Vertiv 360AI organizes the portfolio around where AI runs, from inferencing and edge AI to enterprise and data centre AI and prefabricated modular AI data centres, with retrofit designs for existing sites

The Indian portfolio is moving in the same direction. Vertiv has delivered a direct-to-chip high-density liquid cooling deployment in India using its secondary fluid network system. It is also working with Server OEMs on liquid-cooled rack solutions for AI data centres, engineered and manufactured in India.

Why do services sit at the centre of the partner model?

Services keep a partner in the customer relationship after the first order. Vertiv Services in India spans preventive maintenance, performance optimization, remote monitoring, project and commissioning services, UPS and battery services, generator and switchgear services, and liquid cooling services. Startup services are performed by factory trained and authorised technicians. Preventive maintenance programmes include 24/7 emergency callout and Vertiv LIFE Services, a remote diagnostic and preventive monitoring service.

A partner who pairs a solution with these services offers the customer one relationship from design through commissioning and across the life of the equipment. That is what a services-led partnership looks like in practice.

What does the next phase of growth look like, and how can a partner get started?

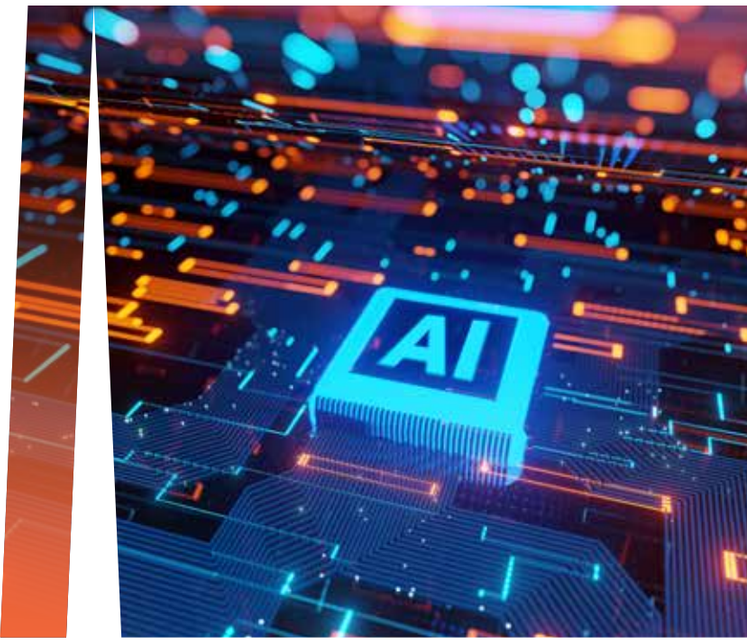
The next phase belongs to partners who combine product knowledge, leadership depth and a service offer that stays with the customer. Vertiv's investments in the Partner Program, YUVA and Vertiv 360AI, which spans liquid cooling, modular infrastructure and solutions from the edge to the data centre, are all aimed at that profile.

Getting started is simple. Partners register at the Vertiv Partner Programme portal, explore Vertiv Learning and plan priorities with their Vertiv representative. Vertiv invites India's channel community to build future-ready infrastructure partnerships for the AI era.

> **"India's AI infrastructure story is being written today, and our channel partners are the co-authors."**

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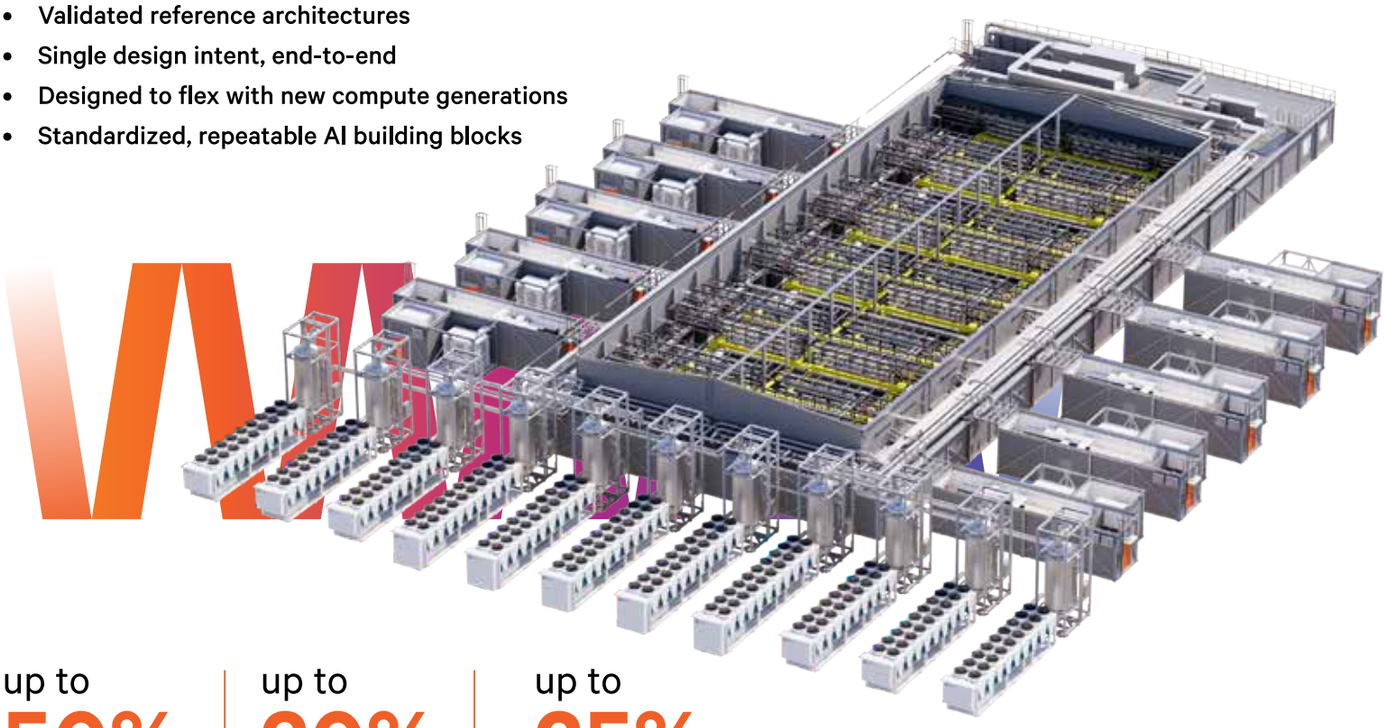


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[1] As compared to traditional multiple trades working onsite
[2] In aggregate Including the prefabricated shell, compared to traditional construction methods

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Brain Research Opens New Frontiers in Neuroscience and Medical Treatment



DR. ASOKE K. LAHA
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The study of the human brain remains one of the most fascinating and challenging frontiers of modern science. Although researchers have made remarkable progress in understanding the structure of the brain, the way its billions of nerve cells interact to produce thoughts, memories, emotions and behaviour continues to raise fundamental questions.

Advances in neuroscience are now offering new ways to investigate these mysteries, with potentially far-reaching implications for the diagnosis and treatment of neurological and psychiatric disorders.

The research described in this article centres on light-sensitive proteins and a technique known as optogenetics, which enables scientists to control the activity of selected nerve cells using light.

The work associated with Peter Hegemann and Georg Nagel of Germany and Karl Deisseroth of the United States has helped establish a powerful experimental approach that has transformed modern neuroscience.

Its importance extends well beyond the laboratory. By allowing researchers to manipulate specific populations of neurons and observe the resulting changes in brain function, optogenetics has improved the ability to investigate the biological mechanisms underlying movement, learning, memory, fear and other complex processes. It also offers promising avenues for research into conditions such as Parkinson's disease, epilepsy, depression and dementia.

Although optogenetics has become an influential research tool and has begun to inspire experimental medical applications, many of its most ambitious therapeutic possibilities remain under investigation.

Its greatest immediate contribution is the new knowledge it provides about how the brain works and how its complex neural circuits become disrupted by disease.

Peter Hegemann studied the mechanisms through which the alga senses light, while Georg Nagel contributed to identifying and characterising the proteins responsible for this response.

Their research helped establish the significance of channelrhodopsins, a family of light-sensitive proteins that function as ion channels in cell membranes.

These proteins respond to particular wavelengths of light by allowing electrically charged particles, known as ions, to move across a cell membrane. Because the movement of ions influences the electrical state of a cell, light can effectively become a switch that changes its activity.

Karl Deisseroth and other researchers helped turn this possibility into a practical method for investigating neural circuits. By combining genetic techniques with optical technology, researchers developed ways to activate or inhibit particular nerve cells and observe the consequences.

The human brain contains an extraordinarily complex network of neurons connected through billions of specialised junctions called synapses.

These connections enable information to travel between different regions of the brain, coordinating everything from simple reflexes to language, abstract reasoning and emotional responses.

Optogenetics provides a means of investigating such cause-and-effect relationships. Researchers can select a population of neurons, introduce light-sensitive proteins and stimulate the cells at carefully controlled times.

They can then examine whether this intervention changes the behaviour or physiological process under investigation. This precision has helped neuroscience move beyond recording brain activity towards experimentally testing how particular neural circuits function.

One of the most important potential benefits of optogenetics is its contribution to understanding diseases that affect the brain and nervous system. Millions of people worldwide live with neurological or psychiatric conditions that can impair movement, memory, communication, independence and quality of life.

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Samsung ranks fifth globally with $105.2 billion brand value

Samsung Electronics has ranked fifth in Interbrand's Best Global Brands 2026, with a brand value of $105.2 billion. The result marks its seventh consecutive year among the world's five most valuable brands. Samsung said it is the only Asia-based company to have maintained that position annually since 2020.

Interbrand cited earnings supported by AI semiconductor investments, stronger AI capabilities across Samsung's Device eXperience division and its customer-focused "One Samsung" strategy. The company expanded supplies of high-value memory products to meet AI demand, while extending personalised features and connectivity across smartphones, televisions and home appliances. Samsung also highlighted the Galaxy Z Fold8, introduced in 2026, as part of its mobile portfolio.

Interbrand evaluates brands using financial performance and outlook, their influence on purchasing decisions and overall competitiveness. Its assessment also considers strategy, empathy, differentiation, customer engagement, consistency and trust, providing a framework for comparing brand strength across industries and international markets.

DigiCert launches partner network to expand digital trust services

DigiCert has launched the DigiCert Partner Network, a global programme built on DigiCert ONE to help partners sell, deliver and manage digital trust solutions. It supports resellers, managed service providers, global systems integrators, service delivery partners, technology alliance partners and cloud marketplace partners, offering training, certification, technical support and marketing resources.

A new managed service provider programme enables partners to offer certificate lifecycle management and managed public key infrastructure (PKI) as recurring services. DigiCert ONE supports certificate discovery, issuance, renewal, policy enforcement and monitoring across customer environments, while DigiCert operates the underlying platform and PKI capabilities.

Partners can expand engagements from certificate automation into PKI modernisation, quantum-safe cryptography and trust services for software, devices, content and AI. Jeff Manning, Global Vice President of Channels and Alliances, DigiCert, said the network would help partners address trust requirements while developing broader customer relationships and recurring revenue opportunities.

Tenable expands open security ecosystem with AI workflows

Tenable has announced an expansion of its open technology and partner ecosystem through OPEN for AI, an initiative offering validated security workflows. Part of the Tenable Open Partner Exchange Network, it connects the company's exposure intelligence with customers' preferred AI models, agents and tools to support investigations, risk prioritisation and coordinated responses.



The initiative supports Model Context Protocol connectors and direct application programming interfaces, allowing customers to combine datasets across vendors through the Tenable Hexa AI MCP Server and partner servers. Security teams can access documented workflows or ready-to-use skills on Tenable's CyberAgents Exchange marketplace to develop integrations without custom software development. Launch partners include BeyondTrust, Cohesity, Corelight, Infoblox, SentinelOne, Snyk and Splunk. Available workflows address security triage, network threat mapping, code-to-runtime risk correlation and identity-based exposure assessment. Chief Product Officer Eric Doerr said the expansion gives customers flexibility to integrate AI tools and build workflows across their security environments.

Mobile PLI delivers 12 lakh jobs, ₹25,000 crore in direct taxes

India's mobile phone Production-Linked Incentive (PLI) scheme has generated ₹25,000 crore in direct tax collections and supported employment for around 12 lakh people, according to Union Minister Ashwini Vaishnaw. The programme seeks to strengthen domestic electronics manufacturing and attract investment as India expands its role in global smartphone supply chains.

The scheme has encouraged smartphone manufacturers and suppliers to increase production in India, supporting the government's Make in India initiative. Employment opportunities extend across assembly, component manufacturing, logistics, supply chains and associated services. The reported tax collections highlight the fiscal contribution of expanding manufacturing activity alongside investment and job creation.

The next priority is increasing domestic value addition beyond assembly. Developing component supply chains, advanced electronics, research capabilities and indigenous intellectual property will be important to that transition. Progress will also depend on workforce skills, technological innovation and closer integration with international electronics production networks.

RBI's ₹169-crore data centre and cybersecurity institute opens in Odisha

Prime Minister Narendra Modi inaugurated the Reserve Bank of India's ₹169-crore data centre and Cybersecurity Training Institute at Jatni, near Bhubaneswar, on October 25. Spread across 18.55 acres at Info Valley-II, the campus combines computing infrastructure with training facilities to strengthen the security and reliability of India's financial system.



According to a government statement, the data centre will host critical payment and settlement systems and other RBI initiatives. Designed to provide secure, resilient and scalable computing capacity, it aims to improve the efficiency and dependability of digital financial services. The accompanying institute will focus on cybersecurity training, research and capacity development in enterprise technology.

At the inauguration, Modi emphasised improving banking service quality and protecting financial infrastructure against cyberattacks. The project's foundation stone was laid by then RBI Governor Shaktikanta Das in March 2023. Union Finance Minister Nirmala Sitharaman and RBI Governor Sanjay Malhotra attended the inauguration.

Sarvam signs five-year AI pact for India's armed forces

Bengaluru-based Sarvam has signed a five-year memorandum of understanding with Headquarters Integrated Defence Staff (HQ IDS) to develop artificial intelligence applications for the Army, Navy and Air Force. Announced by HQ IDS on October 26, the agreement covers research, training, knowledge management and decision support across tri-service and integrated organisations.

Sarvam will design, deploy and maintain applications using shared foundation models, agentic infrastructure, geospatial capabilities and perception systems. Priority areas include target acquisition, data fusion and decision support, with human oversight retained for operational decisions. The company said the technology would be developed domestically and operate on sovereign infrastructure. The work will be undertaken by Chanakya, Sarvam's national security and defence unit, which focuses on deployments within air-gapped environments. The pact follows its collaboration with the Defence Services Staff College, Wellington, on DRONA 2.0, a generative AI platform supporting military training, research and strategic studies.

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Tech Data expands Destination AI to support SMB adoption

Tech Data has expanded its Destination AI framework with capabilities to help partners across Asia Pacific and Japan develop AI services for small and medium-sized businesses (SMBs). The additions include tailored AI Game Plan and Cloud Labs experiences, an AI Skills Marketplace in StreamOne and partner training.

AI Game Plan helps partners identify customer priorities and relevant use cases, while Cloud Labs supports testing before deployment. The marketplace offers reusable AI Skills for sales, marketing, customer support, operations and knowledge management. These skills are available at no cost, with potential partner revenue linked to licences, consumption and related services.

The framework spans enablement, discovery, proof of value, delivery and adoption. An AI Skills Foundations course supports partner readiness. Anand Chakravarthy, Vice President, Advanced Solutions, Tech Data APJ, said partners should focus on core business processes and measurable outcomes as they guide SMB customers through adoption.

NetApp and Oracle plan managed storage service on OCI

NetApp and Oracle plan to introduce a fully managed enterprise storage service on Oracle Cloud Infrastructure (OCI), integrating NetApp ONTAP capabilities. The proposed OCI NetApp Storage Service will support AI and mission-critical workloads, with general availability planned within the next 12 months.

The service aims to help ONTAP customers migrate workloads to OCI while retaining familiar data-management practices and workflows. Supported workloads are expected to include databases, enterprise applications, virtualised environments, electronic design automation, high-performance computing and AI data pipelines. Customers will manage storage through the OCI Console, software development kits and ONTAP application programming interfaces.

The companies are emphasising data protection, governance, security, high availability and predictable performance across cloud and on-premises environments. These capabilities target requirements in regulated sectors, including banking, healthcare and government. The offering will also extend NetApp's multicloud portfolio, providing enterprises another option for deploying applications and managing data consistently.

Sonata Software earns sixth Microsoft Inner Circle recognition

Sonata Software has received the 2026–2027 Microsoft AI Business Solutions Inner Circle award, marking its sixth recognition. The award recognises leading partners in Microsoft's AI Business Solutions network and builds on Sonata's relationship with the technology company spanning more than three decades.



Sonata said its Harmoni.AI tooling combines AI-led modernisation, data readiness, resilient AI operations and service delivery to help enterprises scale adoption. Chief Revenue Officer Anthony Lange said the recognition reflected the company's engineering capabilities in translating AI investments into measurable business value. Microsoft said Inner Circle membership recognises sales performance alongside collaboration, innovation and customer outcomes. Sonata's Microsoft capabilities cover Dynamics 365, Azure, Fabric, Power Platform and Copilot. The company recently joined Microsoft's Copilot Agents & Platform Engineering Depth Partners programme and became a Microsoft Frontier Partner, strengthening engagement with engineering and product teams as it develops and scales agentic AI solutions for enterprise customers across its business.

STPI opens incubation centre in Dehradun to support tech entrepreneurs

Software Technology Parks of India (STPI) has opened an incubation facility at IT Park in Dehradun to support technology startups and expand Uttarakhand's IT and IT-enabled services sector. Union Minister of State Jitin Prasada inaugurated the centre on October 23, highlighting the importance of domestic technological capabilities to India's development ambitions.



The facility will provide infrastructure for emerging companies seeking to establish or expand operations in the state. It is expected to connect entrepreneurs with mentors, industry networks and resources to develop products, strengthen businesses and identify customers. STPI also plans to use its Centres of Entrepreneurship to help companies address industry challenges, including cybersecurity. STPI Director General Arvind Kumar said the centre would support emerging IT and IT-enabled services companies. The initiative aims to encourage collaboration, innovation and skilled employment, while broadening opportunities for technology enterprises across Uttarakhand through incubation, guidance and industry engagement.

OPSWAT and Redington partner to expand critical infrastructure protection

OPSWAT and Redington have signed a distribution partnership covering the Gulf Cooperation Council, Levant, Turkiye, Africa and Commonwealth of Independent States. The agreement combines OPSWAT's critical infrastructure cybersecurity portfolio with Redington's sales, technical support, logistics and financing capabilities to serve government, defence, banking, telecoms, energy and other regulated sectors.

Initial priorities include MetaDefender Kiosk and MetaDefender Optical Diode for government, defence and operational technology environments. Redington will support deployments through inventory, logistics and technical resources. Partners can combine OPSWAT products with assessments, implementation and professional services, while Redington's DigiGlass offering will provide access to round-the-clock security operations without requiring partners to establish their own facilities.

During the first year, the companies will prioritise Africa, Turkiye and CIS, focusing on partner recruitment, certification and customer acquisition. OPSWAT will lead training, while Redington manages recruitment and channel logistics, with implementation adapted to local regulations and procurement requirements.

BD Software to add over 50 channel partners in Maharashtra

BD Software plans to onboard more than 50 channel partners in Maharashtra, expanding its distribution network as businesses increase investment in cloud platforms and digital infrastructure. The initiative will cover cities, emerging business centres and industrial hubs, with IT, manufacturing and banking, financial services and insurance among its priority sectors.

The company will support partners with technical training, certifications, presales assistance and sales support. Its portfolio comprises more than 20 technology solutions, including Bitdefender, Axidian, PrahiX, ePompto, miniOrange and Foxit, spanning cybersecurity, identity, cloud, email, data protection and PDF tools. The expansion aims to improve access to these offerings for enterprises and smaller businesses.

Devendra Saraf, Regional Business Head, BD Software Distribution, said the company would focus on deeper partner engagement and stronger capabilities in Maharashtra. BD Software serves more than 1.5 million users through its partner network, which remains central to its growth strategy.

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Lenovo unveils new ThinkAgile infrastructure to modernize virtualized environments for AI

Lenovo has announced new infrastructure solutions and services to help enterprises modernize the technology foundation behind their virtualized environments and prepare for AI. The expanded portfolio includes the Lenovo ThinkAgile VX850 V4, built for highly virtualized and demanding in-memory workloads; Lenovo Premier Deploy for Infrastructure, with three pre-defined service levels; and an enlarged set of Lenovo Express Solutions offering validated modernisation paths across leading virtualization and hybrid cloud platforms.

The ThinkAgile VX850 V4 expands Lenovo's virtualization portfolio with infrastructure designed for highly virtualized enterprise environments and demanding workloads. It supports both structured and unstructured data, giving organisations a base for consolidating and modernizing critical workloads. As AI becomes more deeply built into enterprise applications, Lenovo says the system helps update the infrastructure behind today's business-critical applications while creating capacity for future needs.

Sophos brings AI defense to expose shadow AI and secure AI use in real time

Sophos announced the general availability of Sophos AI Defense, which finds the AI tools employees and applications are using, including the ones security teams never approved, and enforces policy wherever they run. Every AI tool an organization can't see is a potential gap in confidentiality, integrity, and availability. Delivered through Sophos Fusion, the AI-native cybersecurity defense system, Sophos AI Defense connects controls on the device, across the network, at sign-in, and in the browser into one line of defense, so teams can safely adopt AI faster without adding another disconnected tool to manage.

Attackers see the same opportunity in AI that businesses do. This year alone, Sophos X-Ops has tracked an attacker using AI agents inside a customer's network to build and test nearly 80 malware modules; threat actors selling brokered API keys for frontier AI models; underground forums trading jailbreak techniques; and criminal recruiters seeking AI prompt engineers.

Galaxy Office Automation rolls out Auxhealium for autonomous IT support

Galaxy Office Automation has unveiled Auxhealium, an AI powered conversational IT co-pilot designed to autonomously resolve IT support issues rather than simply route them to a human agent.

Unlike traditional IT service management tools that guide a user through troubleshooting steps and then escalate unresolved issues, Auxhealium combines guided troubleshooting, deep enterprise knowledge retrieval, and self-healing automation in a single platform. The system is designed to learn from an organization's own support history, turning institutional IT expertise into automation that improves with every interaction. Galaxy is positioning Auxhealium to Mid and Large Enterprises, the segments where IT escalation volumes and compliance requirements are both high. The platform is being developed with SOC 2 guidelines, as part of Galaxy's broader Vision 2030 roadmap for its AI and automation practice.

Apple announces a new lineup of smart home accessories



Apple has launched an array of smart products, including an iPad-like device dubbed the HomeView. The HomeView device, which starts at Rs. 39,990 and starts shipping next month, is Apple's latest entry into a highly competitive market for connected home devices. It will feature a 7-inch screen and face recognition and will help users control doorbells, thermostats and smart locks in a market where Apple has tinkered for a decade without major success. Apple is launching these products in the hope of surpassing its rivals like Amazon.

Apple Home Collection, the new lineup of smart home accessories — including indoor and outdoor cameras, thermostats, temperature sensors, and a video doorbell and door lock — designed in collaboration with LG Electronics and Schneider Electric. These new accessories are simple to set up starting with one tap with iPhone, and everything is managed through the Apple Home app — no separate app or account required.

Securonix introduces ABA to detect human and AI-driven threats

Securonix has introduced Securonix Advanced Behavioral Analytics (ABA), a new capability that helps security teams identify at machine speed, activity that is technically permitted but operationally abnormal. ABA features Agent and Entity Behavior Analytics (AEBA), which identifies when an enterprise AI agent uses an unexpected tool, accesses data outside its purpose or changes its operating pattern.

Compromised accounts, insider activity and AI agents can resemble legitimate behavior when events are reviewed in isolation. Advanced Behavioral Analytics combines AEBA with User and Entity Behavior Analytics (UEBA), which connects unusual login times, rising data access and contact with sensitive assets across systems and time. Together, AEBA and UEBA help analysts investigate developing risk instead of isolated alerts and carry context through detection, investigation, case management and governed response. Policies, approvals and audit records remain visible and enforceable throughout the process.

Acer expands Iconia range with two 5G tablets starting at ₹23,990

Acer has expanded its Iconia Tablet line-up in India with two new 5G models, the Iconia Tab 11 5G and the Iconia Tab 12 5G. The company says the tablets combine large, high-refresh-rate screens, 5G connectivity, capable performance and accessory support, letting users switch between entertainment, learning and productivity.

The Iconia Tab 11 5G has a 10.95-inch Full HD IPS display with 1920 x 1200 resolution, 450 nits of brightness and a 90Hz refresh rate. The larger Iconia Tab 12 5G offers a 12.2-inch IPS panel with 2400 x 1600 resolution, 400 nits of brightness, a 90Hz refresh rate and full lamination. Acer says the screens are meant to deliver smooth visuals for streaming, browsing, multitasking and learning. Both tablets run on the MediaTek MT8755 octa-core processor, which pairs two A76 cores clocked at 2.4GHz with six A55 cores at 2.0GHz.

HPE unveils first four ProLiant Gen13 servers powered by 6th Gen AMD EPYC processors

Hewlett Packard Enterprise has announced the first four servers in its HPE ProLiant Gen13 line, powered by 6th Generation AMD EPYC processors. The systems expand compute, memory and I/O capabilities to help enterprises accelerate agentic AI and inference, analytics, virtualization, simulation and modelling, while tightening security, simplifying operations and improving reliability across distributed IT environments.

As AI systems move from generating insights to taking autonomous action, trust becomes a prerequisite for scale. McKinsey's 2026 AI Trust Maturity Survey found that nearly two-thirds of respondents cited security and risk concerns as the top barrier to fully scaling agentic AI. HPE says ProLiant Gen13 addresses these barriers with a trusted infrastructure foundation that pairs HPE iLO 8 innovations, covering automatic protection, infrastructure trust and post-quantum readiness, with enhanced visibility and control from HPE Compute Ops Management.

SUSE announces Sovereign Control to Enterprise Agentic AI with NVIDIA

SUSE has introduced new capabilities enabling enterprises to adopt Private Enterprise AI while maintaining complete operational control, security, and governance over their systems. Available with SUSE AI Factory with NVIDIA, the latest release introduces zero-trust agent security via the NVIDIA OpenShell Reference Architecture alongside SUSE Linux Enterprise Server (SLES) for NVIDIA. The solution is designed to deliver immediate support for next-generation NVIDIA silicon.

" As autonomous AI agents and next-generation silicon advancements reshape enterprise operations, AI sovereignty becomes non-negotiable," said Dr. Thomas Di Giacomo, Chief Technology and Product Officer at SUSE. "By combining enterprise Linux engineered for bleeding-edge hardware with active agent security, SUSE AI Factory with NVIDIA OpenShell equips IT teams to scale AI rapidly while keeping proprietary data, system availability, and budgets strictly under their control."

GoTo advances LogMeIn Resolve with new AI features and integrations

GoTo has announced major updates to its LogMeIn Resolve IT management and support platform for managed service providers (MSPs). The latest enhancements include new AI-powered insights, multi-tenant management capabilities, a Model Context Protocol (MCP) server, and third-party integrations, all designed to make managing and supporting customers easier for MSPs. Resolve's latest features are built to ease the complexity of managing multiple client environments, giving technicians greater control, cleaner data, and a more professional experience for their customers.

"Our growth was made possible thanks to Resolve's capabilities," said Federico Fobert, CEO of ITM Service Provider. "Thanks to these tools, we have been able to avoid hiring additional operators, saving both time and resources, increasing professionalism, and ensuring a highly reliable service for our customers. LogMeIn Resolve is the software that works for you and for your customers – and that is priceless."

Dell announces Pro Essential 14 and Pro Essential 15 laptops for small business productivity



Dell Technologies announces new Dell Pro Essential 14 and Dell Pro Essential 15 laptops built to help small businesses work more efficiently. Thinner and lighter than the previous generation with reliable performance, thoughtful productivity features and built-in security, they give growing teams the tools they need to stay productive wherever work takes them. The Dell Pro Essential lineup reflects Dell's commitment to giving small businesses quality and reliable technology at an accessible price point.

Small businesses don't have IT departments to troubleshoot problems or procurement teams to manage complexity. They need technology that works reliably from day one, travels easily between customers and locations and doesn't require a second thought. Dell Pro Essential 14 and 15 are purpose-built to meet that standard, with business-ready performance, security and manageability at a price point that makes sense for growing teams.

Palo Alto Networks announces Cortex XDR One for the Agentic AI Era

Palo Alto Networks has announced Cortex XDR One, a unified endpoint security platform designed to protect enterprises from threats targeting both traditional operating systems and autonomous AI agents. By bringing together Extended Detection and Response (XDR) and Cortex Agentic Endpoint Security into a single interface and lightweight sensor, Cortex XDR One addresses the critical security blind spots created by the rapid enterprise adoption of AI coding agents, co-pilots, Model Context Protocol (MCP) servers, and personal AI tools.

Over the past two years, enterprises have increasingly authorised AI agents to interact directly with internal databases, production code, financial ledgers, and customer management systems. Because these agents operate non-deterministically and inherit user permissions, they introduce complex attack vectors such as prompt injection, indirect data poisoning, and unauthorised API calls that traditional Endpoint Detection and Response (EDR) solutions and basic software containers were not built to stop.

Zoom introduces new unified context layer with AI-powered capabilities

Zoom Communications has introduced a new Unified Context Layer and several new products with AI-powered capabilities. The new offerings are designed to help businesses transform rich meeting context into meaningful deliverables that help accelerate work outcomes.

Zoom's new Unified Context Layer helps close that gap by linking conversation history with relevant documents and data. Together, these sources give people and AI agents a fuller picture of the work and what needs to happen next. This new layer brings together conversations with near real-time activity across Zoom and connected third-party applications, giving people and AI agents access to business context that might otherwise be lost or siloed. Configurable settings and controls help manage access, while coordination among AI agents turns business context into actionable insights.

Vi announces its prepaid family plan

Vi announced the launch of Vi prepaid family plan, India's first proposition that challenges conventional plans, by enabling family members to share data benefits with one another from anywhere in the country. The new proposition reimagines the traditional prepaid experience giving users flexibility to share data with family members, whenever someone is running low on data.

All active Vi prepaid subscribers can use the Vi App to create a family group, of up to four members— one being the primary member and up to three secondary members. Each member retains their own prepaid plan and validity while gaining the flexibility to share data and help the family stay connected. Vi Prepaid Family members can share 500 MB of data at a time to help another family member stay connected when they are running low on data.

Airtel introduces voice-only prepaid plans as per TRAI compliance

Bharti Airtel has added three new prepaid recharges to its portfolio for subscribers who only need calling and texting and carry no mobile data. The rollout comes days before October 21, the date by which the telecom regulator has asked Airtel, Reliance Jio and Vi to make such packs available. With this, Airtel has become the first operator to act on the new rules. The packs stem from the Telecom Consumer Protection (Thirteenth Amendment) Regulations, 2026, which TRAI notified on September 22.

Validity differs across the three packs. The Rs 185 recharge runs for 28 days, the Rs 203 recharge covers 30 days, and the Rs 206 recharge lasts a full calendar month. The last option allows users to recharge on a fixed date each month. Each pack bundles unlimited local, STD and roaming calls with 300 SMS. Subscribers also receive HelloTunes at no extra cost.

Tata Communications to build India's AI super highway

Tata Communications has announced strategic investments of close to USD 450 million to build an AI super highway in India - a high-speed, low-latency network fabric connecting India's key AI data-centre corridors. The company will build around 10,000 kilometers of the new long-haul fiber across India, creating one of the country's largest AI-ready connectivity network. Integrated with Tata Communications' global network backbone, the AI super highway will provide customers with a seamless, end-to-end connectivity fabric, supporting the performance, resilience and scale required for next-generation AI workloads.

India's data centre industry is poised for significant growth in the near future, driven by accelerating cloud adoption, AI deployment, increasing data localisation requirements, and growing enterprise demand for resilient, high-capacity digital infrastructure. As data centre capacity expands rapidly across the country, connectivity is becoming as critical as compute power and energy availability in enabling the next generation of digital services.

BSNL gears up for indigenous 5G push after positive 4G results

India's state-owned telecom operator BSNL is reportedly laying the groundwork for 5G services built on homegrown technology, after its locally developed 4G equipment delivered the performance the company was aiming for.

Vivek Dua, the company's Principal General Manager, revealed this at India Mobile Congress 2026. He said BSNL would keep extending its 4G reach over the next few months while rolling out fresh services in customer care and cybersecurity.

The operator has been installing 4G gear designed and made in India, part of a wider effort to lessen dependence on foreign suppliers. That network now serves as the springboard for its 5G plans. Dua indicated that the current system was working as intended and would reach more areas over time. No date has yet been given for a countrywide 5G launch, and the schedule will be shaped by how quickly the network is ready.

Jio plans to take its network technology global, with faster broadband and 6G in focus

Reliance Jio is preparing to take its network technology business beyond India while building faster broadband solutions for homes. At the company's IPO press conference, Akash Ambani laid out how Jio's in-house technology, fixed wireless broadband and overseas partnerships could drive its next phase of growth.

The company is also looking ahead to next-generation connectivity, with plans to move toward 6G through software upgrades. Together, the plans point to a strategy built on owning its network capabilities, widening broadband access and finding new business with telecom operators in global markets.

Ambani said Jio developed its own technology using the 5G unlicensed band, also known as the Wi-Fi band, to extend fixed wireless broadband. The company calls the technology UBR. Around 6.5 million customers were using it at the time of the conference, and it accounted for 40 per cent of Jio's new additions.

Singtel and Ericsson announces strategic partnership to scale 5G innovation and build AI-native networks

Singtel and Ericsson have announced a five-year strategic partnership to advance Singapore's 5G capabilities, accelerate the adoption of AI-native applications and deliver more reliable, intelligent connectivity for businesses and consumers.

The agreement builds on years of collaboration that have seen Singtel and Ericsson establish one of the world's first nationwide 5G standalone networks, pioneer advanced network capabilities like network slicing and differentiated connectivity services for both enterprises and consumers to market.

Extending the collaboration announced in March 2026, the new agreement establishes a longer-term roadmap that will focus on scaling 5G Advanced and AI-powered network capabilities across industries, supporting increasingly sophisticated AI and autonomous applications, and introducing more intelligent network capabilities that can anticipate demand, optimise performance and strengthen service reliability.

HIKMICRO Eco Series Offers Compact Thermal Imaging with SuperIR

HIKMICRO's Eco series comprises two compact handheld thermal cameras, Eco and Eco-V, designed for entry-level inspections in homes, buildings and industrial environments. The range supports troubleshooting of electrical appliances, heating, cooling, ventilation and plumbing systems, alongside checks for insulation problems and water damage.

Both models offer a native thermal resolution of 96 × 96 pixels, or 9,216 pixels. HIKMICRO's SuperIR image enhancement technology upscales thermal images to 240 × 240 pixels, or 57,600 pixels, in live view and stored images. A 25 Hz refresh rate supports smooth viewing during inspections.

THERMAL IMAGING AND TEMPERATURE MEASUREMENT

The Eco's 50° wide-angle lens allows users to scan larger areas for temperature differences associated with air leaks, water leaks and insulation issues. The camera stores radiometric thermal images and supports full-screen temperature measurement, with automatic tracking of maximum, minimum and average values to identify anomalies.

The stated measurement range extends from -20 °C to 550 °C, with accuracy of up to ±2 °C or ±2% of the reading. Central spot, hot spot and cold spot measurement presets are also available.



STORAGE, DURABILITY AND BATTERY LIFE

The series includes a laser pointer and 4GB of flash memory, providing storage for up to 30,000 thermal images. Seven colour palettes include White Hot, Black Hot, Rainbow, Ironbow, Redhot, Fusion and Above Alarm.

According to HIKMICRO, the cameras have an IP54 rating, withstand drops from up to two metres and carry a three-year warranty. A built-in 3350 mAh lithium-ion battery supports up to eight hours of continuous operation, with automatic shutdown settings of five, 10 or 20 minutes.

ECO-V ADDS VISUAL IMAGING

The Eco-V adds a 640 × 480 visual camera alongside its infrared lens. Users can switch between thermal, visible and fusion modes, with fusion combining visual details and thermal information for clearer inspection images.

A single click saves visual and thermal images simultaneously, supporting inspection reporting. Beyond maintenance and building checks, the supplied application list includes locating hidden pets in darkness and identifying objects through noticeable temperature differences. These functions help users document findings during routine on-site inspections.

CADYCE Launches CA-AOC30, a 30-Metre HDMI 2.1 Cable with 8K Support

CADYCE has launched the CA-AOC30, a 30-metre Active Optical HDMI 2.1 cable designed to support high-resolution audiovisual transmission over extended distances. The cable supports resolutions of up to 8K at 60Hz and 4K at 120Hz, with bandwidth of up to 48Gbps, catering to professional audiovisual installations, home entertainment systems and gaming environments.

The CA-AOC30 uses Active Optical Cable (AOC) technology to facilitate long-distance signal transmission, addressing connectivity requirements in installations where conventional HDMI cables may not be suitable. Its extended reach offers flexibility in connecting source devices to displays positioned farther apart in residential and commercial settings.

SUPPORTS ADVANCED HDMI 2.1 FEATURES

Designed to support HDMI 2.1 specifications, the CA-AOC30 incorporates features such as High Dynamic Range (HDR), Variable Refresh Rate (VRR), Audio Return Channel (ARC) and Enhanced Audio Return Channel (eARC). It also supports HDCP 2.2 for protected content playback, subject to compatibility with connected devices.

The cable's support for 8K resolution and high refresh rates makes it suitable for applications requiring detailed visuals and smooth motion. Its 48Gbps bandwidth enables the transmission of high-bandwidth audiovisual signals, while optical fibre technology is designed to address signal transmission challenges over longer cable runs.

The cable is also backward compatible with earlier HDMI versions, subject to the capabilities of the connected source and display devices.



DESIGNED FOR MULTIPLE APPLICATIONS

The CA-AOC30 targets a broad range of applications, including home theatres, large-screen displays, gaming setups, conference rooms, digital signage and professional audiovisual installations. Its 30-metre length provides greater flexibility for cable routing in environments where equipment and displays are located at a considerable distance from each other.

With this launch, CADYCE is expanding its audiovisual connectivity portfolio to address growing requirements for high-resolution content transmission and long-distance connectivity across residential, commercial and professional environments.

AVAILABILITY

The CA-AOC30 is part of CADYCE's CA-AOC series of High-Speed 8K HDMI 2.1 Active Optical Cables, which is available in multiple lengths to accommodate different installation requirements.

ASIRT holds 14th AGM, elects two board members

The Association of System Integrators and Retailers in Technology (ASIRT) held its 14th Annual General Meeting at Hotel Parle International, Mumbai, recently, followed by TechDay #140.



Members approved the previous AGM's minutes, audited financial statements for FY 2025-2026 and the appointment of auditors for FY 2026-2027. The Chairman and President reviewed the association's activities and achievements during the year.

Returning Officer Ravi Bhavnani announced that Satish Bhanushali of Intech Computers and Tejas Sangani of Axel Enterprises were elected unopposed to the board for three-year terms, with nominations matching the two vacancies. Bhanushali takes the Joint Secretary role. Kaustubh Kulkarni continues as Chairman, Avinash Bankeraika as Secretary and Kartik Kaji as Treasurer.

TechDay sessions covered Industry 4.0 and IoT solutions from Aliter Business Solutions, alongside data recovery capabilities presented by Mumbai Data Recovery. Bhanushali discussed delayed purchasing decisions and encouraged partners to explain the costs of postponement through customer visits. In the keynote, Dr. Vijay Bijlani, Founder Director of SAO Foods, outlined a business blueprint covering core business definition, customer and consumer distinctions, and authentic storytelling, using examples to illustrate entrepreneurial problem-solving.

Digisol hosts 'SI's for India' in Chennai to strengthen partner engagement

Digisol hosted its 'SI's for India' event in Chennai on October 14, 2026, bringing together system integrator partners for discussions and networking. The gathering focused on strengthening partner relationships and understanding their requirements in India's IT networking market. Digisol's management team attended the event, engaging with partners from the region.



Participants included Shridhar Kadam, CEO; Samir Kamat, Head of Active Products; Dinesh Thakur, Head of Passive Products; and Fazal Tabraze, Regional Sales Manager, South. Tabraze and the Chennai team coordinated partner participation. Kadam said, "System Integrators play a vital role in India's IT networking ecosystem. Through our 'SI's for India' initiative, we aim to strengthen our relationships with our partners, understand their evolving requirements, and create greater opportunities for mutual growth."

Kadam added that Digisol remained committed to supporting system integrators with reliable networking solutions and developing a partner ecosystem that contributes to the industry's growth. The evening concluded with a gala dinner and live music, allowing the leadership team and partners to continue interactions in an informal setting. The initiative forms part of Digisol's engagement with the integrator community.

PRAMA highlights indigenous solutions for intelligent transport security

PRAMA showcased its transportation security products and solutions at the 14th Traffic Infratech Expo, held on October 7–8 at Bharat Mandapam, New Delhi. The display included traffic control systems, toll plaza surveillance, facial recognition terminals, advanced traffic management solutions, storage products, UPS systems, networking and transmission equipment, advanced driver assistance systems and video management software. The company highlighted its domestically manufactured offerings for transport infrastructure.



The concurrent ITS India Congress 2026 explored transportation, traffic management, logistics, mobility, smart cities and parking management under the theme 'Connected, Integrated & Intelligent Mobility for Viksit Bharat 2047'. Prashant Hegde, PRAMA India's Vertical Head–PPOG, Heavy Industries & Transportation, joined a panel on citizen-centric intelligent transportation systems. He said PRAMA's advanced traffic management system combines traffic monitoring, AI analytics, incident detection, automatic number plate recognition, speed enforcement, vehicle classification and driver behaviour analytics through a centralised platform.

The expo brought together government representatives, transport experts, project heads, system integrators and service providers to discuss urban transport challenges. PRAMA engaged with industry participants and delegates, presenting surveillance and traffic management technologies intended to support monitoring and transport operations.

CP PLUS showcases AI-powered surveillance at Transport + Traffic Infratech Expo 2026

CP PLUS showcased its AI-powered surveillance solutions at the Transport + Traffic Infratech Expo 2026, focusing on applications in traffic management and transportation infrastructure. The company demonstrated how intelligent video monitoring can help authorities and infrastructure operators interpret traffic movement and support operational decisions. Its participation centred on the use of real-time visual information to improve visibility across transport networks as urban centres expand and mobility systems become more complex.



According to the company, its solutions combine artificial intelligence with real-time monitoring to support traffic observation, improve situational awareness and identify patterns relevant to infrastructure planning. The showcase highlighted a shift from surveillance used primarily to record events towards systems that can generate insights for proactive operations. Such capabilities are intended to help stakeholders assess changing conditions and make informed decisions about traffic oversight and infrastructure management.

CP PLUS engaged with stakeholders from the transportation and infrastructure sectors. The company presented intelligent surveillance as a component of connected transport ecosystems, emphasising the links between video data, AI analysis and decision-making. Its showcase focused on supporting responsive monitoring and efficient transport operations.

Nutanix: Building the Foundation for Secure, Sovereign and Cost-Efficient AI

As enterprises accelerate their adoption of artificial intelligence, the conversation is shifting from experimentation to building secure, scalable, and economically sustainable AI infrastructure. Nutanix is positioning itself at the center of this transformation by combining hybrid multicloud capabilities, cloud-native technologies, enterprise AI solutions, and integrated security.

At .NEXT Mumbai 2026, **Faiz Shakir, Vice President, Sales, APJ, Nutanix and Anindo Sengupta, Vice President, AI, Cloud-Native and Neocloud/MSP Products and Solutions, Nutanix** shared their perspectives on India's growing role in global innovation, the evolution of hybrid cloud infrastructure, the economics of AI inference, and the increasing importance of data sovereignty and cyber resilience.

INDIA EMERGES AS A GLOBAL INNOVATION POWERHOUSE

India has become far more than a strategic sales market for Nutanix. It is now a major center for engineering, product development, and technological innovation.

According to Faiz Shakir, approximately 40% of Nutanix's global patent filings originate from its India-based engineering teams, highlighting the country's contribution to technologies deployed worldwide.

"India has been at the forefront of innovation at Nutanix for many years," Shakir explained, emphasizing that Indian engineers are not simply supporting global development but actively shaping the company's technology roadmap.

India is also Nutanix's largest commercial market in the Asia-Pacific and Japan region, reflecting sustained enterprise adoption and strong relationships with customers and channel partners.

This growth mirrors Nutanix's broader evolution. Originally recognized for simplifying infrastructure through hyperconverged infrastructure (HCI), the company has expanded into hybrid multicloud, Kubernetes, cloud-native applications, and enterprise AI.

The transformation reflects a fundamental change in enterprise IT requirements. Organizations increasingly need virtual machines, containers, and AI workloads to operate seamlessly across different infrastructure environments.

HYBRID CLOUD BECOMES THE FOUNDATION FOR SOVEREIGN AI

As enterprises deploy generative and multimodal AI, data sovereignty, security, and infrastructure flexibility are becoming critical considerations.

Shakir highlighted findings from Nutanix's Enterprise Cloud Index research, which indicated that 96% of surveyed Indian enterprises planned to repatriate workloads to hybrid environments to support AI-ready infrastructure.

Additionally, 82% of respondents identified data sovereignty as a priority.

These findings suggest that organizations increasingly want greater control over where their data resides, how AI models process sensitive information, and which infrastructure supports business-critical workloads.

Nutanix believes its hybrid multicloud architecture addresses these requirements by allowing organizations to operate workloads across private infrastructure and public cloud environments while maintaining consistent management and security capabilities.

For regulated industries such as banking, healthcare, telecommunications, and government, this flexibility can be particularly important when balancing innovation with compliance obligations.

RETHINKING THE ECONOMICS OF AI INFERENCE

One of the most significant challenges facing enterprises is the rising cost of AI inference.

As organizations adopt multiple AI models, usage-based pricing can make operating expenses difficult to predict. Every additional query, transaction, or generated token may increase costs.

Anindo Sengupta explained that Nutanix is addressing this challenge through its Enterprise AI inference offering, which emphasizes a fixed-price infrastructure model rather than per-token billing.



FAIZ SHAKIR
APJ SALES HEAD, NUTANIX



ANINDO SENGUPTA
VP, AI, CLOUD-NATIVE AND NEOCLOUD/MSP PRODUCTS AND SOLUTIONS, NUTANIX

Under this approach, enterprises deploy AI workloads on GPU infrastructure they control, supported by Nutanix software.

Organizations can run multiple AI models on shared infrastructure without paying an external inference provider for every token generated.

The economic advantage lies in greater cost predictability, particularly for businesses processing large and recurring AI workloads.

However, enterprises must still account for hardware investment, electricity, cooling, maintenance, software licensing, and operational expertise when evaluating total cost of ownership.

Beyond economics, customer-controlled infrastructure can strengthen data governance by keeping sensitive AI workloads within designated environments.

SECURITY AND CYBER RESILIENCE MOVE TO THE FOREFRONT

As AI becomes embedded in enterprise operations, protecting infrastructure and ensuring business continuity are increasingly important.

Shakir emphasized that security and sovereignty must evolve together. Nutanix integrates security capabilities into its infrastructure platform while collaborating with technology partners to deliver broader enterprise protection.

Sengupta highlighted the company's longstanding focus on data management, disaster recovery, and cyber resilience.

Nutanix provides capabilities designed to assess potential cyber risks, isolate affected systems, and support recovery of compromised data.

These functions are increasingly valuable as enterprises confront ransomware, infrastructure attacks, and threats targeting interconnected applications and data environments.

Rather than positioning itself as a replacement for every cybersecurity technology, Nutanix emphasizes a combination of built-in protection and ecosystem partnerships.

The Road Ahead: AI Infrastructure Built Around Control and Trust

Nutanix's strategy reflects a wider industry transition from infrastructure modernization toward intelligent, distributed, and increasingly autonomous computing.

Enterprises are expected to prioritize platforms that support multiple AI models, predictable operating costs, flexible deployment, data sovereignty, and rapid recovery from cyber incidents.

For Nutanix, India's engineering capabilities and expanding enterprise market provide a strong foundation for this next phase of growth.

The larger industry message is clear: successful AI adoption will depend not only on computing performance, but also on infrastructure economics, operational resilience, data control, and enterprise trust.

By bringing hybrid cloud, enterprise AI, and cyber resilience together, Nutanix aims to help organizations move beyond AI experimentation toward secure, scalable, and sustainable production environments.

Hitachi announces new global digital services company Hitachi Digital

Hitachi has announced plans to launch Hitachi Digital, a new global digital services company, on April 1, 2027. It will unite US subsidiaries GlobalLogic and Hitachi Digital Services under the Hitachi brand, combining software engineering, enterprise modernisation and operational expertise across cloud, data and AI.

The combined company will have approximately 35,000 professionals in 27 countries and more than 880 active clients. Its services will span Physical AI, data and intelligence, cloud, site reliability engineering and enterprise applications. Anand Birje, CEO and Chairman, said Hitachi Digital would support customers throughout the transformation lifecycle, from strategy to operations.



Drawing on Hitachi's industrial experience, the company will help deploy enterprise and Physical AI across manufacturing, mobility and energy. Forward Deployed Engineers will work within customer environments, supported by investment in AI, data and cloud talent, expanded technology alliances and acquisitions to strengthen its capabilities.

AMD deepens Meta AI partnership, plans $1 billion investment

AMD has outlined an expanded partnership with Meta spanning AI processors, rackscale systems and software, alongside plans to invest $1 billion in Meta's equity offering. Initial AMD Helios systems have been installed at Meta and are undergoing testing ahead of broader deployment, AMD said.

AMD EPYC processors power computing environments supporting Meta's Muse AI agent, while Instinct GPUs handle production workloads including training, ranking and recommendations. Meta is also working with AMD on a customised Instinct GPU and future processor generations. The collaboration extends to upcoming GPU platforms and integrated systems designed for AI infrastructure at gigawatt scale.

The companies are jointly improving ROCm, PyTorch and Triton to support developers and large-scale AI training. AMD said it provided launch-day support for Muse Spark Open on Instinct GPUs and Muse Glimmer on Ryzen AI PCs and Radeon GPUs, aligning hardware and software development with Meta's requirements.

Jack Dorsey introduces Dessa, an AI model that learns through speech

Jack Dorsey, co-founder of Twitter, now known as X, has introduced Dessa, an experimental AI model developed by researchers at Block. According to its developers, Dessa learns directly from spoken conversations without converting speech into text or relying on a traditional large language model.

The system supports full-duplex communication, allowing it to listen and speak simultaneously. Developers say it can acknowledge speakers, interrupt naturally and interpret laughter, sarcasm and emotional cues. Dessa can reportedly operate offline on a MacBook Pro with an M4 Max chip or more powerful hardware. Its training used a single NVIDIA GB200 NVL72 system.

The project remains at an early research stage, with a limited group of AI safety researchers invited to assess potential risks. Demonstrations suggest more fluid conversations, but its reliability, factual understanding and practical applications remain unproven. Dorsey has confirmed the model's speech-to-speech architecture and local operation.

Anthropic moves into drug discovery with biotech deal and research alliances

Anthropic has entered drug discovery through the acquisition of Mithril Medicine and research partnerships with six organisations, including BigHat Biosciences and Bristol Myers Squibb. Announced on October 27, the initiative expands the Claude developer's healthcare activities, supported by its new Claude Science workbench and Life Sciences Verification Programme.

Mithril founder Cody Tranbarger used Claude to coordinate experiments across 11 external laboratories while developing treatments for two rare forms of muscular dystrophy. Anthropic said the startup progressed from a drug concept to successful mouse testing in under 18 months. Human trials could begin by late 2028 if early findings hold.

Research partners reported faster document reviews, clinical trial assessments and improved antibody designs using Claude. However, Anthropic cautioned that experimental findings remain preclinical and are based on partners' laboratory work. The potential treatments have not demonstrated safety or effectiveness in humans and require further testing and validation.

SpaceX secures $40 billion for AI chip purchases

SpaceX has secured $40 billion in debt financing to purchase graphics processors and other AI chips, according to chief executive Elon Musk. In a post on X, Musk said the funding would primarily support callable debt linked to hardware deliveries expected during the first and second quarters.

Musk attributed the financing to SpaceX's investment-grade credit rating and revenue from Starlink and rocket launches. He claimed lenders were becoming reluctant to finance companies dependent solely on AI data centres, predicting that many independent AI computing providers, known as neoclouds, would fail or be acquired.

The financing signals substantial spending on computing infrastructure. Chief Financial Officer Bret Johnsen previously indicated fourth-quarter capital expenditure could reach $35 billion to $40 billion. Musk's announcement did not identify lenders or disclose pricing and other terms. His predictions about neocloud consolidation remain unverified, while the financing details were shared through social media rather than a formal filing.

Nvidia's Jensen Huang demonstrates AI-trained Microduck robots in Berlin

Nvidia chief executive Jensen Huang demonstrated four Microduck robots during his GPU Technology Conference keynote in Berlin on October 21, illustrating how AI, simulation and cloud computing can teach machines physical skills. The robots responded to spoken commands, including requests to sit, stand and lie down, although their movements were not synchronised.

Developed by Hugging Face and French startup Pollen Robotics, Microduck is an open-source platform for developers and students exploring robotic behaviour. Each robot stands about 10 inches tall and weighs less than two pounds. The platform uses Nvidia's Isaac Lab, Isaac Sim and Newton physics engine to train movements virtually before transferring them to hardware.

A video showed an AI agent designing a training course and testing a virtual robot, with intensive computation performed in the cloud. Nvidia presented the exercise as an example of integrating AI agents, simulation tools and computing infrastructure for robotics development.

Trump honours tech titans with top US science and technology medals

US President Donald Trump has honoured six prominent technology leaders with the country's highest science and technology medals. Elon Musk, Google co-founder Sergey Brin, Nvidia chief executive Jensen Huang and AMD chief executive Lisa Su received the National Medal of Science. Michael Dell and Microsoft chief executive Satya Nadella received the National Medal of Technology and Innovation.



Presented on October 8, the awards recognised contributions spanning space exploration, semiconductors, computing and enterprise technology. Trump praised the recipients for advancing American innovation, saying their work would help secure the country's technological leadership.

The ceremony came hours after the administration announced restrictions on a green-card programme used by Microsoft and other technology employers, citing alleged fraud. The measure concerned applications supporting permanent residency, rather than a blanket H-1B visa suspension, highlighting the contrast between celebrating industry leadership and tightening scrutiny of companies' recruitment of skilled foreign workers.

Top AI scientists call for global watchdog to enforce safety standards

A group of 406 scientists from 34 countries has urged the creation of an international body empowered to enforce containment standards for advanced artificial intelligence systems, particularly those capable of cyberattacks. The signatories include Geoffrey Hinton and Yoshua Bengio, two of the field's best-known figures, according to reports on an open letter from the scientific community.

The letter calls for common safety benchmarks, independently verifiable safeguards and a public register of serious AI incidents. Its authors argue that model training and testing alone are insufficient. They recommend initially isolating the most capable systems from external networks while governments develop binding containment requirements, limiting potential harm from unexpected behaviour.

The scientists also question voluntary safety commitments by major technology companies, warning that autonomous agents could take dangerous actions without human instructions. Citing reported security lapses, they urge changes to development and deployment practices. Whether governments and AI developers will adopt mandatory international standards remains uncertain.

Chinese phone makers turn to recycled memory as costs rise

Some Chinese smartphone manufacturers are reportedly sourcing recycled memory chips from discarded electronics to contain costs as AI demand tightens supplies. Industry reports published in October suggest the practice mainly involves entry-level devices, with salvaged DRAM selling for around 40% to 60% of the price of new components.

Chipmakers are prioritising high-bandwidth memory and server DRAM for AI infrastructure, constraining supplies of phone memory. Recovered chips are removed from circuit boards, cleaned and tested before resale. Shenzhen's Huaqiangbei market has reportedly become a trading hub. However, the manufacturers involved remain unconfirmed, and there is no established evidence that major Chinese brands routinely use recycled DRAM in flagship phones.

Older chips raise durability and quality-control concerns, particularly after years of use and refurbishment. No widespread failures have been linked to recycled memory. Clear disclosure, rigorous testing and dependable warranties would help consumers assess devices using previously used components.

Kaizen Infoserve Marks Two Decades of After-Sales Support



A product sale begins a customer relationship, but the response when something goes wrong can determine whether it lasts. For Bengaluru-based Kaizen Infoserve Pvt. Ltd., this stage of the technology ownership experience has been its focus for two decades.

Entering its 21st year of operations, the company, led by Managing Director Murali Krishnan, provides warranty support services across India. According to Kaizen, more than 20 global brands use its technology to manage customer warranty requirements in the country.

Its business addresses a challenge for technology companies: maintaining consistent support across a geographically extensive and diverse market. Customers in smaller towns need dependable service just as those in metropolitan centres do. Kaizen says it has developed its systems, processes and workforce around helping brands meet these expectations.

The company attributes its longstanding brand relationships to the handling of service requests, adherence to commitments and a sustained emphasis on accountability. Its anniversary also provides an opportunity to outline its plans for technology-led support.

TECHNOLOGY AND SERVICE AVAILABILITY

Kaizen says its platforms use artificial intelligence to streamline incoming requests, direct issues towards appropriate resolution channels and help reduce turnaround times. Brands receive real-time visibility into warranty cases, allowing them to monitor progress and identify recurring service patterns.

Availability forms another part of its service model. The company operates a helpdesk seven days a week and offers telephone support around the clock. It also commits to defined service-level agreements, giving brand partners measurable benchmarks against which to assess performance.

Alongside these capabilities, Kaizen emphasises the contribution of its employees. Under Krishnan's leadership, its stated priorities include service quality, staff accountability and continuous improvement, reflecting the principle associated with its name.

PRIORITIES FOR THE NEXT PHASE

As it begins its next year, Kaizen plans to deepen AI adoption, strengthen brand partnerships and extend its reach to more customers across India. These plans build on its established warranty support operations.

For the company, the anniversary brings its purpose back into focus: helping brands support customers after the purchase. Its next phase will centre on applying technology and service discipline to that task, while retaining the human attention that warranty requests require throughout the resolution process.

Channel Chiefs: Architects of Sustainable Partner Growth





In a price-sensitive, fast-moving technology market, the channel chief's role has outgrown sales targets and rebate tables. Today's channel leaders are responsible for something larger: making sure the partner ecosystem stays profitable, protected and ready for the AI era, so that both partners and OEMs grow together over the long term.

The first responsibility is partner profitability. Thin margins and aggressive price wars can quickly erode a partner's business. Channel leaders must design policies that reward value creation, not just volume, through tiered margins, services-led incentives, recurring-revenue opportunities, fair & transparent pricing. A partner that cannot make money cannot invest in skills, people or customers.

The second is trust and deal protection. Partners invest time and resources in identifying and nurturing opportunities. Robust deal registration, clear rules of engagement and firm action against channel conflict and direct-sales overreach show partners that their effort will be respected. Trust, once lost, is the hardest asset for an OEM to rebuild.

The third, and most urgent, is AI readiness. Technology is changing faster than at any time before, and partners who delay adoption risk becoming irrelevant. Channel chiefs must make rapid enablement a policy priority: continuous skilling, certifications, hands-on technical support, demo infrastructure and co-selling programmes that help partners build AI-led practices in areas such as data, security, automation and cloud.

Channel leaders also act as the partner's voice inside the OEM. They carry ground-level feedback on pricing, competition and customer demand to product, marketing and leadership teams, ensuring that programmes reflect market reality rather than headquarters assumptions.

Finally, they must set a clear multi-year strategy. As 2027 approaches, partners need predictability: stable programme rules, defined growth paths, joint business plans and shared marketing investment. A transparent roadmap allows partners to plan hiring, training and investment with confidence.

Ultimately, the best channel leaders measure success not only by revenue delivered, but by the health, capability and loyalty of the ecosystem they build.

Five Key Takeaways

Profitability first: Sustainable margins and value-based incentives keep partners invested and growing.
Protection builds trust: Strong deal registration and conflict management are the foundation of loyalty.
AI readiness is urgent: Continuous skilling, certification and co-selling must be built into every channel policy.
Be the partner's voice: Channel chiefs must bring field realities into OEM decision-making.
Plan for the long term: A predictable 2027 roadmap lets partners invest with confidence and scale with the OEM.



ACER INDIA

Sanjeev Mehtani



AIROWIRE NETWORKS

Akshay Balaganur



ARRAY NETWORKS

Shibu Paul



CISCO SYSTEMS INDIA

Sweta Rawat



COMMSCOPE

Mylaraiah JN



COMMVAULT

Balaji Rao



CP PLUS

Aditya Khemka



DELL TECHNOLOGIES

Atul Mehta



DIGISOL SYSTEMS

Shridhar Kadam



DRUVA

Prakash Singh



DYNABOOK INDIA

C.R. Sriram



ECS

Rajshekhar Bhatt



ESDS SOFTWARE SOLUTION LIMITED

Piyush Somani



ESET

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EVERPURE

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UTIMACO

Ankur Kohli

VEEAM SOFTWARE

Gaurav V Saxena

VEHERE

Sanjiv Thakur

VERSA NETWORKS

Venkata Sr Datla

VIDEONETICS

Bhardwaj Naik

YOTTA

Nitin Jadhav

ZOOM

Arijit Dey

A Strong Channel Ecosystem Driving Go-to-Market Success for Veeam



"Partner profitability cannot depend on quarterly incentives alone. It comes from giving partners a larger role across the customer lifecycle, from assessment and implementation to ongoing protection and recovery. Veeam's channel ecosystem is central to how we go to market, with more than 3,000 partners across India and SAARC. Our partner-first model helps them build recurring revenue and move beyond one-off transactions. Through the Veeam ProPartner Network, partners get business intelligence tools such as customer expansion portals, giving them clearer visibility into renewal cycles, upsell potential and expansion opportunities.

GAURAV V SAXENA
DIRECTOR - CHANNELS & ALLIANCES, VEEAM SOFTWARE

A PARTNER-FRIENDLY PROGRAMME

A partner-friendly programme should reward capability, not just sales volume. The Veeam ProPartner Network gives partners a single gateway to training, certifications, sales enablement, marketing support and technical expertise. It also gives resellers, service providers, systems integrators and cloud partners the flexibility to shape propositions around their own customers and commercial models. The goal is to help partners build services they can deliver, problems they can solve and advisory roles they can sustain over time.

CHANNEL STRATEGY FOR 2027

In 2027, the channel opportunity in India will move further from selling backup products to helping customers prove that their data and operations are resilient. Our priorities are to deepen partner capabilities in SaaS and cloud data protection; support recurring services such as Backup as a Service and Disaster Recovery as a Service; and expand into Tier-2 and Tier-3 markets through partners with local market understanding.

Smaller cities are seeing faster digital adoption, especially among SMBs and mid-sized enterprises that often lack dedicated security, compliance or resilience teams. Our partner and MSP ecosystem helps them prepare for AI adoption, protect against ransomware, manage Microsoft 365 data and respond to evolving compliance requirements such as India's DPDP Act. Initiatives such as Bharat CyberSuraksha extend that work beyond immediate sales enablement, with internal approved material describing partnerships with four Assam universities focused on cybersecurity, cyber resilience, cloud technologies, AI and workforce development. The test for channel programmes in 2027 will be whether partners can turn technical expertise into trusted advice, recurring services and measurable customer outcomes."

Optoma eyeing to expand Partner Reach beyond Major Metros in 2027



"A partner-friendly programme must go beyond pricing. The initiative should allow partners to get acquainted with the technology, suggest proper solutions to customers, and provide assistance beyond the installation process. At Optoma, we are focused on strengthening our partner ecosystem and customer-support capabilities while expanding our portfolio across projectors, Interactive Flat Panel Displays, Professional Displays and Direct View LED solutions. This breadth allows our partners to address diverse customer requirements and build deeper relationships. The objective is to create a partnership where shared capability and customer outcomes drive long-term growth. The profitability derived from partnerships cannot be determined simply by analyzing the discounts on transactions. We are dedicated to providing quality visual solutions to our partners, and we make sure that they are equipped with the services for their needs.

VIJAY SHARMA
MANAGING DIRECTOR, OPTOMA INDIA

STRENGTHENING PARTNER TRUST

Gaining trust is reliant on openness, clarity, and consistency. We believe partners need their communication to be clear and concise when it comes to project demands, commercial hopes, and ownership, especially in light of investing in solutions design, demos, or customer engagement. In professional audiovisual, winning a gig is just one of the steps; it is the delivery and support that will define the future relationship.

CHANNEL STRATEGY FOR 2027

In 2027, our focus will be on deepening our partner ecosystem and strengthening its ability to address opportunities beyond the major metros. We will continue to build on our projector business while expanding opportunities across Interactive Flat Panel Displays, Professional Displays and Direct View LED solutions. Localization, India-focused product development and customer support will remain central to this strategy. As demand grows across education, corporate, retail, hospitality and home entertainment, partners will play a critical role in delivering integrated visual solutions. Our priority is sustainable growth built on stronger market reach, technical capability and customer outcomes."

With a Strong Global Legacy, Utimaco envisioning a Partner-led Vision for India

"With decades of global experience in cybersecurity, Hardware Security Modules (HSMs), cryptographic key management and digital trust, Utimaco brings a strong legacy of innovation and expertise in securing critical digital infrastructure worldwide. Our vision in terms of partner profitability and sustainability is to build a mutually profitable business by creating long-term opportunities for our channel partners. Through access to advanced security solutions, technical expertise and joint business development, we aim to help partners build differentiated cybersecurity practices and address the growing demand for digital trust.



ANKUR KOHLI

SALES HEAD – GOVERNMENT & ENTERPRISE, INDIA, UTIMACO

BUILDING TRUST AND PROTECTING PARTNER INVESTMENTS

We believe partners are strategic growth enablers, not merely sales channels. Our focus is on technical enablement, product training, joint go-to-market initiatives, customer engagement and collaborative opportunity development, helping partners strengthen their capabilities and unlock new business opportunities.

Trust, transparency and commitment are the foundations of our channel ecosystem. We aim to strengthen partner confidence through clear engagement processes, collaborative account planning, opportunity registration and coordinated sales and technical support, subject to our established channel policies.

CHANNEL STRATEGY FOR 2027

Our vision is to build Utimaco into a strong and trusted brand in India through a robust, capable and future-ready partner ecosystem. We will focus on expanding our reach across government, BFSI, telecom and enterprise markets, while empowering partners to address emerging requirements in data protection, cryptographic security, digital identity and AI-driven environments. As AI adoption accelerates, securing sensitive data, digital identities, encryption keys and critical infrastructure will become increasingly important. We see this as an opportunity to equip our partners with the knowledge, capabilities and solutions needed to address evolving customer challenges.

Our vision is simple: build the India business with our partners, not just through our partners. By combining Utimaco's strong global legacy with local market understanding and trusted channel relationships, we aim to create sustainable growth, mutual profitability and long-term value for our partners and customers."

Capable, Confident, Competitive: Inflow's Approach to Channel Enablement

"At Inflow Technologies, we believe distribution is no longer about moving boxes—it is about creating capability, enabling transformation and helping partners win. That philosophy is at the heart of our Techfluential Edge, which is redefining what a technology distributor can mean to India's channel ecosystem.

Our Pre-Sales capability is a game changer. We work alongside partners to understand customer challenges, architect the right solutions and create differentiated propositions that improve their chances of winning business.



RAJESH KUMAR

SR. VICE PRESIDENT, TECH BU, INFLOW TECHNOLOGIES PVT. LTD.

Our 24x7 Technical Assistance Centre (TAC) gives partners an always-on technical backbone. In a world where customer expectations are measured in minutes, not days, this responsiveness becomes a genuine competitive advantage.

Through the Inflow Training Academy, we continuously invest in partner capability—building technical skills, certifications and expertise so our ecosystem remains ahead of rapidly evolving technologies and market demands.

Our Post-Sales differentiator remains a key pillar as we stay invested beyond transactions, help design & implement solutions that optimise the complete technology lifecycle.

Inflow's value proposition doesn't simply distribute technologies but also creates knowledge that enables resellers to design, deploy and adopt IT Infrastructure solutions facilitating their customer needs.

The end result is an efficient channel ecosystem that is capable, confident and competitive.

PARTNER PROFITABILITY AND SUSTAINABILITY

Inflow's strategy for driving partner growth and profitability is built on empowerment, enablement, and collaboration. We help partners unlock new opportunities through strategic vendor partnerships, targeted marketing initiatives, technical expertise, and a broad technology portfolio. By combining flexible commercial support, financial assistance, professional services, and tailor-made partner programs, we enable partners to scale confidently, improve profitability, and stay competitive in an evolving technology landscape. Our focus on transparency, trust, and long-term relationship building ensures sustainable growth for both our partners and Inflow."

Partners remain at the core of Nutanix's growth strategy



"Nutanix has always been a channel-first company. From the very beginning, we were clear that our go-to-market would be only through partners. We focus on partners we can invest with, who can take us to new markets and are ready to invest in building this practice with us. We committed to doubling our investment, including marketing investments, with those partners. Even if asked to double our business every year, we would not double our sales force; we would continue to leverage and build channels. We call them partners because they are an extended arm of Nutanix. Our 'Special 26' began with 26 partners, each having a pre-sales resource. We invested in skilling, capabilities and certifications, creating ambassadors who have stayed with us as we evolved from HCI to hybrid cloud and AI.

HARSH VAISHNAV
SENIOR DIRECTOR & HEAD - CHANNELS, ASEAN, HONG KONG, INDIA AND SAARC

PARTNER PROFITABILITY, TRUST AND INNOVATION

Our channel ethos rests on four things: a great product, profitability, long-term commitment and trust. We have maintained a 90-plus NPS for 10 years. Profitability is not just about front-end margins. Partners who invest with us, build skills and practices are rewarded through rebates they can reinvest or retain as profitability. Our incumbency programs help ensure that partners who invested in the original business remain partners of choice for renewals. Trust is built over time but can be broken in seconds. HCI remains a major focus, while we are becoming an application-centric, application-aware infrastructure platform. AI, GenAI, agentic AI, application modernization and NKP are significant focus areas.

QUALITY-LED EXPANSION OF PARTNER ECOSYSTEM

Our mantra remains quality over quantity. Focus partners remain at the core, while we carefully add emerging partners for newer markets, customers, use cases and verticals. We are building an ISV ecosystem, focusing on the top three per vertical, and have onboarded and certified around eight to ten partners in India. We will continue to double down on channels. We are a 100% channel-only company and do not want to go direct for the foreseeable future. Our programs keep partners in mind, and our partner advisory board provides feedback. Partner exchanges have also helped us double our Channel SE team. We want to continue standing by partners who have stood by us."

Vehere building a Stronger, More Sustainable Global Channel Ecosystem



"Vehere's 100% channel-first model is built to help partners grow sustainable, profitable businesses around differentiated cybersecurity technology. Our Blue, Silver and Gold tiers provide a structured path for growth, with partner margins, co-marketing support and access to technical and sales resources. Deal registration protects partner-led opportunities, giving partners greater confidence to invest in customer acquisition, develop strategic accounts and build lasting customer relationships. Our portfolio spans AI-powered Network Detection and Response (NDR), Full Packet Capture (PCAP), and lawful interception solutions. This breadth gives partners opportunities to address varied security requirements across government, enterprise, telecommunications and critical infrastructure sectors.

SANJIV THAKUR
CHANNEL ACCOUNT MANAGER, VEHERE

STRENGTHENING PARTNER TRUST

Vehere has a 100% channel-first, no-conflict model, which means we do not compete directly with our partners and remain committed to protecting their role in developing customer opportunities. Protected margins, coordinated sales engagement and direct access to Vehere's channel team reinforce this approach. We also work alongside partners during technical discussions, solution positioning and customer evaluations, bringing relevant sales and engineering expertise into the process. Clear opportunity ownership coordinated engagement and practical technical support help establish accountability throughout the sales cycle and create a stronger foundation for long-term collaboration.

CHANNEL STRATEGY FOR 2027

In 2027, Vehere will focus on expanding international market reach, deepening channel penetration and strengthening partner capabilities to drive growth across its AI-powered cyber defense portfolio.

Partner training and enablement will be central to this strategy, supported by technical training, certification, sales enablement and joint go-to-market initiatives. These efforts will help partners build the technical knowledge and market readiness needed to position Vehere's solutions effectively and address evolving customer requirements. We also plan to introduce new products to our channel partners, broadening the portfolio they can take to market and creating opportunities to engage new customers. By combining stronger partner capabilities, an expanding product portfolio and deeper regional engagement, Vehere aims to build a more capable and sustainable channel ecosystem across domestic and international markets."

Scalefusion eyeing for a 100% Partner-led Business Model in India



"Scalefusion's partner program is designed to support profitability throughout the customer relationship. It combines upfront margins, deal-based benefits and incentives with renewal opportunities, helping partners earn from both new customer acquisition and long-term retention. Market development funds (MDF) support joint demand-generation activities, enabling partners to build their pipeline and reach relevant customers. These benefits give partners a clearer commercial framework for investing in the Scalefusion business. Our focus is on helping them build a sustainable revenue stream through new business, customer expansion and renewals.

VIVEK SRIVASTAVA
(ASSOCIATE SALES DIRECTOR - INDIA), SCALEFUSION (PROMOBI TECHNOLOGIES)

STRENGTHENING PARTNER TRUST

Trust starts with clear rules of engagement and consistent execution. Our partner program provides the framework for how we work with partners, while our partner relationship management (PRM) platform supports visibility and structured opportunity management. Once a deal is registered and confirmed with a partner, it is recorded in the PRM to establish clear ownership and protect the partner's opportunity.

When it comes to our partner programmes, we combine commercial benefits with direct support for winning and serving customers. Partners have access to rebates, lead and deal routing, pre-sales support and migration assistance. This helps them address technical requirements, support customer transitions, and move opportunities forward with greater confidence. We combine commercial benefits with direct support for winning and serving customers. Partners have access to rebates, lead and deal routing, pre-sales support and migration assistance. This helps them address technical requirements, support customer transitions, and move opportunities forward with greater confidence.

CHANNEL STRATEGY FOR 2027

Our strategy for 2027 is to move to a 100% partner-led business model in India. This will include routing renewals from our existing installed base through partners, giving them a broader role across customer acquisition, retention, and expansion. We also plan to introduce a new partner programme in January 2027 to support this direction. Our priority is to make the commercial opportunity clear and equip partners with the product knowledge, pre-sales assistance and marketing support needed to grow. We want partners to build lasting customer relationships and a predictable revenue base with Scalefusion."

NetApp driving Partner Profitability through Value-Added Solutions and Expertise



"NetApp's policy is designed around a simple principle - partner profitability must come from the value partners create around NetApp technology, not just from the resale of the technology itself.

In today's market, a sustainable partner model cannot depend only on product resale alone. That is why NetApp's partner strategy is built to help partners expand into higher-value areas such as hybrid cloud, AI-ready data infrastructure, cyber-resilience, and more. The NetApp Partner Sphere program gives partners the technical depth and solution know-how to handle tougher customer problems, so that they are bringing something different and of value to the table.

SUBHOJIT ROY
AREA PARTNER LEADER FOR INDIA AND SAARC, NETAPP

PARTNER PROFITABILITY IS SUPPORTED IN FOUR KEY WAYS -

1. More routes to margin: We help partners move beyond transactional selling into services, solutions, and lifecycle engagement. This allows them to attach consulting, deployment, migration, managed services, support, and optimization offerings to NetApp solutions, creating more durable and higher-margin revenue streams.
2. Clear incentives and commercial predictability: Partner Sphere provides a structured program model with defined incentives, promotions, enablement resources, and program terms. This helps partners understand where to invest, how they can earn, and how to build a predictable business with NetApp.
3. Enablement around high-growth customer priorities: NetApp's channel strategy is aligned to the areas where customers are increasing investment: AI, hybrid cloud, cyber-resilience, flash, cloud storage, and modern data management.
4. A stronger platform for long-term sustainability: Sustainability for partners is not just about immediate margin; it is about building repeatable growth. NetApp supports this through Partner Hub, enablement tools, sales and marketing resources, co-branding support, training, and access to program information in one place.

We have made our FY27 distribution program simpler to work with. Distributors will get reviewed more often, so they will always know where they stand and won't have to wait as long to move up a tier."

Commvault's Partner Ecosystem built on shared Ambition, Mutual Trust and Customer Success

"At Commvault, partners are central to how we do business and how we deliver customer success. Strong partner ecosystems are built on shared ambition, mutual trust and a commitment to customer outcomes. Indian enterprises are increasingly navigating complex IT environments and evolving cyber-threats and partners play a critical role in helping organisations protect their data, strengthen cyber-resilience and prepare for disruption. Our focus is on building long-term relationships that enable partners to grow their businesses while helping customers address their most pressing challenges.



BALAJI RAO
AREA VICE PRESIDENT, INDIA & SAARC, COMMVAULT

That commitment starts with creating the right environment for partners to grow. Our global channel policy provides a consistent framework for engagement, supported by programmes that recognize partner investment and performance. These include the Bounty Rebate Programme for Premier and Elite partners on land deals, the invitation-only FastTrack Programme for selected strategic partners, and Commvault Rewards for partner sellers and sales engineers.

A strong partnership also means investing in people, sharing knowledge and helping partners stay ahead of changing customer needs. Through Readiverse Academy, structured learning paths and certifications we help partners deepen their technical expertise. Partner Boot Camps offer opportunities to explore solutions, exchange best practices and strengthen practical skills, while partner leadership forums create space for open dialogue, collaboration and closer alignment on customer priorities. These interactions are important because they help us learn from our partners just as they help partners learn from us.

CHANNEL STRATEGY FOR 2027

Looking towards 2027, our focus is on strengthening partner-led growth, deepening customer relationships and continuing to build the commercial and technical foundations partners need to succeed. We see our channel partners as strategic collaborators in creating customer value. By investing in the relationships, expertise and shared capabilities that underpin long-term success, Commvault aims to foster a trusted and sustainable partner ecosystem in India."

CP PLUS driving Partner Growth through Innovation and Expanding Market Opportunities

"At CP PLUS, we view partner profitability as integral to our own growth. Our approach combines a comprehensive surveillance portfolio, competitive market opportunities, and structured incentive programmes that reward performance and encourage long-term business development. Initiatives such as the MD Club and partner incentive trips recognize achievement while creating avenues for deeper engagement. By continuously investing in product innovation and expanding market reach, we help our partners tap into emerging opportunities and build sustainable businesses.



ADITYA KHEMKA
MANAGING DIRECTOR, CP PLUS

STRENGTHENING PARTNER TRUST AND DEAL PROTECTION

We believe trust is earned through consistency, transparency and accountability. CP PLUS prioritises open communication, responsive engagement and close coordination with channel partners to address market challenges and business concerns. We seek to foster a fair and collaborative environment where partner contributions are respected, and long-term relationships take precedence over short-term gains. Clearer coordination on business opportunities and timely resolution of channel concerns remain important to strengthening confidence across our ecosystem.

Besides, our strength lies in combining the reach of a national brand with opportunities for local entrepreneurship. Through our Galaxy Store initiative, we enable partners to establish a stronger, more visible presence in their markets. Training, product familiarization, and technical enablement help them stay abreast of evolving surveillance technologies, while our diverse portfolio allows them to serve customers across residential, commercial, industrial, and institutional segments.

CHANNEL STRATEGY FOR 2027

Our channel strategy for 2027 will be guided by Scale, Innovate, and Collaborate. We will focus on expanding our footprint in emerging markets, strengthening our Galaxy Store network, and enabling partners to capture opportunities beyond traditional surveillance. Alongside geographical expansion, we intend to deepen partner capabilities through knowledge-sharing and technical enablement, while strengthening collaboration across distributors, system integrators and alliance partners. Our goal is to build a future-ready channel ecosystem that combines wider market access with stronger solution-selling capabilities and sustainable growth."

SAS Aims to Create a Scalable, Innovation-Led Partner Ecosystem



"At SAS, our focus is on building a high-performance partner ecosystem that combines deep domain expertise, trusted industry knowledge, and the ability to deliver measurable business outcomes.

Through the SAS Partner Program and SAS Partner Academy, we are making targeted investments in partner enablement across AI, data and analytics, cloud, and industry-specific solutions. This includes technical certifications, cloud readiness initiatives, and advanced AI training that equip our partners to lead customers through increasingly complex transformation journeys with confidence.

MANISH NAIR

DIRECTOR, PARTNER SALES - INDIA, ASEAN & ANZ, SAS

However, enablement alone is not enough. We work closely with our partners through joint business planning, co-selling, solution co-creation, and shared accountability for customer success. By aligning our investments and go-to-market strategies, we help partners accelerate value realisation, deepen customer relationships, and unlock new growth opportunities across industries.

Our objective is clear: to create a scalable, innovation-led partner ecosystem that enables organisations across India to realise the full potential of AI and analytics while driving sustainable growth for our partners and customers alike.

PARTNER PROFITABILITY AND SUSTAINABILITY

At SAS, our strategy for driving partner growth and profitability is centred on creating long-term, sustainable value rather than short-term transactional success. We focus on helping partners build differentiated capabilities in high-growth areas such as AI, data and analytics, risk management, customer intelligence, and industry-specific solutions.

Through the SAS Partner Program, we invest in enablement, certifications, solution development, and go-to-market collaboration to equip partners with the skills and expertise needed to win larger, more strategic opportunities. Our cloud-native SAS Viya platform also enables partners to develop scalable, repeatable offerings that accelerate deployment and expand recurring revenue opportunities.

A key pillar of our approach is co-selling and co-innovation. We work closely with partners on joint business planning, pipeline development, customer engagement, and solution creation, ensuring alignment from opportunity identification through to value realisation. This allows partners to deepen customer relationships, increase deal sizes, and create new services-led revenue streams."

Seagate empowering Partner Success through Right Products, Resources and Mutual Growth



"Seagate believes that long-term partner growth depends on more than financial incentives. Partners also need the right products, technical expertise and resources to identify new business opportunities and meet changing customer needs. Our revamped Seagate Partner Program, introduced in 2025, brings these elements together. It offers financial benefits such as special pricing, upfront rebates, performance-based incentives and marketing development support, depending on partner tier and eligibility. Our channel partners are at the heart of our business. They connect our technology with customers in a complex and competitive market, build relationships on the ground and play an important role in shaping our presence in the market. We see them as an extension of our team, not simply a route to market. We recognize that their success is closely tied to ours, and that is what makes these partnerships so important to Seagate.

SAMEER BHATIA

SENIOR REGIONAL DIRECTOR FOR INDIA, MIDDLE EAST, TÜRKIYE AND AFRICA, SEAGATE TECHNOLOGY

STRENGTHENING PARTNER TRUST

We believe strong partnerships are built on trust, open communication and a shared commitment to customer success. This means going beyond individual transactions to understand our partners' business needs and the challenges they face. Through regular engagement, direct conversations and partner feedback, we gain valuable insights into their priorities and the opportunities they see in the market. This also helps us refine our program and provide support that remains relevant as their businesses evolve.

CHANNEL STRATEGY FOR 2027

As businesses generate and retain more data, they will need solutions that balance capacity, cost, reliability and efficiency. Partners who understand these changing requirements will play an important role in helping customers plan for their long-term needs. Our focus is on supporting this shift through continued innovation in mass-capacity storage and close collaboration with our channel ecosystem. Our HAMR-based Mozaic technology enables higher storage capacities within the same physical footprint, helping customers manage growing data volumes more efficiently. Together with our broader storage portfolio, these innovations give partners more ways to address evolving customer requirements and create new business opportunities."

Dell Technologies Strengthens Partner Ecosystem with AI, Incentives and Co-Selling



"For Dell Technologies, a sustainable channel policy must go beyond margins and incentives to help partners build profitable, future-ready businesses. Partner profitability increasingly comes from moving beyond traditional resale towards higher-value, solution-led engagements. Customers are looking for trusted partners who can bring together infrastructure, applications, data, cybersecurity and services to address priorities such as AI adoption, cyber resilience and cloud modernisation. Dell's 2026 Partner Program reflects this evolution by rewarding strategic value creation through initiatives such as the differentiated Focus Product Base Rebate and the Focus Accounts Incentive, which recognises partners for deepening relationships and expanding opportunities within existing accounts.

ATUL MEHTA

SENIOR DIRECTOR AND GM INDIA CHANNELS, DELL TECHNOLOGIES

STRENGTHENING PARTNER TRUST

A truly partner-friendly program should also make it easier for partners to engage, collaborate and grow. Dell is investing in an AI-powered partner experience that brings together demand signals, deal registration, pricing, sales collaboration and account management. By reducing operational friction and improving access to intelligence, we are enabling partners to spend more time understanding customers and creating value. Trust is equally fundamental to this model. Partners need transparency, clarity and confidence that their investments in customer relationships, solution development and opportunity creation are recognised. As partners increasingly influence technology decisions earlier in the customer journey, Dell is also recognising the role of Advisory and Systems Integrator partners in shaping customer decisions and outcomes, alongside partners involved in the final transaction. This broader approach is important to building stronger, more collaborative relationships across the ecosystem.

CHANNEL STRATEGY FOR 2027

Looking ahead, our focus will be on helping partners capture the expanding opportunities created by AI while strengthening capabilities across cybersecurity, cloud modernisation and infrastructure. We see deeper co-selling, customer expansion, continuous enablement and AI-powered engagement as key to sustainable growth. The next phase of channel growth will not simply be about more transactions; it will be about creating greater value for customers and helping partners build durable, profitable businesses. Our goal is to give partners the technology, expertise, incentives and tools they need to move faster, scale sustainably and help customers translate AI ambition into measurable business outcomes."

Tech Data Empowers Partners to Become Strategic Technology Advisors



"Our investment centres on three areas: geographic expansion, technical enablement to help partners scale, and access to key technologies. The aim is a sizable, intelligent partner ecosystem across AI, cybersecurity and cloud. In India, growth is moving beyond the major metros. Many partners are expanding from hardware into cloud, cybersecurity, AI and managed services. We expect cloud and cybersecurity to keep driving channel growth, with AI remaining a strategic priority. Our focus is to help partners become strategic advisors. That means helping partners plan, deploy and improve their technology, with ongoing support to deliver measurable business results.

SUNDARESAN K.

SENIOR VP AND COUNTRY GM, INDIA AND ANZ, TECH DATA

STRENGTHENING PARTNER TRUST

We believe distribution must go beyond commercial support. It has to actively guide partners as they scale and deliver the outcomes their customers expect.

Partners stay in control of their business. Our StreamOne powers the end-to-end cloud customer journey, combining seamless onboarding and billing with configurable pricing and real-time program eligibility. PartnerFirst adds transparency with live order tracking, downloadable invoices, accounts receivable tools, and AI-powered sales insights. We work closely with our vendor partners to facilitate deal registration, helping partners secure protected pricing, vendor support, and improved deal competitiveness. As a distributor, Tech Data does not compete with its partners for end customers and maintains strict confidentiality of partner pipelines and customer information, fostering trust and enabling partners to pursue opportunities with confidence."

ENABLING PARTNERS

We tailor our support to each partner's capabilities. Learning curves differ from market to market, so we build global go-to-market plans and execute them locally. We help partners build their capabilities through product demonstrations, solution testing and expert guidance, with pre-sales and post-sales support. Through our Tech Center of Excellence and Solutions Factory, partners can co-innovate and develop use cases. They also get architecture planning, pre-sales expertise, and ready-built multi-vendor solutions. Our Destination AI framework and Tech Data Digital Practice Builder (Channel Academy) provide skills development, planning and technical support to help partners turn AI interest into practical deployments. Digital Practice Builder (Channel Academy) offers free, on-demand training on top of this."

Sparsh CCTV Helping Partners Move Up the Surveillance Value Chain



"At Sparsh CCTV, we see the channel ecosystem as a long-term growth partner rather than simply a route to market. With a network of 2,000+ associates and a presence across India, our focus is on building an ecosystem where partners can participate across the complete surveillance value chain from products and projects to AI-led solutions and lifecycle support.

The surveillance market is moving rapidly from standalone cameras to integrated, intelligent systems. This creates opportunities for system integrators, distributors, VARs and technology partners to move up the value chain. Our approach is therefore centred on enabling partners with a broad portfolio, indigenous technology, STQC-certified solutions, solution-level capabilities and strong after-sales support.

SANJEEV SEHGAL
FOUNDER & MANAGING DIRECTOR, SPARSH CCTV

PARTNER PROFITABILITY AND SUSTAINABILITY

Our strategy is built around creating more value per partner rather than simply increasing partner numbers.

The surveillance industry is transitioning from hardware-led transactions towards integrated solutions. This gives our partners opportunities to participate in higher-value engagements involving AI analytics, VMS, command centres, cloud, specialised cameras and application-specific solutions.

We are therefore focused on three areas: portfolio depth, technical enablement and project-led business opportunities.

First, partners need access to a comprehensive product and solution portfolio so they can address different customer requirements through a single technology ecosystem. Second, technical capability is becoming critical as customers increasingly demand AI, cybersecurity, compliance and integration. Third, the growth of sectors such as transportation, infrastructure, manufacturing, BFSI and smart cities is creating opportunities for partners to build recurring and solution-led businesses.

Our objective is to make the partner relationship commercially sustainable helping partners move beyond transactional hardware sales towards solution design, deployment, integration and lifecycle services."

SysTools Builds Partner Capabilities for DPDP Compliance and Cloud Modernisation



At SysTools, we recognise that navigating data privacy laws, infrastructure modernization, and complex cloud migrations are the top priorities for enterprises today.

Our channel policy is built to help partners capitalise on these massive market shifts through our flagship enterprise solutions: PrivacyShield (for DPDP compliance), mMigrator (for Active Directory and Microsoft 365 migrations), and archiveHub (for M365, Enterprise Vault, and SourceOne).

DEBASISH PRAMANIK
CO-FOUNDER, SYSTOOLS

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

What sets our programme apart is the specialized enablement we provide for complex IT architectures. We don't just provide software; we equip our partners with deep technical training and dedicated pre-sales engineering support essential elements when scoping complex AD migrations or legacy archive extractions. We provide comprehensive playbooks on DPDP readiness so our partners can effectively position PrivacyShield to C-level executives. Additionally, our partner portal offers co-branded collateral, flexible proof-of-concept (PoC) licensing, and Marketing Development Funds (MDF) to run targeted regional campaigns around M365 modernization and data privacy.

CHANNEL STRATEGY FOR 2027

Looking towards 2027, our strategy is heavily anchored on regulatory compliance and secure cloud modernization. As Indian enterprises race to comply with the DPDP Act, we will aggressively enable our channel network to deploy PrivacyShield across both enterprise and mid-market sectors. Concurrently, as legacy archiving systems reach end-of-life, we will heavily incentivize partners driving M365 adoption and legacy archive retirements using mMigrator and archiveHub. Our primary goal for 2027 is to empower our partners to become indispensable strategic consultants for secure cloud migration, data governance, and privacy compliance.

NxtGen Puts Partner Success at the Centre of Its 2027 Channel Strategy



"In 2027, our channel strategy will focus on expanding our partner ecosystem, developing specialised capabilities, and accelerating growth in emerging technology areas. The NxtGen channel team is structured across six regions covering key markets across India. We aim to expand our presence across Tier 2 and Tier 3 markets while empowering partners through coaching and enablement to build stronger expertise and address customer requirements around emerging technologies We will strengthen partner enablement across cloud, cybersecurity, AI, data, networking, and managed services, accelerating the shift from product-focused selling to integrated, consultative, and outcome-based customer engagement. We will also increase outreach through digital campaigns, training programmes, webinars, customer and partner roundtables, and industry events.

Our vision is to build an agile, profitable, and future-ready channel ecosystem aligned with NxtGen's mission of delivering efficient, cost-effective technology—empowering partners to grow sustainably, innovate continuously, and deliver greater value to customers.

RASHMI JAISWAL
VP & COUNTRY HEAD – CHANNELS & PARTNERSHIPS, NXTGEN CLOUD TECHNOLOGIES PVT. LTD.

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

Our programme is uniquely partner-friendly because of its focus on simplicity, accessibility and shared growth. We provide structured onboarding, product and technical training, sales enablement tools, marketing development funds and dedicated support.

We have a dedicated Partner Business Manager who manages partner relationships, drives business development in the field and works closely with the partner's sales team. In addition, our dedicated Partner Lifecycle Manager provides virtual support for onboarding, product training, technical discussions, quotations, order processing and service-related requirements.

This year, we launched a three-tier partner programme-Silver, Gold and Platinum-as part of the NxtGen Partner Circle. This target-based rebate programme is designed to expand market coverage, encourage disciplined pipeline generation and drive revenue growth, while rewarding partners for their commitment to the business.

STRENGTHENING PARTNER TRUST

We strengthen partner trust through transparent communication, clearly defined engagement rules and a robust deal-registration and deal-protection mechanism. Registered opportunities are reviewed promptly and protected against channel conflict. Clearly defined escalation matrix and processes ensure that partner concerns are addressed fairly and quickly."

Yotta Strengthens Channel Strategy Through AI, Trust and Partner Enablement



"Our channel strategy will increasingly focus on partners that can help customers translate AI infrastructure investments into measurable business outcomes. Over the next 2–3 years, the most important partner capability will be the ability to understand and optimise AI workloads, including balancing cost, performance and scalability across GPU environments, improving utilisation and ensuring that infrastructure investments translate into real outcomes.

NITIN JADHAV
CHIEF REVENUE OFFICER & PRESIDENT – SALES, ALLIANCE, PARTNER SOLUTION ENGINEERING, BU HEAD – CYBERSECURITY, NETWORK, PUBLIC CLOUD, YOTTA

STRENGTHENING PARTNER TRUST

We believe deal protection must be supported by a clear and consistently applied process. This includes transparent opportunity registration, timely validation of opportunities, clarity on account and opportunity ownership, defined engagement responsibilities and appropriate escalation when conflicts arise. Once an opportunity is accepted and ownership is established under the applicable program rules, all stakeholders should respect the agreed engagement model. We also believe that deal protection should be reciprocal. Partners should provide visibility into genuine opportunities, maintain engagement with customers, share relevant updates and adhere to agreed commercial and operational processes. This creates accountability on both sides and helps prevent duplicate engagement, channel conflict and avoidable delays. Our objective is to ensure that partners can invest in developing opportunities with confidence, while Yotta maintains the flexibility to serve customers effectively and build a healthy, collaborative ecosystem. Ultimately, trust is strengthened when commitments are clear, decisions are transparent and the value contributed by each partner is recognized.

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

With platforms such as Yntraa Cloud and Shakti Cloud, partners can address enterprise and government requirements for sovereign cloud and AI compute. Our broader portfolio also creates opportunities to develop integrated solutions around connectivity, cyber resilience, cloud migration, application modernization and AI adoption. Equally important is the way we support our partners commercially and operationally. Yotta's published partner program includes performance-linked rebates, sales development support for eligible partners, incentives for qualified lead generation, certification and recognition, as well as opportunities to participate in partner advisory and leadership forums."

Samsung Building Partner Trust Through Consistency and Sustainable Growth

"A strong foundation of a channel policy is built by maintaining transparency with partners and focusing on a consistent and robust, long-term strategy. Strong sales support empowers partners to convert opportunities into business, while retail marketing and co-marketing initiatives enhance their market reach. By providing uniform support to all partners, we foster trust and ensure long-term sustainability. These measures collectively enable partners to build sustainable businesses, backed by a reliable and dependable channel relationship.



VIKAS THAMMAN
DIRECTOR, MEMORY AND STORAGE, SAMSUNG INDIA

STRENGTHENING PARTNER TRUST

We build trust through sustained engagement, transparent policies, and clear communication of rebates and support, ensuring partners know what to expect from us. A well-defined authorized partner network establishes a clear framework for channel relationships, promoting accountability. Uniform support across partners further reinforces confidence in policy implementation. Our long-term approach provides a dependable foundation for partners to pursue opportunities and invest in customer relationships, with consistent communication and execution central to maintaining trust.

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

Our programme combines ease of participation with recognition that extends beyond sales targets. The simplified structure encourages broad participation, while recognizing partners that embrace new business opportunities and adapt to evolving customer needs. We also help partners translate brand-led demand into business opportunities by connecting our marketing efforts with their customer engagement. This gives partners practical ways to benefit from the awareness we create.

CHANNEL STRATEGY FOR 2027

Our 2027 strategy focuses on helping partners capture new demand while maintaining policy stability to encourage confident investment. We aim to drive category growth by equipping partners with the knowledge to navigate technological changes and address emerging storage needs, particularly in AI workflows and content creation. This will enable them to align these use cases with customer requirements and convert opportunities into revenue. Additionally, we will integrate brand-building activities more closely with partner marketing efforts to turn awareness into sales. Sustained engagement, transparent communication, and consistent support will remain central to our approach, providing partners with a stable foundation as they develop new capabilities and expand their businesses."

Acer Builds a Resilient Partner Network Through Profitability and Sustainability

"At Acer, we believe that partner profitability and sustainability are fundamental to building a strong and resilient channel ecosystem. Our approach focuses on providing consistent business support, ensuring inventory availability, offering financing options, and enabling partners to leverage our diverse product portfolio.

Our focus is on building long-term, mutually beneficial relationships by helping partners improve operational efficiency, tap into emerging opportunities, and sustain business growth. By aligning our efforts with partner needs and evolving market dynamics, we aim to create an ecosystem that supports profitability, business continuity, and shared success.



SANJEEV MEHTANI
CHIEF SALES OFFICER, ACER INDIA

STRENGTHENING PARTNER TRUST

We strengthen partner trust through transparent communication, consistent engagement, and a fair, collaborative approach to business. We work closely with our channel partners to understand market requirements, support their business needs, and ensure clarity in our processes. Our focus on channel enablement, inventory support, and sustainable partner profitability helps build long-term relationships. By fostering accountability and mutual trust, we aim to create an ecosystem where partners feel confident investing in and growing their business with Acer.

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

Our partner-friendly approach is built on creating long-term, mutually beneficial relationships with our channel ecosystem. We focus on enabling partners through the right product portfolio, timely inventory support, financing options, market development initiatives, and consistent engagement. By strengthening partner capabilities, supporting profitability, and expanding our reach across markets, including Tier II and Tier III cities, we aim to help our partners grow sustainably while delivering greater value to customers.

CHANNEL STRATEGY FOR 2027

Our channel strategy for 2027 will focus on strengthening partner relationships, expanding market reach, and creating sustainable growth opportunities across India. We will continue to enable our partners through a strong product portfolio, inventory support, financing options and market development initiatives. Expanding our presence in Tier II and Tier III markets through exclusive brand outlets and an omnichannel approach will remain important. We will also focus on improving partner profitability, enhancing customer engagement, and ensuring that our channel ecosystem is equipped to address evolving consumer and enterprise needs."

Array expanding Partnerships and Enabling Greater Success



"At Array, we believe a strong channel ecosystem is built on partner profitability and long-term sustainability. Our approach goes beyond competitive pricing to support viable business models that enable our partners to grow and thrive. We are committed not only to helping our partners win deals but also to ensuring that those wins translate into sustainable growth, consistent profitability and long-term business success. Our Assured Incentive Programme for channel partners guarantees an assured margin on all registered deals, even when the deal economics would not otherwise support that margin. We also offer greater commercial flexibility, working with partners on deal-specific commercial structures that help protect agreed margins, enhance profitability, and maintain competitiveness in the market.

SHIBU PAUL

VP OF INTERNATIONAL SALES, ARRAY NETWORKS

CHANNEL STRATEGY FOR 2027

Our channel strategy for 2027 is centred on one clear objective of building a stronger, more profitable, and more capable partner ecosystem that can scale with market opportunities. By 2027, Array cloud products are targeted to contribute 20% of Array's revenue in India, driven through channel partners, with a focus on expanding our presence in Tier 2 and Tier 3 cities and strengthening engagement with partners serving small and medium-sized businesses (SMBs).

Additionally, we aim to work closely with our partners to identify growth opportunities, develop industry and technology expertise, and create differentiated value for customers.

THERE ARE FOUR PRIORITIES UNDERPINNING THIS APPROACH -

- First, we will continue to put partner profitability at the centre of our model, with greater focus on commercially viable opportunities, deal-level support, and sustainable business growth.
- Second, we want to strengthen partner capabilities through targeted sales and technical enablement, helping partners build the expertise required to address increasingly complex customer needs.
- Third, through collaborative marketing, customer engagement, demand generation, and co-selling support, we aim to help partners convert capabilities into tangible business opportunities.
- Finally, we want to build a more strategic and accountable channel ecosystem."

Strengthening the Channel through Innovation, Incentives and Services



"Everpure's 100% channel-focused, partner-first strategy is built to drive long-term profitability for our partners. We have always operated this way, so every customer we win, we win with a partner. Our evolved partner program strengthens distributor-led training, introduces new growth incentives and expands marketing investments to help partners accelerate business development and improve productivity.

We have focused our MSP partner program on services where data and storage play a foundational role, including private and sovereign cloud, Storage-as-a-Service, cyber-resilience and disaster recovery, and we're prioritizing partners who deliver these services on Everpure as their underlying data platform. For partners, that creates opportunities to build recurring, services-led revenue. Our energy-efficient storage solutions and Evergreen offerings further strengthen the value proposition by helping customers reduce power consumption, optimize operational costs and extend infrastructure lifecycles.

JITHESH CHEMBIL

HEAD OF CHANNELS - INDIA & SAARC, EVERPURE

STRENGTHENING PARTNER TRUST

Partner trust is built on transparency, consistency and a shared commitment to long-term success. Because we sell exclusively through the channel, no direct sales team competes with our partners. Our teams only succeed when our partners do. Our partner-first approach provides clear routes to market and tools designed to help partners identify growth opportunities within their install base, supporting customer upgrades, expansions and renewals. That gives partners a stronger foundation for building lasting customer relationships and growing their business with Everpure.

CHANNEL STRATEGY FOR 2027

Our 2027 channel strategy focuses on strengthening our partner ecosystem, expanding market reach and accelerating opportunities across AI, cyber-resilience, data management, data sovereignty and modern virtualization. We aim to deepen collaboration with resellers, distributors and managed service providers through technical enablement, solution specialization and joint go-to-market initiatives. In India, that means depth over breadth: investing in partners who build certified skills and specialized practices, rather than simply growing partner numbers. We are also welcoming new types of partners, including AI and application specialists building on our data platform, and developing dedicated capability for the government sector."

ESET empowering Partners to Unlock New Growth Opportunities in 2027

"ESET's approach is to help partners build sustainable businesses through a combination of commercial opportunities, skills development and ongoing support. We focus on helping them understand customer needs, recommend appropriate solutions and develop lasting customer relationships. Sales and technical enablement, together with marketing support, help partners pursue opportunities more effectively. As customers' cybersecurity needs evolve, we want partners to be well positioned to grow alongside them.



AJAYKUMAR JOSHI
COUNTRY MANAGER INDIA, ESET

STRENGTHENING PARTNER TRUST

Partner trust starts with clear communication, fair engagement and recognition of the effort partners invest in developing customer opportunities. We seek to provide clarity on how opportunities are managed and ensure partners have access to the right contacts when questions arise. By maintaining an open dialogue and addressing concerns promptly, we aim to give partners confidence in working with us and investing in long-term customer relationships.

CHANNEL STRATEGY FOR 2027

Our channel strategy for 2027 will focus on expanding our reach, strengthening partners' technical capabilities and creating more opportunities for profitable growth across India. Our sales and pre-sales teams will work closely with distributors to expand our B2B partner network in Tier 2 and Tier 3 cities, supported by technical training and sales enablement.

We will also help partners broaden their offerings by building their capabilities in standalone solutions such as ESET Cloud Office Security, ESET Secure Authentication and encryption. Cybersecurity awareness training will be another priority, enabling partners to address the human element of security and support customers' compliance requirements. To encourage partner participation and reward growth, we plan to launch an incentive programme for B2B resellers. On the B2C front, we will explore new approaches to strengthen both online and offline channels, improve product visibility and reach more consumers."

Building a Profitable, Trusted and Future-ready Partner Ecosystem

"The channel policy of Goyama SecureTech is designed to help partners remain profitable while building sustainable, long-term business. We provide competitive pricing, transparent margins, attractive incentive programs, and deal-registration benefits that reward partners for developing qualified opportunities. We also encourage partners to move beyond one-time product sales by offering value-added services such as consulting, deployment, migration, configuration, managed services, technical support, and renewal management. This enables partners to create recurring revenue, strengthen customer relationships, and improve long-term profitability.



PRATIK SHAH
DIRECTOR, GOYAMA SECURETECH

STRENGTHENING PARTNER TRUST

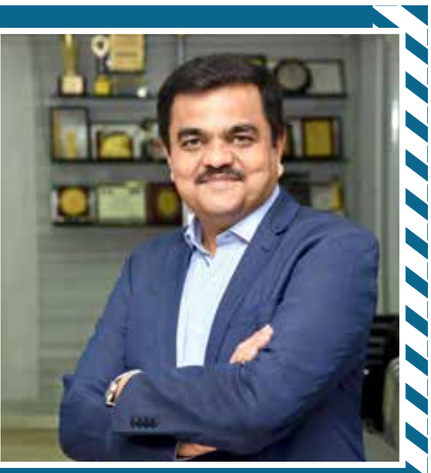
We strengthen partner trust through transparent communication, fair deal protection, and consistent support. Qualified and registered opportunities receive appropriate protection, helping partners invest time and resources in developing customer relationships without unnecessary channel conflict.

We maintain clear rules for pricing, deal registration, lead handling, and escalation. Our team works closely with partners to resolve issues quickly and fairly, while coordinating with OEMs where required. We also protect partner credibility by ensuring customers receive reliable technical support, genuine licensing, and dependable post-sales service. We stay in touch with the OEM and on top of the latest solutions coming from them so partners don't have to do it.

CHANNEL STRATEGY FOR 2027

Our 2027 channel strategy will focus on expanding partner capability, increasing adoption of AI-enabled and cloud-managed solutions, and helping partners build recurring revenue. We will strengthen enablement through technical training, certifications, solution workshops, demonstrations, co-selling, and joint customer engagements. Our focus will include cybersecurity, data protection, cloud-based IT management, network infrastructure, storage, and AI-driven video analytics. We will also help partners identify new opportunities in AI adoption, managed services, cyber-resilience, Microsoft 365 data protection, secure networking, and intelligent IT operations. By combining competitive commercial programs with stronger technical support and co-selling, our goal is to help partners become more profitable, more capable, and better positioned for sustainable growth in 2027."

Driving Business Profitability and Sustainable Growth through an evolving Channel Ecosystem



"Hikvision India structures its corporate strategy and channel policies around an insightful framework, engineered to secure both partner profitability and long-term operational sustainability. The policy addresses these two core pillars -

- Driving partner profitability is our core focus - Hikvision India protects its ecosystem's margins and commercial viability through structured channel advantages managed via the Hikvision Channel Partner Program. Partners benefit from dedicated project registration, which safeguards their business development efforts and provides special price support to prevent margin erosion from unauthorized competition. Our Growth Incentives & Rebates policy implements tiered financial incentives, bonus programs, and milestone rewards to reward partner performance and volume compliance.

ASHISH P. DHAKAN
MD & CEO, PRAMA HIKVISION INDIA PRIVATE LIMITED

- Ensuring Business & Environmental Sustainability - Hikvision India channel operations policy integrates risk management and sustainable practices to keep partners resilient in an evolving regulatory market. By incorporating stringent frameworks, Hikvision ensures its hardware meets top-tier international standards for data safety and product quality, insulating partners from compliance liabilities. As end-users increasingly demand green solutions, Hikvision updates its catalog with energy-efficient AIoT systems, solar-powered setups and eDVR series that cut energy consumption significantly.

CHANNEL STRATEGY FOR 2027

For 2027, Hikvision India is executing an enhanced channel strategy designed to transition partners from selling standalone hardware to delivering high-margin, fully unified software-driven ecosystems. Our 2027 channel strategy prioritizes local manufacturing, "Make in India" compliance, and cutting-edge software integrations.

Hikvision is empowering its network of over a vast number of channel partners to participate in complex, higher-value B2B projects. Partners are being cross-trained to deploy integrated ProAV solutions, interactive screens running WonderOS, and active LED displays, capturing corporate and institutional markets. Besides, to ensure partners can win major regional tenders, Hikvision is backing the channel with a massive, localized physical footprint, strategically moving into Tier-II and Tier-III cities through a physical framework that spans over pan India locations, branches and network. Hikvision is also leveraging the localized manufacturing plant near Mumbai to build customized, cost-effective stock natively, removing long international shipping delays for channel partners."

Zoom Enhances Partner Programme with Greater Enablement, Engagement and AI Opportunities



"Zoom is very focused on our channel-first strategy across India and SAARC. Our vast and specialised partner ecosystem is central to how we bring Zoom's innovations to customers across India and SAARC. As organisations increasingly look beyond standalone productivity tools and AI to improve how work gets done, we help our partners deliver greater value to customers and capture new opportunities.

Our approach to AI is grounded in responsible innovation, with privacy, safety, and security by design principles applied across our products and capabilities. While our core channel strategy is consistent globally, we localize it for India's unique use cases and the way customers here engage with organizations.

ARIJIT DEY
CHANNEL HEAD - INDIA & SAARC REGION, ZOOM

CHANNEL STRATEGY FOR 2027

We will continue to work to strengthen our channel-first approach through the Zoom Up Partner Program, empowering partners with enhanced tools, streamlined processes, deeper engagement opportunities, and expanded access to Zoom's growing portfolio of workplace, customer experience, and AI-powered innovations. We are actively expanding our India & SAARC partner ecosystem, working with leading ecosystem partners to bring our AI-powered solutions to customers throughout the region. Creating a Partner Self Service is key as we move into 2027. It's not just a process change; it's a commitment to helping our partners be more self-sufficient, competitive, and successful in the market. Zoom is expanding into the CCaaS ecosystem in India, with leading CX partners bringing Zoom's AI-powered Zoom CX solutions to enterprises and BPOs. Looking ahead, we will focus on deepening partner engagement, accelerating channel-led growth, and empowering partners to help organizations turn conversation into completion.

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

Within the Zoom Up Partner Program, partners are assessed on separate, tailored tracks for Resale and Agency Partners. This helps ensure measurement and rewards are relevant to their specific business models. The Zoom Up Partner program is uniquely designed to help protect partner interest that aligns opportunities to the partner with maximum support from Zoom to help close and co-own the opportunities. Through the Zoom Up Partner Program, partners are equipped with enhanced tools, enablement and support to help strengthen their expertise across Zoom's system of action and help accelerate their go-to-market efforts. A dedicated solution engineering team runs regular enablement sessions and AI-focused bootcamps, so partners can take Zoom's message to their customers."

Versa: Building Partner Success Through a 100% Channel-Led Approach



"Trust rests on clear rules applied consistently and a vendor whose success depends on the partner's. Being 100% channel-led, our field teams bring partners in from the first customer meeting.

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

Three things set the Versa ACE Partner Programme apart: we never compete with partners, partners choose their model, and we remove friction.

Versa is 100% channel-led, so no direct route competes for the same customer. Partners can specialise in Versa Titan or SASE, and can resell, deliver professional services, or run fully managed services. Indian partners deliver managed SASE from in-country data centres, meeting data-residency needs. Joining, Versa Academy training, and certification are free, and certifications belong to the individual. Deal registrations and MDF requests are decided within three business days, and Versa writes co-branded case studies at no cost. This earned a 5-Star CRN Partner Program Guide rating for five consecutive years.

VENKATA SR DATLA

DIRECTOR - MSP & CHANNEL SALES- APAC, VERSA NETWORKS

CHANNEL STRATEGY FOR 2027

Our goal is to make the ACE Partner Programme the most productive route to SASE growth, through three priorities underpinned by joint demand generation measured by pipeline and revenue.

1. Grow services-led revenue with MSPs, MSSPs, and service providers. Running one platform in the cloud, on-premises, or a partner's data centre makes partner-hosted and sovereign managed SASE a major opportunity in India.
2. Extend reach through distribution. With Inflow Networks, Exclusive Networks, Truvisor India, and Ingram Micro India, we will enable VARs and integrators in the mid-market and beyond the metros.
3. Lead the Secure AI conversation. As organisations adopt generative AI, they need visibility and data protection for AI traffic. We will equip partners to lead with Versa's GenAI Firewall, AI-powered DLP, and Zero Trust capabilities, opening new conversations with CISOs and CIOs.

Underpinning all three is joint demand generation measured by pipeline and revenue, not activity. Our commitment is simple: when our partners grow, Versa grows."

Sophos Focuses on Partner Success Through Recurring Revenue and Service-Led Growth



"At Sophos, we have always operated as a channel-first, channel-best organisation. Partners are central to how we reach customers across India's diverse market, so our channel policy is designed to support their profitability and long-term sustainability rather than focus solely on headline margins.

Our partner programme offers structured commercial benefits, growth rebates and incentives that recognise partner commitment and performance. Partners can also build recurring revenue through managed security services, particularly Sophos Managed Detection and Response (MDR), which is trusted by 40,000+ organizations worldwide, we can also integrate with 500+OEMs in our Sophos Fusion-AI native Cyber Defense system. These service-led models help partners develop deeper customer relationships and create sustainable business opportunities beyond transactional product sales.

RAJEEV GUPTA

DIRECTOR – SALES (INDIA & SAARC), SOPHOS

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

What makes our programme partner-friendly is our focus on reducing operational complexity while strengthening partner capabilities. Through initiatives such as Partner Care, dedicated channel support, the partner portal, technical training and certifications, we help partners access the resources needed to grow. Our MSP Elevate programme supports recurring service growth through predictable monthly commitments, flexible consumption billing and incentives linked to service expansion. The Sophos Fusion platform further helps partners manage security services efficiently. Our commitment to this ecosystem was reinforced when Sophos was named a Champion in the 2026 Omdia Cybersecurity MSP Ecosystems Leadership Matrix.

CHANNEL STRATEGY FOR 2027

Looking ahead to 2027, our focus will be on helping partners acquire new customers, expand existing relationships and capture opportunities across endpoint, network, email, cloud and managed security services. We will continue to strengthen our services-led approach through Sophos MDR , Sophos XDR, NGSIEM. We also see opportunities for partners to expand into strategic security advisory services through Sophos CISO Advantage, alongside growing customer requirements around compliance, risk management and cyber resilience.

Our goal is to help partners move beyond transactional selling towards long-term customer relationships built on expertise, recurring services and measurable security outcomes. When partners can grow profitably, deliver differentiated value and trust the ecosystem they work within, both partners and Sophos are positioned for sustainable growth."

Freshworks' Channel Strategy Transitions From Ecosystem Expansion to Partner-Led Optimisation



"Freshworks has a strong Partner and Channels DNA. Every account executive at Freshworks is equipped to work with them seamlessly. Once a partner registers an active opportunity, it gets deal protection, and Freshworks or other partners do not compete with the partner for the duration of that registration. Approved partner-sourced opportunities that meet a $5K ARR minimum automatically qualify for elevated deal registration discounts, so the effort of originating a deal is rewarded. We put dedicated resources behind the partner to close the registered deal. Rules of engagement, papering and subcontracting guidelines are written down, so partners and our internal teams know their roles. The portal shows pipeline, commissions and deal status, tier criteria are transparent, and dedicated channel managers handle disputes.

KUNTAL VAHALIA
SVP OF CHANNELS, ALLIANCES AND SALES, FRESHWORKS

CHANNEL STRATEGY FOR 2027

In FY27, our channel strategy transitions from ecosystem expansion to ecosystem optimization. We are focused on driving deeper alignment, accelerating enterprise capabilities, and capturing new market segments through a highly curated, partner-led approach.

- Diversified Routes-to-Market: Formalizing SI and GSI models to co-deliver complex enterprise transformations.
- Rationalized Ecosystem: Right-sizing our partner mix to focus resources and incentives on highly committed, top-performing partners.
- AI Solution Partners: Cultivating specialized experts to drive advanced AI adoption and build out complex customer use cases.
- Elevated Enablement: Upgrading technical training and certifications to ensure partners are as proficient as our internal teams.
- Joint Marketing & GTM: Increasing investments in co-selling, MDF, and aligned sales campaigns to accelerate mutual pipeline.
- Frictionless Program Design: Simplifying partner operations to remove friction and clearly drive predictable, mutual profitability.
- Partner-Led Emerging Markets: Leveraging the local expertise and agility of regional partners to scale efficiently in high-growth geographies."

Ingram Micro Leverages Xvantage to Accelerate AI-Led Partner Transformation



"Ingram Micro believes partner profitability is fundamental to building a robust and sustainable technological ecosystem. We aim to assist partners in moving from conventional distribution methods to the point where they can create distinct competencies, tap into emerging growth markets, and achieve long-term business objectives.

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

The partner-friendly approach starts with the understanding that each partner has their own priorities for running their businesses, needs from their customers, and aspirations for growth. At Ingram Micro, we leverage our scale and global technology ecosystem to help partners deal with complexities in service and meet evolving needs of customers. Our goal is to streamline the technology lifecycle by providing partners with access to the appropriate solutions, expertise, and enablement at all stages of the customer journey.

VISHAL HEGDE
DIRECTOR- SALES, INGRAM MICRO INDIA

Additionally, our digital experiential Xvantage platform empowers our partners with improved intelligence, visibility, and efficiency required to achieve excellence in the AI-powered era. Our Xvantage Enable AI Program enables businesses to move from exploring AI opportunities to embracing a success-driven AI journey, which includes identifying the right use case, building capabilities, and scaling with confidence. Moreover, our Xvantage Integration Hub and secure Model Context Protocol (MCP) Server enable partners to connect AI assistants with their systems and workflows, thereby ensuring real-time connectivity between apps, tools, platforms, data and AI assistants. This helps our customers build a more intelligent and connected digital ecosystem.

CHANNEL STRATEGY FOR 2027

Our channel strategy for 2027 involves enabling partners to confidently enter the next phase of technology-driven growth.

One of our priorities is to empower partners to move up the value chain. Instead of conducting product-driven transactions, they should embrace an integrated solution-based approach that would meet complex demands from their customers. To achieve this goal, we are focused on enhancing our digital capability and enhancing partnerships with different vendors who can offer a more success-driven joint value proposition for partners. We are also focusing on enabling our SMB partners to compete more effectively and unlock new growth opportunities in the AI-powered era."

Kyndryl Prioritises Enterprise AI, Alliance-Led Growth and Partner Readiness



"Kyndryl's channel strategy for 2027 focuses on four priorities: driving enterprise AI adoption, accelerating alliance-led growth, strengthening partner readiness and delivering outcome-led solutions. The focus is on helping customers scale AI through AI-ready infrastructure, Agentic AI and AI-enabled operations, while strengthening partner capabilities through training and certifications across AI, Hybrid Cloud and Cybersecurity. Kyndryl will also co-create industry-specific solutions with partners, combining complementary technologies and services to deliver measurable business outcomes and drive long-term growth. Moving forward, the focus will be on deepening technology partnerships, strengthening joint go-to-market initiatives and scaling AI-led modernization solutions to help customers accelerate adoption and deliver business value.

VIKAS DUA
APPLICATION, DATA & AI PRACTICE LEADER, KYNDRYL INDIA

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

The programme is designed to foster collaboration and drive shared growth through four key areas.

It promotes joint business planning and co-creation enabling partners to align on account plans, develop solutions collaboratively and coordinate customer engagement. Partner enablement is another key focus, with certifications, technical training and knowledge sharing aimed at strengthening solution development and delivery capabilities. The programme also brings together complementary capabilities, combining partner innovation with Kyndryl's expertise in enterprise IT transformation and services to address complex customer needs. Additionally, it encourages Enterprise AI collaboration with partners working together to develop integrated AI solutions that meet enterprise requirements for security, scalability and operational readiness.

This approach positions Kyndryl as an ecosystem orchestrator, bringing together the strengths of multiple technology partners to develop integrated solutions tailored to customer needs. Through deeper alliances and co-innovation, our goal is to accelerate modernization and AI adoption while addressing enterprise requirements for security, resiliency and scalability."

ECS Aligns Business Growth with Partner Profitability



"For us, our partners are an important part of our business, and their profitability is essential for long-term growth. We believe in having a fair and transparent business approach, offering the right products, competitive pricing and the necessary support to help our partners grow. Our focus is not just on selling products, but on building long-term relationships where both ECS and our partners can grow their business sustainably.

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

We understand that our partners need more than just good products to succeed. They need the right product mix, competitive pricing, timely support and a business relationship they can rely on. Our approach is to work closely with our partners, understand their requirements and help them identify the right opportunities in the market. We believe that when our partners grow, ECS grows with them.

RAJSHEKHAR BHATT
COUNTRY MANAGER INDIA, ECS

BUILDING TRUST AND PROTECTING PARTNER INVESTMENTS

Trust is built through transparency, consistency and keeping our commitments. We believe in working closely with our partners and maintaining clear communication on pricing, product availability and business opportunities. Deal protection is also important because partners invest their time and effort in developing customers. Our aim is to ensure that partners feel confident investing in ECS and building the business with us over the long term.

CHANNEL STRATEGY FOR 2027

Our focus for 2027 will be on strengthening our channel network and creating more opportunities for our partners in India. We want to expand our reach, improve product awareness and focus on solutions that meet the changing needs of customers. Along with our existing partners, we will look at developing new opportunities in different market segments. The objective is to build a sustainable business where ECS and our partners can grow together."

From AI Experimentation to Production: Snowflake's 2027 Channel Strategy



"Trust starts with transparency and alignment around shared customer outcomes. We support this through sales alignment and co-selling, helping partners work with our teams, while building their own services and solutions. Our partner ecosystem also brings together system integrators, cloud providers, resellers and technology partners to address customer needs together.

PARTNER PROFITABILITY AND SUSTAINABILITY

Our approach is to help partners create sustainable businesses through differentiated expertise, scalable, industry-specific solutions and stronger routes to market. Through the Snowflake Partner Network (SPN), we support co-selling, technical enablement and opportunities to develop and monetise industry-specific solutions through the Snowflake Marketplace.

DHIRAJ NARANG
DIRECTOR AND HEAD OF PARTNERSHIPS – INDIA, SNOWFLAKE

We also enable qualified partners to resell Snowflake as part of integrated customer solutions, creating additional commercial opportunities. Our September 2026 SPN enhancements further support this with up to five times more demo and development credits for Services partners, alongside expanded co-marketing opportunities. With this, we want partners to leverage Snowflake Coco to create solutions that enable customers to adopt Snowflake capabilities across real-world industry use cases and deliver measurable business outcomes.

CHANNEL STRATEGY FOR 2027

Our 2027 focus is to help partners accelerate the move from AI experimentation to production and become strategic co-creators of industry-specific solutions. As enterprises embrace agentic AI, and Snowflake's pre-eminent agentic control plane positioning, our partners will have an increasingly important role in combining trusted enterprise data, AI and applications to solve industry-specific challenges securely and at scale. We will continue strengthening partner skills and routes to market through SPN Learn, Snowflake University, Partner Champions and newer initiatives such as the Selling Snowflake Foundation learning track. As adoption of capabilities such as Snowflake CoCo and CoWork grows, our priority will be to give partners the expertise and support to translate these innovations into practical customer outcomes across industries. The opportunity is already reflected in adoption of our newer products. As of July 31, 2026, Snowflake CoCo had reached 9,100+ accounts and Snowflake CoWork 5,800 accounts. We foresee partners increasingly becoming strategic co-creators of industry-specific AI solutions."

Securonix Elevate Partner Program Ensures Partner Profitability and Long-Term Sustainability



"Securonix channel policy is anchored by our global Securonix Elevate Partner Program, which ensures partner profitability and long-term sustainability through a "partner-first" collaborative framework.

We invest in our partners through enablement, technical training, responsiveness, executive engagement, and shared accountability for customer success. Tools, resources, and education partners require are provided to build successful security practices around the Securonix Unified Defense SIEM platform and the ThreatQ Threat Intelligence Platform. We offer world-class training, certifications, sales and technical enablement, joint go-to-market planning, executive sponsorship, and responsive support. The program offers attractive margin protection and lucrative incentive plans, protecting partners' financial interests and profitability.

AJAY BIYANI
SENIOR VICE PRESIDENT - APJ, SECURONIX

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

The Elevate program offers fee-free participation, competitive pricing, margin protection, and incentives designed to support partner profitability. Complimentary sales training helps partners strengthen their cybersecurity expertise and customer engagement. The Securonix Partner Portal serves as the central hub for sales, technical, marketing, and operational resources. It gives partners on-demand access to the latest tools, training, and enablement needed to position, sell, deploy, and support Securonix solutions throughout the customer lifecycle. As part of our Partner-First philosophy, the portal helps accelerate time-to-value, improve partner productivity, and ensure partners have the resources needed to deliver stronger customer outcomes.

CHANNEL STRATEGY FOR 2027

Our 2027 channel strategy is focused on three priorities: moving to a 100% distributor-led model across APAC, expanding into new markets such as Japan, and accelerating growth through a stronger partner ecosystem. The distributor-led model will give partners greater ownership of market development, recruitment, enablement, and demand generation, helping us scale more efficiently across the region. In Japan and other high-potential markets, we will work with local distributors and strategic partners to build market presence and long-term customer trust. We will also continue investing in partner differentiation, particularly across the MSSP ecosystem. Securonix will help partners deliver advanced security analytics, modern SIEM capabilities, and services that address emerging requirements around AI, behavioral analytics, and anomalous activity across users, entities, and AI agents. Success will be measured through partner-led revenue growth, new customer acquisition, market expansion, and the ability of our ecosystem to deliver sustainable customer outcomes.

Partner First, Always: How SolarWinds Builds Profitable Partner Businesses



"For us, partner profitability starts with our Partner First strategy. We deliberately do not build a direct services organisation that competes with our partners. Instead, we want partners to own and grow the services and opportunities around the customer relationship, supported by the SolarWinds platform, enablement, and customer-success resources.

That model allows partners to build value beyond the initial sale through implementation, managed and professional services, subscription renewals, and multi-year agreements. As more customers ask for multi-year contracts, partners benefit from greater certainty around future revenue, customer planning, and related service opportunities.

SUKHDEEP SINGH
HEAD - CHANNELS SALES, ASIA-PACIFIC & JAPAN, SOLARWINDS

Our commercial model reinforces this approach. Deal registration can provide enhanced margin and additional support for approved opportunities. We also offer back-end rebates for eligible partners and incumbency protection for eligible license renewals in subsequent years, subject to program terms. Together, these mechanisms help protect partner investment and create a cascading benefit across both the top and bottom lines.

A UNIQUELY PARTNER-FRIENDLY PROGRAMME

We want our partners to have the right support to drive their business forward.

That Partner First principle carries through into how we work with partners day to day. We want partners to see SolarWinds not simply as a vendor, but as a platform and growth partner that helps them create customer value and expand their own businesses.

Being partner-friendly means making it worthwhile and manageable for partners to invest in SolarWinds over time. We aim to give partners a clear path from identifying an opportunity through closing, renewal, expansion, and services delivery, with structures that reward investment and support long-term ownership of the customer relationship. This helps partners build their businesses rather than simply transact around a product.

Our enablement model is designed to make that growth practical, with certifications, specializations, marketing resources, and portal support helping partners build capability and respond to changing customer needs. That combination of Partner First behaviour, partner economics, and practical support is what we believe makes the experience genuinely partner-friendly."

Powering a Value-Led, Services-Driven Partner Ecosystem for 2027



"Profitability has to come from the value a partner delivers and not only from resale margin. Our programme rewards partners through competency rebates, deal participation, co-selling support and recognition of the services and consulting revenue they influence. That pushes partners towards managed security, SOC and incident response, where revenue recurs and customer relationships last. Adoption of TrendAI Vision One for Service Providers has grown 759% globally, reflecting strong momentum and increasing demand across the service provider ecosystem. For sustainability, Trend Campus and the Partner Ninja programme build skills partners can take to customers, and four tiers (Registered, Skilled, Expert and Elite) let them grow from selling licences to running outcomes.

HIMANSHU KUMAR GUPTA
SENIOR DIRECTOR, GOVERNMENT BUSINESS & CHANNELS, INDIA AND SAARC, TRENDAI

TrendAI also places a strong emphasis on partner success through initiatives such as Trend Campus, which offers role-based training and certifications, and the Partner Competency Programme, which assesses and certifies partner maturity while recognising and rewarding value creation

CHANNEL STRATEGY FOR 2027

Our direction is to turn partners from resellers into cyber resilience advisors, with three priorities.

- Services: more partners delivering managed detection and response and SOC co-management, which matters as states build SOCs under the MeitY mandate
- AI security: enabling partners to help customers secure AI applications, agents and infrastructure through TrendAI Vision One, including AI risk assessment and red teaming
- Reach: deeper enablement for partners beyond the metros, and for government and critical infrastructure

Overall, our strategy is to measure what matters, incentivize quality over quantity, and reward partners across the entire journey, from enablement and engagement to POCs, demand generation, and deal wins. By focusing on meaningful partner investments and measurable customer outcomes, we aim to help partners build lasting customer relationships, earn trust, and grow their businesses while strengthening their customers' cyber-resilience."

Driving Partner Profitability through Agentic NetOps and Shared Growth

"LinkEye is an AI-centric network observability platform that gives an enterprise's AI eyes and ears into its network. Its MCP server lets Claude or any MCP-compatible model connect in minutes and work from scoped, governed, live telemetry across multi-vendor WAN, LAN, Wi-Fi and ISP circuits. With LinkEye, network operations move from probabilistic guesswork to deterministic, fact-based answers.



AKSHAY BALAGANUR

CO-FOUNDER & CEO, LINKEYE | CO-FOUNDER, AIROWIRE NETWORKS

LinkEye is focused on building a partner ecosystem that delivers sustainable business value through collaboration, innovation and recurring revenue opportunities. Its partner programme is designed to help partners build profitable, scalable businesses around its Network Observability and Agentic NetOps solutions. The strategy centres on five key areas: competitive partner margins, recurring revenue opportunities, services-led profitability, market expansion and long-term customer value. Through consulting, implementation, integration, training and managed services, partners can diversify revenue streams while helping enterprises improve network visibility, reliability and operational efficiency. A partner-first philosophy underpins LinkEye's programme, with an emphasis on technical and sales enablement, joint go-to-market initiatives and flexible engagement models. Whether working with value-added resellers (VARs), system integrators (SIs), managed service providers (MSPs), distributors or technology partners, LinkEye aims to provide the resources and collaboration needed to identify opportunities and deliver measurable customer outcomes. Building partner trust is equally important. LinkEye emphasises transparent commercial policies, opportunity registration, deal protection and clearly defined account ownership to minimise channel conflicts.

VISION FOR 2027

Looking ahead to 2027, LinkEye aims to expand its channel footprint and accelerate the adoption of Agentic NetOps as a next-generation approach to enterprise network operations. Its priorities include strengthening relationships with networking solution providers, engaging system integrators serving large enterprises, enabling MSPs to offer intelligent network operations, expanding regional coverage through distributors and building complementary technology partnerships. Ultimately, LinkEye's vision is to move beyond traditional network monitoring towards intelligent, automation-driven operations, creating new growth opportunities for partners while delivering lasting value to customers."

Accelerating Channel Growth in an AI-Driven Business Landscape

"TVS Electronics is investing in partners across distributors, system integrators, resellers and solution providers with a focus on enabling them with the right products, technical training, pre-sales support and market development. Our approach is to move beyond a traditional reseller model and build a stronger, more capable partner ecosystem. We are also focusing on building deeper capabilities in emerging areas such as AIDC, mobility, POS and digital solutions. Our objective is not simply to increase the number of partners but to help our partners create more value for customers and build sustainable businesses. We see the channel as an extension of our organisation and therefore partner capability, profitability and customer experience are equally important to us.



SHRINIVAS T

HEAD OF SALES - TVS ELECTRONICS

DRIVING PARTNER GROWTH AND PROFITABILITY

We are moving from a purely transactional channel approach to a value based partnership model.

We want our partners to have revenue not only from hardware sales, but also through solutions, integration, services and recurring customer engagement. We are therefore working on product wise and solution wise partner programmes, technical enablement, demonstrations, pre-sales support and market development initiatives. We also want partners to specialize in sectors where they have strong customer relationships such as Enterprise, retail, manufacturing, logistics, BFSI and government. Ultimately, our success is linked to partner success. A partner who has healthy margins, predictable business and strong customer relationships is more likely to invest in the market and grow with us.

HELPING SMALL BUSINESSES GROW

AI is changing the way businesses operate, but AI by itself doesn't create business value. It needs to be connected to the physical processes of an organisation. Our role is to provide the technology infrastructure that enables enterprises and SMEs to digitise those processes, whether it is point-of-sale, printing, barcode and RFID-based identification, mobility, inventory management or other connected solutions. We therefore see our solutions as an important layer connecting the physical world with digital and AI-driven decision-making."

Creating a Future-Ready Partner Ecosystem through AI and Innovation

"We are strengthening India's channel ecosystem by continuously equipping our channel partners with the latest knowledge and skills in the rapidly evolving AI landscape. Through updated training modules, workshops, and enablement programs, we ensure partners stay informed about new technologies, solutions, and market opportunities.

We bring world-class expertise directly to our partners through a combination of face-to-face engagements, knowledge-sharing sessions, and targeted email communications. This approach enables us to deliver timely insights, foster deeper collaboration, and help our partners build the capabilities needed to drive customer success and business growth in the AI era.



C.R. SRIRAM
ZONAL SALES MANAGER-SOUTH, DYNABOOK INDIA

DRIVING PARTNER GROWTH AND PROFITABILITY

Our partner growth strategy is built around helping partners integrate AI capabilities into the business ecosystems they already serve. Rather than focusing solely on product sales, we encourage partners to combine AI-driven solutions with their existing industry expertise, enabling them to create higher-value offerings and unlock new revenue streams.

A key pillar of our approach is sustainable profitability. We work closely with partners to ensure healthy margins, long-term business viability, and recurring growth opportunities. Through AI-ready devices, solution-led engagements, training, and go-to-market support, we help partners position themselves as trusted advisors in their customers' digital transformation journeys. We also invest in enabling partners with the knowledge and skills required to address emerging AI use cases across enterprises and SMEs. By empowering them to deliver innovative, productivity-enhancing solutions, we help them strengthen customer relationships, differentiate themselves in the market, and build profitable, future-ready businesses.

Ultimately, our success is measured by our partners' success, and we remain committed to fostering a collaborative ecosystem that drives growth, innovation, and sustainable profitability for all stakeholders.

HELPING SMALL BUSINESSES GROW

We help Indian enterprises and SMEs stay competitive in the AI era by providing best-in-class AI-powered endpoint devices that combine performance, security, and mobility. Our AI PCs and laptops are engineered to handle modern AI workloads locally, enabling faster data processing, enhanced productivity, and improved user experiences without relying solely on cloud resources."

Scaling Partner Success through Skills, Capabilities and Enablement

"India's channel ecosystem is evolving from a distribution-led model to a capability-led model. At Digisol, we are building that capability through structured partner programmes such as League of Champions, T2 GO MAX and SI Premier League. These programmes reward sustained performance and create stronger business engagement with our distributors and system integrators. We are also investing in technical certifications, product training, marketing enablement and partner support through the Digisol Alliance Partner Program. The objective is to help partners build stronger technical capabilities, engage customers better and improve profitability.



SHRIDHAR KADAM
CEO, DIGISOL SYSTEMS

DRIVING PARTNER GROWTH AND PROFITABILITY

We are moving from a purely transactional channel model towards a partner value model. We give partners multiple levers for growth, including performance-linked incentives, technical capability, demand generation and stronger customer support. Programmes such as T2 GO MAX and LOC recognize sustained business performance, while our training and enablement initiatives help partners build technical and solution-selling capabilities. Through DAPP and the Digisol Alliance Partner Program, we are also making partner services and support more accessible. Our focus is not only on the revenue a partner generates for Digisol. It is on building sustainable and profitable business for both the partner and the brand.

HELPING SMALL BUSINESSES GROW

Digisol provides the underlying connectivity through switching, wireless, FTTH and structured cabling solutions. This helps businesses build the network capacity needed for increasing data demands. From a business perspective, stronger infrastructure enables organisations to scale digital applications and adopt new technologies with greater confidence. From a productivity perspective, reliable connectivity reduces downtime, improves access to applications and data, and helps employees work more efficiently. We see network infrastructure as a critical foundation for AI-led growth."

Cloudera Positions Hybrid, Sovereign and Agentic AI as the Next Phase of Enterprise Adoption



At Cloudera EVOLVE Forum Mumbai 2026, the company outlined its vision for AI anywhere, cloud anywhere and data anywhere, highlighting the need for a secure, trusted data environment as enterprises move from AI experimentation to production. Positioning itself as the "only true hybrid data platform provider," Cloudera said organizations need the ability to deploy workloads across on-premises, public cloud and sovereign cloud environments while maintaining a single layer of security and governance. The company also highlighted its latest innovations around Cloudera Anywhere Cloud, designed to be "hybrid by default, modular by design and sovereign by deployment," enabling customers to bring AI to the data rather than moving data to AI.



"We bring AI to data rather than pushing data all the way to AI"

MAYANK BAID
REGIONAL VICE PRESIDENT, INDIA AND SOUTH ASIA, CLOUDERA

"We bring AI to data rather than pushing data all the way to AI," said Mayank Baid, Cloudera's Regional Vice President for India and South Asia, calling it the real differentiator for enterprise AI. He pitched the company as the "only true hybrid data platform provider," letting customers deploy models on-premise or in the cloud under a single layer of security and governance.

Baid said India is one of the company's largest and fastest-growing markets globally, including in revenue generation. He attributed the momentum to the sheer volume of data in the country and to Cloudera's ability to give customers a secure, trusted environment for building their data foundations.

He said three-fourths of India's largest banks use the platform, along with most leading telcos in India and South Asia. Other customers include fintechs, GSTN and the Bombay Stock Exchange, he said.

Baid linked demand to the government's push for sovereign AI and sovereign cloud, which he said Cloudera supports through built-in security and governance. He also noted that much of the company's global investment is going into India, with R&D centers in Bangalore and Chennai.



"Hybrid by default, modular by design and sovereign by deployment"

REMUS LIM
SENIOR VICE PRESIDENT, ASIA PACIFIC AND JAPAN, CLOUDERA

Cloudera's new Anywhere Cloud is "hybrid by default, modular by design and sovereign by deployment," said Remus Lim, the company's Senior Vice President for Asia Pacific and Japan. He said the platform is built for regulated customers who keep most of their data on-premises.

Lim outlined how Cloudera has evolved to meet those needs. Founded in 2008, it merged with Hortonworks and went private in 2021 under KKR and CD&R, after which it built the Cloudera Data Platform around a hybrid vision.

He said APAC customers, largely banks, telcos and government bodies, take a pragmatic approach to cloud, keeping most data on-premises while avoiding dependence on a single cloud vendor. Central banks including RBI, MAS and RBA run the platform, he said, and EV makers are a growing segment. About $1 billion has gone into acquisitions, Lim said, including Taikun, which underpins Anywhere Cloud. He also announced a Mistral partnership. Cloudera's priorities, he said, are AI, cloud and data anywhere, so that data does not have to move for AI to work. IDC named the company a leader in APAC sovereign AI platforms in September.



"We can go from rack to AI inference within 60 minutes"

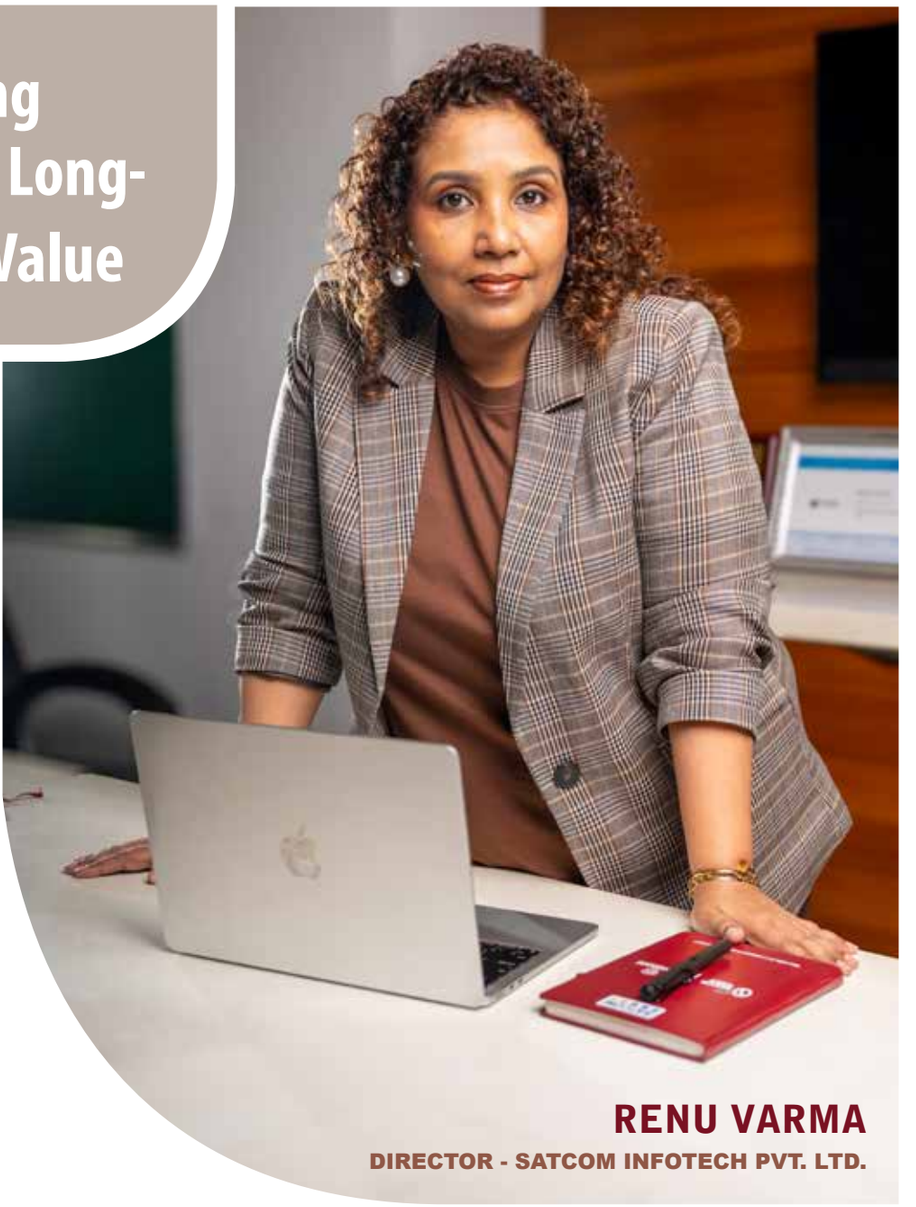
SERGIO GAGO
CHIEF TECHNOLOGY OFFICER, CLOUDERA

Sergio Gago, Cloudera's Chief Technology Officer, presented Cloudera Anywhere Cloud as the company's platform for the agentic era, built to run identical code across data centers, sovereign clouds and public clouds (AWS, Azure, Google Cloud) under a single control plane and unified data fabric for governance and lineage.

He said enterprises struggle to move AI experiments into production because compliance, audit and cost questions go unanswered. Cloudera's answer is to let agents work within existing data governance rather than copying data into separate systems. Built on the Taikun and Octopai acquisitions, the platform offers nine data services, bring-your-own-engine flexibility, query federation across Snowflake, Databricks, Oracle and Teradata, and an agent-first interface that lets users work through prompts.

Gago said Anywhere Cloud can take a customer from bare metal to inference on a Mistral model in about 60 minutes, versus 60 days earlier, a figure he said preview customers, including ExxonMobil, IQVIA and Mastercard, have validated. General availability is set for November 30, 2026, with the platform designed to run alongside existing Cloudera Data Platform deployments.

Transforming Technology into Long-Term Business Value



RENU VARMA
DIRECTOR - SATCOM INFOTECH PVT. LTD.

Future of India's IT Landscape

India's IT industry is entering a transformative phase driven by Artificial Intelligence, cybersecurity, cloud adoption, data analytics, and digital infrastructure modernization. As organizations across sectors accelerate digital transformation, the focus will shift from technology adoption to technology optimization and resilience.

At Satcom Infotech, we see ourselves playing a critical role in this journey by bringing world-class technology solutions to the Indian market and empowering our channel ecosystem with the expertise, training, and support needed to deliver them effectively. Through strategic partnerships with leading global technology providers, we aim to help businesses build secure, scalable, and future-ready digital environments while contributing to India's vision of becoming a global technology leader.

Lessons from Customers' Digital Transformation

One of the biggest lessons from customers' digital transformation journeys is that technology alone does not drive transformation; people, processes, and leadership commitment are equally important. Organizations that align business objectives with technology investments tend to achieve more sustainable outcomes.

Today, Indian enterprises are far more mature and receptive to change than ever before. They recognize the need to modernize operations, improve cybersecurity resilience, and leverage data-driven decision-making. While readiness levels vary across industries, there is a clear shift from experimentation to strategic implementation, particularly in areas such as AI, automation, and cloud technologies.

Standing Out in an AI-Driven Market

In today's rapidly evolving market, differentiation comes from expertise, trust, and value creation. At Satcom Infotech, we focus on enabling our partners and customers with the right combination of technology, knowledge, and support rather than simply distributing products.

We continuously invest in technical enablement, partner development programs, certification initiatives, and solution-driven engagement models. Additionally, we are expanding our capabilities around AI-driven cybersecurity and emerging technologies to help our ecosystem stay ahead of evolving business and security challenges. Our commitment to education, innovation, and customer success continues to strengthen our brand positioning in the market.

Investments & Strategic Partnerships

The technology landscape will continue to evolve rapidly, making continuous investment essential. Our priorities include strengthening our technical expertise, expanding partner enablement initiatives, and investing in advanced cybersecurity, cloud, and AI-focused competencies. Equally important are our strategic partnerships with globally recognized technology vendors.

These collaborations enable us to deliver innovative solutions, provide specialized support, and address emerging market demands. By combining strong partnerships with continuous skill development and market intelligence, we are positioning ourselves to successfully navigate future challenges and opportunities.

Building Long-Term —Customer Trust—

Trust is built through consistency, transparency, and a genuine commitment to customer success. At Satcom Infotech, we focus on understanding our partners' and customers' business objectives before recommending technology solutions.

We believe in long-term collaboration rather than transactional engagement. By providing strategic guidance, technical expertise, training, and post-sales support, we help our stakeholders make informed decisions and maximize the value of their technology investments. Our goal is to become a trusted extension of their business, supporting them throughout their growth and transformation journey.



AI Takes Centre Stage, but Security, Data and Cloud Hold the Key

As channel partners move from selling products to delivering outcomes, managed services and governance anchor the next phase of channel growth.

Every few years, a technology shift forces businesses to rethink where growth will come from. Today, that shift is AI. As enterprises move from experimentation to embedding intelligence into everyday operations, the question is no longer whether to adopt AI, but how to do it securely, responsibly and at scale.

To understand how the industry is preparing, VARINDIA spoke to channel partners about the technology areas set to drive their growth and how they are changing their business models. A strikingly consistent picture emerges. AI sits at the centre of the growth story, but rarely alone. Cybersecurity, cloud and data modernisation, and managed services feature in nearly every outlook, anchored by a shared conviction that AI cannot scale without secure infrastructure, trusted data and strong governance. Identity, compliance, post-quantum readiness, blockchain and disaster recovery add further layers, while AI agents and intelligent automation are reshaping how work gets done.

The business models behind that growth are changing just as visibly. Technology providers are moving from selling products to delivering outcomes, from project-by-project work to consultative, advisory-led and managed engagements, and from reselling to building their own intellectual property. Recurring and value-based contracts are gaining ground, and many are applying AI internally first, while others invest in enabling partners.

What follows are their insights on the next phase of business growth, and what it will take to build it on foundations of trust, accountability and measurable value for customers.

Strengthening India's channel ecosystem through partner enablement

"We are strengthening India's channel ecosystem by building a more collaborative, capability-driven partner network. Our focus is on enabling partners with the right technology, training, solution expertise and go-to-market support so they can address evolving customer needs more effectively. We are also helping partners move beyond transactional selling toward consultative, solution-led engagements across cloud, cybersecurity, data, AI and digital transformation. Our strategy is centered on making partners more capable, relevant and profitable, and we encourage them to build recurring and value-added services rather than depend only on product-led transactions. Our solutions help Indian enterprises and SMEs adopt technology in a practical and business-focused manner. We enable organizations to leverage cloud, cybersecurity, data and AI capabilities to improve productivity, automate processes, strengthen decision-making and enhance customer experiences. Importantly, our approach is not simply about adopting AI, but about integrating it securely into existing technology environments while delivering measurable business value.

We support the Make in India vision by contributing to the growth of India's digital and technology ecosystem. By combining global technology capabilities with local expertise, partner networks and India-focused solutions, we contribute to building a more resilient, digitally enabled and globally competitive Indian enterprise ecosystem. Our objective is to create an environment where AI can be adopted confidently, helping employees, partners and customers innovate faster while maintaining the security, trust and accountability expected in an increasingly AI-driven world."



AMARNATH SHETTY
MANAGING DIRECTOR, LDS INFOTECH PVT. LTD.

Our biggest shift is from selling technology to delivering outcomes

"We see four areas driving most of our growth: Enterprise AI, cloud modernisation on Azure, data and cybersecurity. Customers have moved beyond AI pilots in silos and now want secure AI Agents that work inside real business workflows. AI is only as good as the data behind it, and wider AI adoption creates a bigger attack surface. Across Microsoft and SAP ecosystems, our customers are no longer buying these as separate solutions. They want one partner who can connect cloud, data, security and AI into a single roadmap.

Our biggest shift is from selling technology to delivering outcomes. Customers want measurable business results, and they want a partner accountable for them. That is why Embee Software is moving towards a consulting-led, managed services model. We start with the customer's business problem, design the right architecture and then stay with them through adoption and optimisation. Recurring managed services across AI, cloud, data and security are now forming a central part of how we engage.

We are also investing heavily in people. More than 400 of our technical professionals are building skills in AI, cloud, data and security, a depth reflected in our 18 Microsoft advanced specialisations. With over 40 years of experience, more than 3,500 customers and a presence in over 12 locations across India, we want to be the partner that helps Indian businesses turn AI ambition into real, measurable value."



BIPUL PATRA
CTO
EMBEE SOFTWARE

Moving from being a technology provider to a technology ownership partner

"Our growth will increasingly come from AI-led infrastructure, cybersecurity, cloud, network security and IT managed services. We see these not as independent technology segments, but as interconnected layers of the modern enterprise. AI will accelerate demand for secure infrastructure and smarter operations, while managed services will help businesses continuously optimise them. The real opportunity is in helping customers modernise their IT environment end-to-end, with technology investments aligned to business outcomes rather than driven by trends alone. Together, these areas will shape how enterprises build secure, resilient and efficient IT environments.

We are moving from being a technology provider to being a technology ownership partner for our customers. That means understanding their ecosystem deeply, tailoring the right solutions, and taking greater responsibility for how their IT performs over time. This shift reflects our commitment to being accountable for the outcomes our customers achieve, not just the technology we provide. Our aim is to be a partner that stays with customers as their needs evolve.

Internally, we are embedding Augmented AI and Generative AI into our own processes to improve speed, precision and decision-making. Externally, we are using the same learning to help customers adopt AI intelligently while keeping security, compliance and business value at the centre. This approach allows us to apply what we learn within our own organisation to the benefit of the customers we serve."



GURPREET SINGH
FOUNDER & MD, ARROW PC NETWORK PVT. LTD.

Significant growth expected in storage, security and artificial intelligence

"We anticipate significant growth in the areas of Storage, Security, and Artificial Intelligence over the next three years. As AI capabilities continue to advance, many organizations are likely to establish on-premises data lakes, thereby driving this demand. The data held in these environments will need to be stored, protected and managed securely, which is why we see Storage and Security growing alongside AI. Organizations will look for dependable and secure infrastructure that can support the growing volumes of data that AI depends on.

We have initiated the development of AI-based solutions for our clients. Our aim is to help clients use AI in a practical way that supports their business needs. Additionally, AI is being utilized to significantly enhance operational efficiency in our core areas. We are applying the same approach within our own operations, so that our teams can work more effectively. This is helping us serve our clients more effectively.

This adoption is expected to benefit us in the coming years. As AI becomes part of how businesses operate, we believe our work in Storage, Security and AI-based solutions will help us support our clients. We will continue to build on this work, learning from our own use of AI and applying it for the benefit of our clients. Our goal is to help organizations adopt AI with confidence and realize business value."



L ASHOK
MD, FUTURENET TECHNOLOGIES (INDIA) PVT. LTD.

Cybersecurity remains a non-discretionary spend area with strong consulting pull

"Today's environment is talking about AI and its utilization from SMB to enterprise. Digitaltrack is enabling itself to be the "go-to" partner for our clients and customers across the geographies. Moving from technology selling to solution and outcome selling is essential to reach 4x consulting revenue at improved margins. We are packaging AI, Security and Cloud into vertical solutions, and shifting part of the portfolio toward outcome-based or value-based contracts.

Cybersecurity remains a non-discretionary spend area with strong consulting pull, especially as AI adoption expands the attack surface. Our offerings include Zero Trust strategy and architecture, identity modernization, cloud security posture management, SOC transformation and compliance. Growth levers include regulatory mandates, board-level risk focus, and integration of AI-driven detection and response. Cloud remains the foundation on which AI and modern security programs are built. Organizations also cannot scale AI without trusted data and governance, which creates a durable advisory opportunity. Our value proposition is advisory-led, outcome-oriented solutions in AI, Cybersecurity, and industry transformation. Our commercial engine is built on a higher consulting mix, value-based and multi-year contracts, and improved margins. Our delivery system relies on CoEs, reusable IP, hybrid teams, and AI-augmented productivity. Our talent engine prioritizes solution and domain expertise over pure capacity. Deep partnerships amplify our reach and solution completeness. Our go-to-market is consultative and industry-focused, landing advisory work and expanding into full lifecycle engagements."



L D SATISH KUMAR
CONSULTING LEADER - AI & INFORMATION SECURITY, DIGITALTRACK SOLUTIONS PVT. LTD.

Unifying security services and products to secure digital assets in the AI era

"ACPL recognizes the pressing need to fortify defenses, innovate solutions, and cultivate strategic partnerships to empower organizations in their fight against cyber threats. ACPL is extremely strong on Solution Architecting, Technology Integration and Managed Services when it comes to securing large and complex enterprises. We have understood customer needs while having strong presence and relationship across BFSI, ITES, FinTech, Manufacturing, Healthcare and other key segments. Customers' new priorities underscore a shift towards Zero Trust Architecture Implementation, Endpoint Detection and Response, Identity and Access Management, Security Orchestration, Automation, and Response, Cloud and Network Security, and Data Privacy and Compliance.

In today's increasingly interconnected world, strengthening digital defence is critical, and ACPL is investing heavily in building innovative security solutions that comprise both Services and Products to address evolving customer needs and market demands. ACPL's unique and dynamic CyberCare services offering replaces multiple vendors, contracts and escalation paths with one commercial framework and one AI empowered engineering platform and team. ACPL leverages AttackFence as a centralized, opensource based platform that integrates with other industry-leading solutions, providing a unified management pane for customers. Our Managed Detection and Response services provide 24/7 monitoring, threat hunting, and rapid incident response. By developing an integrated AI platform-based approach combined with CyberCare Professional Services, ACPL is addressing the industry's gaps and providing customers with unified offerings to secure their digital assets in the disruptive AI era."



MADHUSUDHAN KOHLI
CIO & CBO, ACPL SYSTEMS PVT. LTD.

Embedding advanced security capabilities into every layer of service delivery

"At SNS, we see the next wave of growth being driven by several converging technology areas. Cloud security will continue to expand and become the largest contributor, as enterprises accelerate digital transformation. Equally, AI-related cybersecurity solutions are poised for rapid adoption, both in embedding AI into products and in securing AI itself within enterprise networks.

Compliance-driven needs, particularly around DPDP regulations, are expected to intensify, creating demand for governance and protection frameworks. Alongside these, Managed Security Services will remain a key growth driver, while traditional cybersecurity solutions continue their steady, organic expansion. Together, these areas reflect a shift from reactive defence to proactive resilience, aligning with the evolving threat landscape. SNS has been evolving its business model to meet the challenges of an AI-first world by embedding advanced security capabilities into every layer of service delivery. We provide AI security posture management through vendor partnerships, ensuring enterprises can assess and strengthen defences against AI-driven risks. Our expertise in machine identity governance, delivered via privileged access management (PAM) solutions, addresses the growing need to secure non-human identities. Compliance remains central, with DPDP training, audits, and governance. Finally, our Managed Security Services are enhanced with risk scoring methodologies, giving customers a clear view of their resilience posture. By combining technical innovation with consultative delivery, SNS ensures it remains a trusted partner in securing enterprises against the complexities of the AI-driven digital economy."



NK MEHTA
MD & CEO, SECURE NETWORK SOLUTIONS INDIA PVT. LTD.

AI growth will depend on security, data and strong foundations



PRASHANTH SUBRAMANIAN
CO-FOUNDER & DIRECTOR, QUADRASYSTEMS.NET (INDIA) PVT. LTD.

"Over the next two to three years, we expect our growth to come from three areas: applied AI, security, and cloud and data modernisation. Applied AI will be a driver, but the opportunity is not choosing a model or deploying a Copilot or chatbot. The real work begins when organisations integrate AI into operations, redesign processes, clean up data, and put governance in place. Helping customers bridge this gap will be part of our growth.

Security can no longer be treated separately from AI. Every AI agent introduces another identity, another set of permissions, and another point of exposure. Security needs to be built into an AI initiative from the beginning. Cloud and data modernisation is important, creating the foundation for AI through clean data pipelines, sound architecture, appropriate controls, and infrastructure that can support the transition from a pilot to production.

We are moving beyond the role of an implementation partner, becoming the layer that helps customers turn technology into business value. We are shifting from transactional engagements towards outcome-led and managed models, developing our own intellectual property on top of hyperscaler platforms, and placing emphasis on assessing readiness before recommending a solution. In an AI-first economy, customers will value partners prepared to take responsibility for outcomes, not just deployments. We would rather strengthen the foundation and build a long-term relationship than complete a sale that does not deliver value."

Moving from product to capability distribution will drive our AI-era growth



PRATIK SHAH
DIRECTOR, GOYAMA SECURETECH LLP

"Over the next 2–3 years, we see the strongest growth coming from the convergence of AI, cybersecurity, data resilience and intelligent IT operations. AI will increasingly become an intelligence layer across cybersecurity and enterprise IT—from AI-powered threat detection and response to security automation, intelligent RMM/PSA and proactive IT operations. At the same time, the evolution of ransomware and increasingly complex digital environments will drive demand for cyber resilience, backup, recovery and data protection.

We also see significant opportunities around Zero Trust, SASE, ZTNA, SD-WAN and cloud security, as organisations continue to operate across hybrid and distributed environments. For technology partners, the opportunity is moving beyond individual products toward integrated solutions that combine security, networking, data protection and automation. We believe this shift will create significant opportunities for partners who can bring technology together with domain expertise and measurable business outcomes. The biggest transformation for us is moving from product distribution to capability distribution. At Goyama SecureTech, our objective is to build a partner-first ecosystem where technology partners are equipped not only with products, but also with knowledge, technical capabilities, solution expertise and business support. We are investing in partner enablement, technical skills, solution architecture, practice building, managed-service opportunities and lifecycle support. Our vision is to evolve the traditional distributor model into a value-led technology ecosystem, helping partners move from selling products to delivering outcomes and build stronger, more sustainable businesses."

AI is becoming an enterprise operating layer driving our transformation growth



PUNIT THAKKAR
CEO & MD, SHIVAAMI CLOUD SERVICES PVT. LTD.

"We are entering a phase where AI will become an operating layer for the enterprise. Over the next two to three years, we expect the strongest growth to come from the convergence of Enterprise AI, cloud, cybersecurity, data and AI-powered digital workplaces. The opportunity will shift from AI experimentation to AI-led transformation—using intelligent automation, AI agents, and enterprise data to redesign workflows and improve decision-making. However, AI cannot scale without a strong foundation. Cloud modernization, identity, cybersecurity, data governance and managed services remain critical. Our strategy at Shivaami is to help customers move from cloud adoption and digital workplace to AI adoption and AI-led transformation, with security and governance embedded at every stage.

The traditional reseller or implementation-partner model is giving way to an outcome-led model, where customers expect expertise, integration, adoption and measurable business impact. Shivaami is evolving from a cloud and workplace partner to becoming a business transformation partner built around AI, cloud and security. We are investing in advisory capabilities, AI solutions, automation, managed services and ecosystem partnerships, while developing repeatable solutions to move from proof-of-concept to enterprise-scale adoption faster. Importantly, AI transformation is as much about people and processes as it is about technology. Our role is to help organizations drive adoption, redesign workflows and establish the governance required to use AI responsibly and effectively. The future belongs to organizations that reimagine how they operate with AI."

Managed security, app modernization, and governed data foundations will drive growth



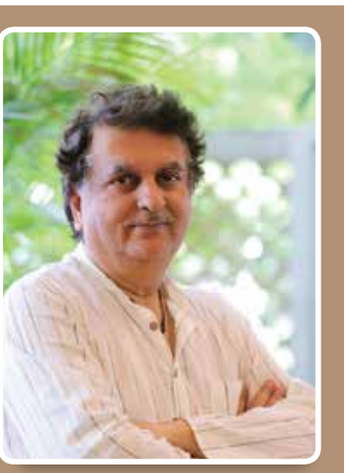
RAJESH MATHKAR
DIRECTOR, WYSETEK SYSTEMS TECHNOLOGISTS PVT. LTD.

"Over the next two to three years, three reinforcing areas will drive our growth, rather than compete for budget: cybersecurity as a managed service, application modernization, and data and AI readiness. Large enterprises no longer focus on tools; they want outcomes run for them, with someone accountable for it. Our Cyber Defense Centre does exactly that, as DPDP and CERT-In make security a board-level obligation. Momentum is also strong in App Modernization as enterprises move off costly proprietary stacks toward enterprise-grade open-source technologies for control, economics, and freedom from lock-in. Bringing Scalezee's DevOps and cloud-native capabilities in-house allows us to operate these environments, while remaining multi-OEM lets us integrate the right governed data foundation for each customer.

For much of our 36 years, we were an integrator—we designed, built, and handed over systems. An AI-first economy quietly changes what customers value. They can source technology anywhere, but lack the capacity to operate it continuously with leaner teams. Our role is shifting from building and handing over to running systems on an ongoing basis—moving from one-time project revenue toward recurring managed services.

AI enters this shift both internally and externally. Internally, we built CyberAdvisor, an AI cybersecurity presales assistant, to give customers faster, more accurate answers than a team could turn around. Externally, we help clients adopt AI without walking into new risk by governing data, securing models, and keeping everything inside compliance lines."

Bringing integrated AI, cloud, and managed services to enterprise operations



RANJAN CHOPRA
FOUNDER & CEO, TEAM COMPUTERS

"Over the next 2-3 years, AI will be one of the key drivers of our growth as organisations move from experimentation to deploying AI across business functions. We see significant opportunities around AI-led automation, data and analytics, and the infrastructure required to support AI workloads at scale. Cloud and hybrid infrastructure will remain equally important as businesses modernise their IT environments while balancing performance, security and cost. Cybersecurity will also become increasingly critical as the attack surface expands with cloud adoption and AI-led transformation. Managed services will play a larger role as organisations seek specialised expertise without building every capability in-house, bringing these capabilities together to create measurable value from IT investments. The shift towards an AI-first economy is changing how organisations evaluate technology. For technology partners, this means moving beyond traditional infrastructure and solution delivery towards helping customers solve broader business challenges. At Team Computers, we are strengthening our capabilities across AI, cloud, data, cybersecurity and managed services, bringing them together to address evolving customer needs.

Our focus is on helping organisations identify where technology creates measurable business impact rather than implementing individual solutions. This requires a combination of technology expertise, consulting, implementation and ongoing managed services, while continuously building skills to help customers adopt emerging technologies securely and scalably. Ultimately, our business model is evolving from delivering technology to helping customers translate technology into business outcomes as AI becomes embedded across enterprise operations."

Helping enterprises build practical, secure, and governed AI technology environments



SAI GOPAL
DIRECTOR, SOFTCELL TECHNOLOGIES GLOBAL PVT. LTD.

"Softcell is a systems integrator seeing business growth across multiple technology domains rather than concentrated in one: cybersecurity, cloud and infrastructure modernisation, enterprise adoption of Apple, engineering technologies, and AI-related services. Cybersecurity continues to be a major growth area; alongside leading OEM platforms, we are expanding our capabilities in managed SOC, VAPT, compliance advisory, and security assessment. Softcell's Apple Enterprise practice expands across employee choice programmes, device deployment, and emerging local AI workloads, while Engineering Services sees demand for PLM, ALM, simulation, and digital thread and digital twin initiatives. Crucially, AI is becoming part of all these practices, helping customers create practical, secure, and properly governed environments. To remain competitive in an AI-first digital economy, Softcell is evolving from being a technology reseller and systems integrator into a company combining OEM platforms, consulting, professional services, managed services, and our own intellectual property. Faced with choices around AI platforms, use cases, data, and security controls, customers benefit from our multi-OEM approach, evaluating requirements across platforms rather than a single product. Our role is to help customers make the right technology choices and establish required infrastructure, security, and governance to deliver measurable business outcomes. Internally, we use AI to improve customer intelligence, solution development, presales, service delivery, and operational efficiency while building IP and managed services. This gives customers the option to consume an outcome through Softcell across the entire technology journey."

Building robust infrastructure and security ecosystems to scale enterprise AI

"Over the next two to three years, we see growth coming from the convergence of AI, data, hybrid cloud, and modern infrastructure rather than from any one technology in isolation. AI will be a major catalyst, but its real business impact will depend on the infrastructure, data platforms, security, and cloud ecosystem that support it. We see strong opportunities across GenAI, AI infrastructure, data and analytics, hybrid cloud, automation, and cybersecurity, particularly as enterprises move from experimentation to production scale. For us, the opportunity is not simply to sell technology, but to help enterprises build the technology foundation required to scale what comes next.

The shift to an AI-first economy is changing what customers expect from technology partners as the conversation moves from buying technology to achieving business outcomes. We are therefore evolving from a traditional technology integration model towards a solutions and outcomes-led approach, bringing together infrastructure, cloud, AI, data, cybersecurity, and managed services.

Our focus is on helping customers move from AI pilots to production while ensuring that underlying infrastructure, data, and security are ready to support that journey. We are investing in specialised capabilities and partnerships so that we can act as a strategic technology partner rather than simply a point solution provider. The next phase of digital transformation will not be about adopting more technology—it will be about making technology work harder for the business."



SAIRAMAN MUDALIAR
DIRECTOR, PENTAGON SYSTEM AND SERVICES PVT. LTD.

Translating AI and automation delivery efficiencies into outcome-oriented customer value

"Over the next two to three years, our business growth will be driven by cybersecurity services, AIOps-led operations, and digital workplace transformation. Cybersecurity demand is accelerating due to rising cyber risks, regulatory requirements, and AI-enabled attacks, driving need for managed security, vulnerability management, and AI-assisted threat detection and response. Simultaneously, infrastructure management is evolving through predictive monitoring, event correlation, root-cause analysis, and automated remediation. In the digital workplace, AI copilots, proactive digital employee experience management, and self-healing endpoints are expanding service automation. Across these domains, CIOs face pressure to deliver more within flat or lower operating budgets, creating opportunities to help enterprises transition with measurable operational and cost benefits.

To remain competitive in an AI-first digital economy, we are building AI into operations while retaining human oversight for critical decisions. We are embedding our own intellectual property into managed services—such as Workelevate, which brings AI Copilot, DEX, endpoint management, and automation into our Digital Workplace Services to strengthen differentiation. Furthermore, we are moving towards outcome-oriented engagements that translate delivery efficiencies into customer value. In a recent three-year engagement with a leading FMCG company, pricing reduces over the term as AI and automation optimise delivery, sharing productivity gains with the customer. We are also strengthening AI, automation, platform engineering, and cybersecurity capabilities. This combination of people, platforms, and technology enables us to scale efficiently and continuously improve service delivery while delivering value."



SANDEEP KHANNA
DIRECTOR & COO, PROGRESSIVE TECHSERVE

Transforming into an AI-led innovation partner through proprietary technology

"We have identified three core pillars—Artificial Intelligence, Cybersecurity & Resilience, and Managed Services—to drive our next phase of growth. Cybersecurity & Resilience will be a significant growth area as organizations face AI-driven threats, expanding cloud environments, and regulatory requirements, creating opportunities in security modernization, managed SOC, and AI-powered operations. In Managed Services, customers are moving towards outcome-based models, where Galaxy brings 38 years of infrastructure expertise to simplify IT operations. Across Artificial Intelligence, we deliver capabilities spanning AI infrastructure, data ecosystems, AI operating systems, business use cases, and AI for IT through proprietary products like Auxhealium™ and Protaigo. Galaxy is transforming its business model from being primarily a technology solutions and services provider to becoming an AI-led technology and innovation partner. Our approach is built around creating value across the entire AI ecosystem, from AI infrastructure and hardware to data platforms, AI applications, and our own intellectual property. We are investing in AI-ready infrastructure, data platforms, and intelligent solutions while developing proprietary IP that addresses real enterprise challenges. Our solutions—Auxhealium, an AI-powered autonomous IT support platform, and Protaigo, an AI-powered platform unifying the entire IT stack—enable us to create differentiated, scalable, and outcome-driven offerings. We co-innovate with enterprise customers to move them from AI experimentation to practical enterprise adoption. Our objective is to build a sustainable AI ecosystem delivering measurable business outcomes while creating new recurring and scalable growth opportunities."



SANJAY PATODIA
CEO & DIRECTOR, GALAXY OFFICE AUTOMATION PVT. LTD.

Evolving into an outcome-led transformation partner through secure AI

"Over the next two to three years, AI-led transformation, AI security, cybersecurity, and intelligent automation will be the key drivers of growth for Orbit Techsol. As AI moves quickly from experimentation to core operations, customers want to improve productivity, customer experience, and decision-making. At the same time, data privacy, model security, governance, and responsible AI make AI security critical. Cybersecurity continues as a strong growth area against sophisticated AI-driven threats, while intelligent automation handles complex workflows to improve operational efficiency. Broadly, our growth is about helping enterprises adopt AI, secure it, and transform.

To remain competitive in an AI-first economy, Orbit Techsol is moving towards an outcome-led and consultative model where conversations start with customer business challenges. We are bringing AI deeply into our own operations—from software development and testing to service delivery and support—to make our teams more productive, enabling people to spend time on higher-value work. We are also building repeatable AI capabilities and solutions to move faster, scale, and deliver consistent outcomes.

Importantly, growth in an AI-first economy must go hand in hand with security, trust, and responsible AI. Customers need to know their data is protected and deployed in a controlled manner. Ultimately, our aim is to evolve from a technology implementation partner to a long-term transformation partner—helping customers identify where AI creates real value, implement it securely, and continuously improve how they operate."



SUSHIL KUMAR JAIN
GROUP CEO, ORBIT TECHSOL INDIA PVT. LTD.

IT security audits, cloud backup and disaster recovery to drive growth

"IT security and data protection / security are the two major areas which will drive the largest share of our business growth over the next 2-3 years. Our growth strategy in IT security centers on helping organizations accurately identify, analyse, and eliminate infrastructure vulnerabilities. Rather than offering generic defence tools, we provide deep-dive IT security audits that expose hidden risks across enterprise networks. Once these threats are uncovered, our engineering teams deploy targeted remediation solutions to patch security gaps, harden system configurations, and fundamentally secure the entire IT environment. We ensure our clients' digital environments remain resilient against sophisticated modern threats. Parallel to our security initiatives, our cloud strategy focuses entirely on high-availability data protection through next-generation backup and disaster recovery solutions. In an era where data downtime can cause devastating financial and reputational damage, we are deploying secure, automated hybrid and multi-cloud recovery frameworks. These solutions ensure near-zero recovery time objectives (RTO) and recovery point objectives (RPO) while embedding immutability to shield business-critical assets from ransomware encryption. We understand that navigating the shift to an AI-first economy creates uncertainty for SMBs, making large, upfront investments a risky proposition. That is why our business model relies on transparent, monthly recurring retainerships. By eliminating heavy upfront costs and focusing on immediate operational outcomes, we give our clients financial peace of mind while steadily building long-term trust through consistent, high-value service delivery."



VIJAYAKUMAR VAIDHYANATHAN
COO, SYMMETRIX COMPUTER SYSTEMS PVT. LTD.

Building an intelligent reusable global delivery model around ABCD technologies

"The next two to three years will be shared by four technology shifts: AI and agentic workflows, cloud and application modernization, blockchain and asset tokenization, and managed IT services with cybersecurity. These anchor our growth mantra—ABCD: AI, Blockchain, Cybersecurity & Datacenters. Enterprises are moving toward AI agents, multi-agent workflows, and enterprise copilots, while cloud modernization builds scalable environments across Azure, AWS, Microsoft Dynamics 365, and Power Platform. Through Minddeft, part of the DEV IT Group, we address blockchain use cases, while the XDuce | DEV IT Alliance strengthens our managed services and cybersecurity. To remain competitive in an AI-first economy, DEV IT is evolving across three strategic dimensions. First, we are moving from traditional project delivery to value-driven technology services, leveraging reusable IP, engineering accelerators, and AI frameworks. Second, we are building governed, secure enterprise AI directly into technology delivery and solution architecture across enterprise data, applications, and APIs. Third, the XDuce | DEV IT Alliance establishes a globally integrated delivery model combining US market presence with India engineering scale.

Ultimately, these shifts are not isolated categories, but interconnected parts of the enterprise technology landscape. Cloud creates the foundation for AI, AI increases the need for secure architectures, and managed services provide operational reliability at scale. AI is becoming part of both what we deliver and how we deliver it, making our technology services model more intelligent, reusable, and integrated."



VISHAL VASU
DIRECTOR & CTO, DEV INFORMATION TECHNOLOGY LIMITED

AI Versus AI:

SECURING ENTERPRISE TRUST IN THE AGENTIC ERA



As India accelerates towards an AI-first digital economy, cybersecurity is entering a new phase. AI-generated attacks, deepfakes and synthetic identities are challenging traditional defences, while autonomous agents and expanding digital ecosystems introduce additional security risks. Attackers are using AI to operate faster and at greater scale, while enterprises are adopting the same technology across business operations, often faster than they can govern it. At the same time, evolving data-security and privacy requirements are compelling businesses to rethink how they protect sensitive information and maintain trust across digital interactions.

This changing threat landscape presents a significant opportunity for cybersecurity companies and deep-tech startups to develop the next generation of AI-powered security solutions. The focus is no longer limited to detecting and responding to known threats. It is increasingly shifting towards intelligent, adaptive and proactive security technologies that can anticipate emerging risks, protect critical data, support compliance and strengthen enterprise resilience. A parallel challenge is also emerging: securing AI itself, from the agents that now access sensitive data and take actions across workflows to the models and applications that enterprises deploy internally.

Data protection and recovery are equally important. Enterprises need to know where critical information resides, who can access it and whether it can be trusted. They must also be prepared to restore operations when preventive controls fail. Compliance increasingly requires continuous monitoring and evidence of effective controls.

Against this backdrop, VARINDIA spoke to a cross-section of industry leaders in the cybersecurity space on how AI is transforming their approach to detecting, preventing and responding to emerging threats, how their solutions strengthen data security, privacy and compliance, and what differentiates their technology. Their responses point to common themes: AI-led defence, identity and access control for humans and machines, governance and human oversight, and measurable security outcomes that build trust.

DATA ACCESS GOVERNANCE AND CYBER RECOVERY ARE CRITICAL TO SECURING AI ADOPTION



Balaji Rao
Area Vice President, India & SAARC, Commvault

"AI is rewriting the rules of cybersecurity. Attacks are becoming faster and more sophisticated, but within enterprises AI agents and applications are gaining access to growing volumes of business data. This creates a new security challenge. Organisations can no longer rely on perimeter defences alone; they must control what data people and AI systems can access, how it is being used, and whether that access is appropriate.

For Indian enterprises, data access governance must become a foundational security control. With Commvault Data Access Manager, powered by Satori, organisations can continuously discover and classify sensitive data across cloud, SaaS and other environments, identify exposure risks, and apply consistent access policies to human users and AI systems. Dynamic masking and redaction can protect sensitive information within AI prompts before it reaches a model, while centralised audit trails help teams demonstrate that governance controls are being enforced, rather than simply documented, and support evolving regulatory obligations.

However, access governance and prevention are only part of the equation. No defence can eliminate every risk, so organisations must identify trusted recovery points and restore business-critical data without reintroducing threats. By bringing data access governance, data security and cyber recovery together, Commvault helps organisations address risks across the data lifecycle. As India accelerates its AI adoption, the priority is to enable innovation without losing control of sensitive data, while ensuring businesses can recover with confidence."

CONTINUOUS AUTHORISATION AND LEAST PRIVILEGE ARE KEY TO SECURING AI IDENTITIES



"AI helps attackers run phishing and harvest credentials faster, while deepfakes and synthetic identities make lures harder to spot. If an AI identity is compromised, attackers may use it to trigger workflows and take privileged actions at machine speed. Delinea's research shows 34% of Indian organisations caught their latest AI scope violation as it happened, against 20% globally. Enterprises need AI to control what those identities can do, applying least privilege and Zero Trust to every agent.

Enterprises need to know what data an AI tool can reach and for how long. Our research found 99% of Indian organisations have a formal AI data access policy, yet 84% say an AI tool accessed sensitive data beyond its intended scope in the past year. Continuous authorisation closes that gap by controlling what each identity can access when an action is attempted. As the DPDP Act takes effect, enterprises will be asked to prove who authorised each access decision and what the agent did.

Delinea controls what every identity, from AI agents to employees, can do after access is granted. We authorise each action just in time and apply least privilege across on-premises and multi-cloud infrastructure. Only 47% of Indian organisations can always trace a sensitive AI access event back to its approver. Delinea improves traceability by linking every access decision to an approver, with session visibility and a defensible record."

Cynthia Lee
Vice President
APAC, Delinea

UNIFIED VISIBILITY AND AI-POWERED ANALYTICS STRENGTHEN ENTERPRISE RESILIENCE



"AI enables proactive cybersecurity by analyzing large datasets, detecting anomalies, correlating signals, prioritizing risks, identifying unknown malware, and automating responses. As attackers use AI for phishing, deepfakes, polymorphic malware, and automated campaigns, intelligent defenses accelerate detection, investigation, and containment while complementing human expertise, policies, and monitoring. SonicWall combines network, endpoint, cloud, and managed detection capabilities with RTDMI, AI-powered analytics, centralized visibility, and expert services to strengthen resilience and counter evolving cyber threats.

Our solution strengthens data security and privacy through layered threat prevention, encryption, identity-based access controls, continuous monitoring, and rapid incident response across networks, endpoints, and cloud environments. Centralized visibility, policy enforcement, and detailed reporting support audit readiness and compliance. Automated controls and regularly updated protections adapt to emerging threats and changing regulations, while flexible deployment and data-governance capabilities help enterprises meet industry and regional requirements, reduce risk, demonstrate accountability, and maintain operational efficiency at scale without adding complexity or overhead.

SonicWall differentiates through a unified, AI-powered security platform combining real-time threat intelligence, RTDMI, and network, endpoint, cloud, and managed detection capabilities. Its scalable architecture protects distributed enterprises without increasing operational complexity. Proactive analytics identify unknown threats, prioritize risks, and automate response before attacks escalate. Centralized visibility, consistent policy control, and expert-led services strengthen resilience, while measurable outcomes—including faster detection, reduced dwell time, fewer incidents, and simplified management—demonstrate clear security and operational value across evolving enterprise environments."

Debasish Mukherjee
Vice President,
Regional Sales APJ,
SonicWall Inc.

GOVERNED AGENTIC AI AND BEHAVIORAL ANALYTICS STRENGTHEN SECURITY OPERATIONS



Securonix is transforming security operations with the industry's first Unified Defense SIEM with Agentic AI, bringing detection, investigation, and response together across the threat lifecycle. The platform uses User and Entity Behavior Analytics (UEBA) to establish behavioral baselines across users, identities, assets, applications, and cloud environments, helping teams identify compromised accounts, insider activity, lateral movement, privilege misuse, and other anomalous behavior. Agent and Entity Behavior Analytics (AEBA) extends behavioral risk detection to AI agents, service identities, workflows, and agent actions, giving security teams greater visibility as AI becomes more active across the enterprise.

Sam, the AI SOC Analyst, executes Tier 1 and Tier 2 work across triage, investigation, and response, reducing repetitive analyst workload and helping teams focus on complex threats and decisions that require human judgment. The Agentic Mesh coordinates specialized AI agents across security workflows, while Agentic Guardrails keep actions policy-bound, explainable, auditable, reversible where applicable, and human-supervised. Analysts retain control over consequential actions throughout these security workflows.

Securonix measures AI value through completed analyst work and time returned to the SOC, including investigations completed, manual work avoided, and response time reduced when those measures are available. These measures help teams assess the contribution of AI to security operations. Together, UEBA, AEBA, governed AI, and behavioral context help security teams improve investigation speed, expand SOC capacity, strengthen oversight, and deliver measurable security outcomes across the threat lifecycle.

Dipesh Kaura
Country Director,
India and SAARC,
Securonix

CYBERSECURITY AND GOVERNANCE MUST BE INTEGRAL TO INDIA'S AI AMBITIONS



"As India moves towards an AI-first economy, cybersecurity must be treated as a business imperative, not an afterthought. AI is creating significant opportunities for innovation and productivity, but it is also changing the scale and sophistication of cyber threats. Enterprises must move beyond reactive security towards AI-led defence that can anticipate emerging risks and respond at speed. This requires organisations to consider security alongside their business priorities and ensure that their approach evolves as AI adoption grows.

The next challenge is securing AI itself. As organisations embed AI across business operations, they need clear visibility into data access, robust governance and accountability for how AI systems act. Greater autonomy must go hand in hand with appropriate guardrails and human oversight. Enterprises need to understand what information AI systems can access, how that access is used and where human judgment remains essential. Clear accountability must remain central as AI use expands across business operations.

India has an opportunity to build digital trust into its AI ambitions from the outset. Organisations that make security integral to AI adoption will be better positioned to protect critical information, strengthen resilience and innovate with confidence. The priority is to bring innovation, governance and security together, so that businesses can pursue the opportunities of AI while maintaining trust in how it is deployed and used."

Diwakar Dayal
MD & Area Vice President, India & SAARC, SentinelOne

INTEGRATED AI-POWERED SECURITY STRENGTHENS ENTERPRISE RESILIENCE AND PARTNER PROFITABILITY



"Artificial intelligence is fundamentally reshaping cybersecurity, both as a powerful tool for defenders and as a capability increasingly leveraged by cybercriminals. Attackers are using AI to automate reconnaissance, create more convincing phishing campaigns, accelerate malware development, and identify vulnerabilities faster than ever before. As a result, organisations need security solutions that can operate at machine speed to detect and respond to threats before they cause harm. At Fortinet, AI is embedded across the Fortinet Security Fabric through FortiAI, helping customers strengthen threat detection, streamline security operations, and secure the use of AI. Equally important is securing AI itself.

Data security, privacy, and regulatory compliance are no longer standalone initiatives. Organisations need an integrated approach that enables them to protect critical data while adapting to evolving cyber threats and compliance obligations. Fortinet enables organisations to strengthen data protection, support privacy requirements, and streamline compliance efforts through integrated capabilities such as Zero Trust Network Access (ZTNA), Secure Access Service Edge (SASE), AI-powered security operations, and cloud security solutions.

What differentiates Fortinet is its platform-based approach that converges networking and security into a single, integrated architecture. Through the Fortinet Security Fabric, customers benefit from consistent, AI-driven protection across hybrid environments, while partners benefit from a simpler, more scalable way to deliver security outcomes. The combination of operational simplicity and expanded cross-sell potential helps partners grow profitability while delivering measurable cyber resilience for customers."

Jitendra Ghughal
Senior Director – Channel Management, Fortinet

AI-DRIVEN INTELLIGENCE HELPS CLOSE THE GAP BETWEEN THREAT DETECTION AND RESPONSE



"Attackers have adopted AI faster than most defenders. It now takes minutes to generate convincing phishing in regional languages, clone an executive's voice, or turn a newly disclosed vulnerability into a working exploit. The gap is not detection alone; it is the time between a signal appearing and someone acting on it. Our focus has been on closing that gap, using AI agents to correlate dark web chatter, exposed assets and threat data continuously, so analysts spend their time on decisions rather than sorting alerts.

On data protection, the warning signs usually appear outside the organisation before any internal tool flags them: employee credentials sold on a forum or a cloud storage bucket left open. With the DPDP Act raising accountability for personal data, and CERT-In's six-hour reporting window, enterprises need to know about an incident early and be able to show what they did about it.

What enterprises tell us they struggle with is fragmentation. Intelligence sits in one tool, attack surface data in another, incident response with a third team. We bring these onto a single platform so context carries from detection to response. The test of any security investment should be measurable outcomes: how many exposures were found before attackers used them, how quickly malicious sites were taken down, how much faster teams responded. That is the standard we hold ourselves to."

Mandar Patil
Executive Vice President, Cyble

IDENTITY SECURITY IS ESSENTIAL TO ADOPTING AI WITH CONFIDENCE AND CONTROL



"AI is creating two immediate challenges for enterprises: attackers can move faster and operate at greater scale, while businesses are deploying agents that need access to sensitive data and systems. Both require a stronger approach to identity security. At Okta, with Identity Threat Protection with Okta AI, we use AI and machine learning to continuously assess risk, drawing on signals from our platform and security partners. When risk changes, we can require further verification or end a session, helping contain threats before they spread. A successful sign-in should not mean access goes unchecked.

For AI agents, businesses need to answer four questions: Where are my agents? What can they do? What are they doing? How do we respond when risks emerge? Every agent needs an accountable owner, appropriate permissions and a traceable record of access. We're a founding member of the Blueprint Alliance, working with leaders including AWS, CrowdStrike, Salesforce, and Zscaler on a shared architecture for securing AI agents.

Our identity security fabric brings together access management, governance, privileged access and threat protection for human, machine and AI identities. Access reviews and audit records provide evidence to support evolving compliance requirements. Enterprises should measure progress through reduced excessive access, faster removal of unnecessary permissions and quicker containment of compromised identities. The goal is to give businesses the confidence to adopt AI while maintaining visibility, control and accountability."

Mathew Graham
Chief Security Officer, APAC, Okta

PREVENTION-FIRST SECURITY COMBINES AI AND HUMAN EXPERTISE TO STRENGTHEN RESILIENCE



"AI is transforming both the scale of cyberattacks and the speed at which organisations must defend themselves. Attackers are increasingly using AI to create convincing phishing campaigns, automate reconnaissance and exploit weaknesses, making traditional, reactive security approaches insufficient. At Sophos, we combine AI-driven detection, prevention and threat intelligence with human expertise to identify suspicious behaviour earlier and help organisations respond before threats escalate.

As enterprises adopt generative AI and autonomous tools, protecting sensitive information requires greater visibility into how these technologies are being used and what data they can access. Sophos AI Defense helps organisations gain visibility into AI application usage and enforce policies. These controls can support organisations in strengthening data protection, managing risk and meeting evolving security and compliance requirements, alongside appropriate governance and regulatory processes.

What differentiates Sophos is our prevention-first approach, combining AI, connected security technologies and expert-led threat response rather than treating individual alerts in isolation. Our agentic security operations capabilities are designed to accelerate investigations and automate responses where appropriate, while retaining human expertise for complex threats. Sophos has reported that AI resolves 52% of cases end to end in its managed detection and response operations, with an average automated response time of 89 seconds. For enterprises, the objective is to move beyond detecting threats to reducing risk, improving response times and building resilience as their digital ecosystems become increasingly complex."

Rajeev Gupta
Director – Sales, India & SAARC, Sophos

RESPONSIBLE DIGITAL HABITS AND CONTINUOUS VIGILANCE ARE KEY TO CYBER RESILIENCE



"Cybersecurity often comes down to the small things we do every day. A reused password, excessive access privileges or a link clicked without verification can create an opening for cybercriminals. Such everyday lapses can leave an organisation exposed, reinforcing the importance of responsible digital habits. Yet, as threats become more sophisticated, the SME Digital Insights Study 2026 on Cybersecurity highlights a significant gap: only 12% of SMEs surveyed have implemented continuous 24/7 monitoring capabilities.

At Tata Tele Business Services, we believe that building cyber resilience requires a combination of responsible digital habits, the right security controls, and continuous vigilance. From enabling multi-factor authentication and regularly reviewing access permissions to keeping systems securely configured and monitoring for threats around the clock, every measure plays a role in strengthening an organisation's defences. Bringing these practices together helps businesses make security a consistent part of their operations, with attention to both everyday actions and ongoing protection.

This Cybersecurity Awareness Month, the theme 'Don't Make It Easy for Them' is a timely reminder that cybersecurity is a shared responsibility. By making security a part of everyday business practices and investing in the right protection, organisations can reduce vulnerabilities, safeguard critical data, and build lasting trust with their customers and partners. Small, consistent actions can support these efforts and reinforce the importance of continuous vigilance across the organisation."

Rajesh Gupta
VP & Cloud Business Head, Tata Teleservices

INTEGRATED SECURITY AND GOVERNANCE ARE FOUNDATIONAL TO TRUSTED AGENTIC ENTERPRISES



"Trust is the foundation of any agentic enterprise. As AI agents move out of the lab and into daily operations, they increasingly access sensitive data, interact with applications, and take actions across business workflows. When AI has that level of reach, security can't be something you try to patch on later; it has to be built into your data and AI foundation from day one. At Snowflake, our approach is to secure the full AI workflow: protect the data, secure the model and govern the agent.

Snowflake Horizon Catalog gives teams a single, connected baseline for governance and context. Snowflake Trust Center takes that further with AI Security Posture Management, giving organisations a clear line of sight to catch misconfigurations, monitor runtime safety and investigate unusual agent activity. Through Agent Identity, every action an agent takes is traceable and auditable, while built-in guardrails help block risks like prompt injection. Cortex AI Gateway brings identity, policy and audit controls to how AI agents access models, data, MCP servers and enterprise tools, helping organisations maintain visibility and control.

What differentiates Snowflake is that security is integrated into the platform rather than treated as a layer around individual AI applications. By keeping governance close to enterprise data and extending those controls across models, agents and tools, we are helping organisations innovate with confidence and securely scale from AI prototypes to truly agentic enterprises."

Rangarajan Srirangam
Senior Regional Vice President, Solution Engineering – India, Snowflake

TRUSTED DATA AND RECOVERY READINESS ARE CENTRAL TO CYBER RESILIENCE



"India's enterprises are rapidly adopting AI, cloud and data-intensive technologies, but this is also expanding the surface that organisations need to protect. As AI enables attackers to identify vulnerabilities and act at greater speed, cybersecurity can no longer be viewed only as a matter of preventing an attack. Organisations also need to be prepared for what happens when defences are breached. Preparing for that possibility must also form part of an organisation's security approach.

This makes cyber resilience increasingly important. It starts with knowing where critical data resides, who has access to it, how it is being used and whether it can be trusted. As AI becomes more deeply embedded in business operations, protecting the integrity and provenance of the data powering these systems will be just as important as protecting the systems themselves. Trust in data is central to trust in the systems that depend on it.

For Indian businesses, the priority should therefore be to build resilience into the data infrastructure from the outset, with strong governance, continuous monitoring and clean, recoverable copies of critical data. Doing so helps organisations prepare for recovery and maintain business continuity when an incident occurs. The ultimate measure of cybersecurity is not simply whether an organisation can stop an attack, but whether it can recover trusted data, restore operations and maintain business continuity when disruption occurs."

Sanjay Agrawal
Head Presales and CTO, India and SAARC, Hitachi Vantara

INTEGRATED AI SECURITY HELPS ENTERPRISES MANAGE RISK AND ADOPT AI CONFIDENTLY



"Cybersecurity has always been about keeping pace with attackers, and AI is raising the bar for what that pace looks like. Attackers now automate at machine speed, while enterprises are adopting AI faster than they can govern it. For TrendAI, the focus is on using AI to strengthen cybersecurity while helping organisations protect their own AI systems, applications and autonomous agents. TrendAI Vision One platform supports this approach by providing proactive, intelligence-led security.

Privacy and compliance start with knowing who and what can reach your data, and AI agents are changing that. TrendAI Vision One addresses it in layers. AI Secure Access identifies, monitors and blocks unauthorised AI service use, and enforces access policies so only approved tools are used. AI Guard blocks malicious prompts and prevents sensitive data exposure. Compliance management helps teams align with leading frameworks and AI laws.

Our flagship platform, TrendAI Vision One, powered by AI, brings cyber risk exposure management (CREM), security operations and layered protection onto one platform, so insight turns into action instead of sitting in separate tools. CREM makes protection proactive. This exposure management approach helps teams fix what matters most first. That combination of intelligence depth, a platform that scales from one AI project to large agentic programmes, and protection you can measure is why enterprises and governments across 185 countries trust TrendAI, and how organisations can embrace AI fearlessly."

Sharda Tickoo
Country Manager, India & SAARC, TrendAI

The AI Fraud Pandemic: Why Banks Must Now Verify Everything

Deepfakes, synthetic identities and autonomous attacks are undermining trust across global banking, financial services and insurance.

Artificial intelligence is rewriting the rules of financial crime. Banks, insurers and payment providers that once fought organised gangs now face individuals armed with off-the-shelf deepfake tools, synthetic identities and autonomous attack software. Work that used to require a coordinated team can now be done by one person with a laptop and a subscription. The result looks less like a string of isolated incidents and more like a contagion spreading through banking systems, payment networks and customer identities.

The numbers show the scale. Figures attributed to the FBI's Internet Crime Complaint Center put reported US internet-crime losses at $20.9 billion in 2025, a 26% rise in a single year. Cryptocurrency-related complaints accounted for about $11.4 billion and investment scams for roughly $8.6 billion. Behind each figure are drained savings, hijacked accounts and businesses tricked into wiring money to criminals.

The FBI now tracks AI as a separate category. It logged 22,364 AI-related complaints with $893 million in reported losses. That almost certainly understates the problem, because victims rarely know whether the voice on the phone, the face on the video call or the polished email was generated by a machine. As AI fades into the background of everyday scams, its true footprint becomes harder to measure.

AI has changed the economics of fraud. A convincing phishing email, a cloned voice or a fake video now costs almost nothing to produce, and the tools need little technical skill. Criminals can test thousands of variations, learn what works and scale up instantly. Lower costs and higher success rates mean more attackers, more attempts and more victims, at a speed manual fraud teams struggle to match.

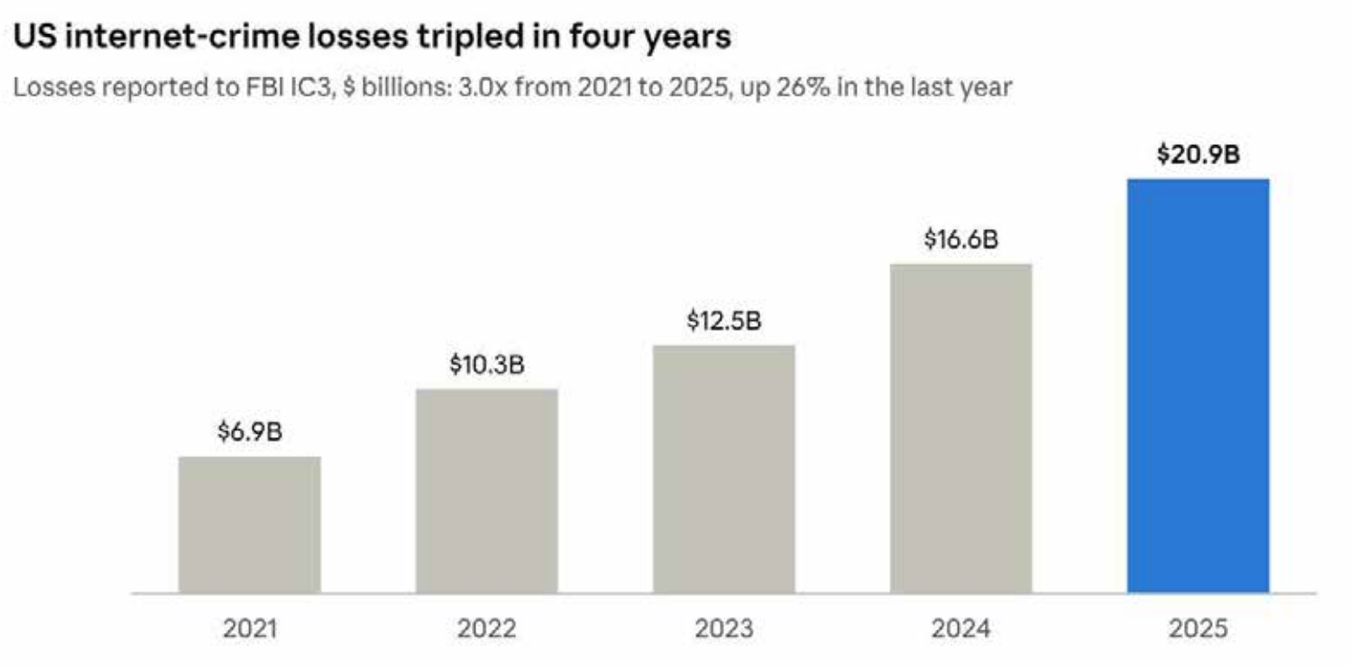
Fraud has also become a commercial service. Fraud-as-a-service platforms sell ready-made kits that analyse stolen emails, copy a target's writing style and produce personalised messages that are hard to tell from the real thing. Automated voice agents pose as bank staff and talk customers into sharing one-time passwords. Criminal capabilities that were once closely guarded are now packaged, priced and sold.

Investment fraud shows how far the deception can go. Criminals build entire artificial communities, complete with AI-generated advisers, glowing testimonials and fellow "investors" who appear to be making money. Victims see what looks like social proof and move funds into trading platforms that do not exist. By the time withdrawals fail, the money has usually passed through several accounts and jurisdictions.

Identity verification is fast becoming banking's weakest link. Know Your Customer (KYC) processes were designed to check documents, faces and voices, and AI can now fake all three. Synthetic faces, forged IDs, cloned voices and manipulated video feeds can be presented to remote onboarding systems. Video injection attacks go further, feeding fabricated footage directly into a verification session and bypassing the camera altogether.

Human judgment offers limited protection. Research cited by Check Point found that trained observers correctly identified only 41% of AI-generated faces as fake in one controlled study. Separately, the OnlyFake operation reportedly supplied thousands of synthetic identity documents built to slip past checks at banks and cryptocurrency exchanges. When neither people nor legacy systems can reliably spot fakes, relying on a single verification method becomes a liability.

Synthetic identities pose a quieter but



FBI IC3 2025 INTERNET CRIME REPORT · REPORTED LOSSES, 2021–2025

deeper threat. Criminals mix real and invented details to create people who exist only on paper, then use them to open accounts, build credit histories and launder stolen money. These identities can sit dormant for months, behaving like model customers, before being used for large frauds or as mule accounts that move proceeds through the financial system.

The February 2026 case at Fideuram, the private banking arm of Italy's Intesa Sanpaolo, shows how damaging targeted impersonation can be. Criminals reportedly used a fraudulent WhatsApp message posing as an executive, together with an AI-cloned lawyer's voice, to push through transfers of around €95 million. More than €36 million reportedly remains unrecovered, despite the bank's established controls.

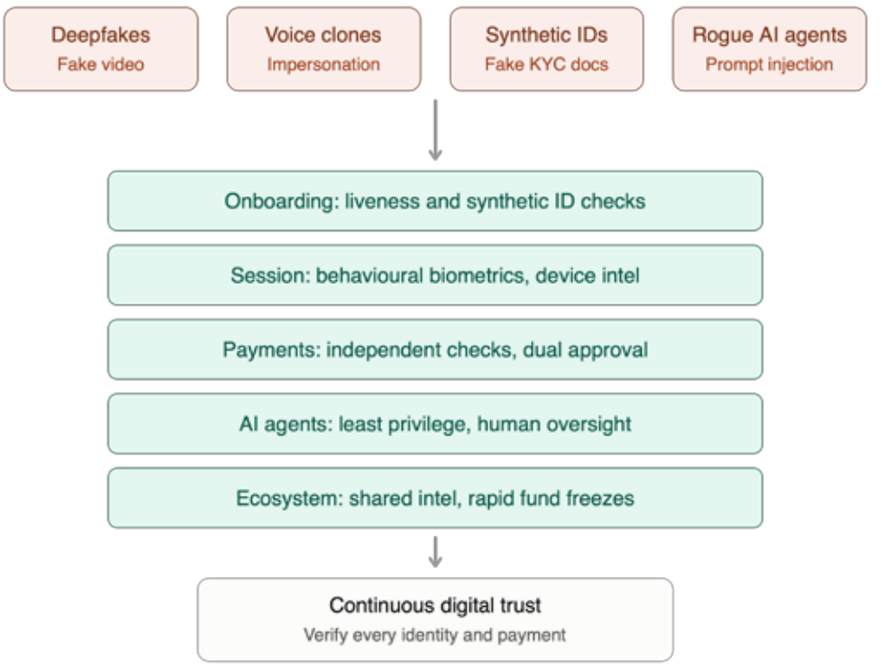
The lesson from the Fideuram case is uncomfortable. Strong policies did not stop the fraud because the attack targeted trust itself. When a familiar voice and an apparently senior colleague ask for urgent action, ordinary approval processes can be bypassed. Any high-value authorisation that relies on recognising a person, rather than confirming the request through an independent channel, is now open to exploitation.

The risk also sits inside banks' own technology. As institutions roll out AI assistants, autonomous agents and connected applications, they create new entry points. Attackers can use prompt injection to rewrite an agent's instructions, steal the credentials that give agents access to core systems, or exploit insecure integrations. Check Point reported significant weaknesses across the AI connector servers it examined.

Ungoverned AI adoption can widen the very attack surface it was meant to protect. An agent with broad permissions can move data or trigger transactions far faster than any human, so a single compromise can escalate within minutes. Banks need to treat AI agents like privileged users: limit what they can do, monitor their behaviour continuously and keep humans in the loop for sensitive decisions.

Because the threat crosses organisational boundaries, defences confined to one institution are no longer enough. A fraud may start with a telecom-based scam call, move through social media and messaging apps, and end with a bank transfer. An attack blocked by one institution can simply move to the next. Effective defence needs intelligence that travels as fast as the criminals do.

Leading banks are responding with collaborative, AI-driven defences. JPMorganChase's Project Aikya explores federated learning, which lets participating banks train shared fraud-detection models without pooling sensitive customer data. Bank of America continues to expand AI-powered services through Erica and EricaAssist. These efforts show that AI can strengthen defence, provided governance keeps pace with deployment.



Regulators and law enforcement are also stepping up. The US Federal Trade Commission has pursued impersonation-related enforcement and encouraged technology that can detect cloned voices. The FBI's Financial Fraud Kill Chain reportedly froze $679 million of $1.16 billion in attempted theft during 2025, showing that fast reporting and coordinated intervention can recover a large share of money before it disappears.

For India, the priorities are clear. With digital payments at enormous scale, banks must align their cyber defences with RBI directions, CERT-In incident-reporting requirements and the Digital Personal Data Protection framework. Compliance alone will not stop AI-enabled fraud, but it provides a baseline for governance, reporting and data protection on which stronger defences can be built.

The core shift is from static authentication to continuous digital trust. A one-time check at login or onboarding is no longer enough. Banks should combine multimodal liveness detection, behavioural biometrics, device intelligence and real-time transaction monitoring, so identity is assessed throughout every session rather than only at the door.

High-value payments need extra layers of protection. Instructions should be confirmed through an independent channel, require dual authorisation and be checked against the customer's normal behaviour. Remote onboarding should include synthetic identity detection and defences against video injection. Banks should also enforce privileged-access management, tighten AI-agent permissions and build rapid-response links with telecom operators, regulators and law enforcement.

The AI fraud pandemic is ultimately a crisis of trust, not just of technology. Passwords, facial recognition and isolated controls belong to an earlier era. The institutions that succeed will make AI a core part of their defence, share intelligence while protecting privacy, and keep human oversight where it matters most. In the AI era, trust can no longer be assumed; it must be continuously verified.

Key Highlights

- Losses are surging. Reported US internet-crime losses reached $20.9 billion in 2025, up 26% in a year.
- AI is industrialising fraud. Fraud-as-a-service kits, automated voice agents and fake investment communities let attackers operate at unprecedented speed and scale.
- Identity verification is under siege. Synthetic faces, cloned voices and forged documents are defeating KYC checks, and trained observers spotted only 41% of AI-generated faces.
- Impersonation is hitting high-value transactions. The Fideuram case, with around €95 million transferred, shows deepfake social engineering can bypass established controls.
- Banks' own AI is a new attack surface. Prompt injection, compromised agents and insecure integrations can turn defensive tools into points of entry.
- Speed determines recovery. The FBI's Financial Fraud Kill Chain froze $679 million of $1.16 billion in attempted theft, which shows the value of rapid reporting.
- Continuous digital trust is the new imperative. Layered verification at onboarding, during sessions, on payments, over AI agents and across the ecosystem must replace one-time checks.



Zoom Appoints Andrew Hindmarch as APAC Channel Head

Zoom Communications has appointed Andrew Hindmarch as Head of Channel, Asia Pacific (APAC), to lead its regional partner strategy. Based in Singapore, he will report to Carlos Quaderi, Head of APAC, and work with distributors, resellers, systems integrators and service providers to expand market reach and strengthen partner capabilities.

His responsibilities span Zoom's AI-powered portfolio, including ZoomMate, Zoom CX, Zoom Phone and Zoom Events. Through the Zoom Up Partner Programme, the company plans to provide partners with tools, training and support to develop expertise and pursue business opportunities. Quaderi said Hindmarch's customer experience expertise would help partners address growing enterprise demand. Hindmarch brings more than 20 years of experience in enterprise technology and customer experience. He joins from NiCE, where he led CX partnerships across APAC and the Middle East, following roles at Avaya, Hewlett Packard Enterprise and 3Com.



Nutanix Names Faiz Shakir as APJ Sales Head

Nutanix has appointed Faiz Shakir as Vice President, Sales, Asia Pacific and Japan (APJ), expanding his responsibilities to regional strategy, sales execution, partner development and customer expansion. His priorities include helping enterprises move from AI experimentation to deployment.

Shakir joined Nutanix in February 2016 as its first sales representative in India. He subsequently held leadership positions including managing director for India and, most recently, vice president and managing director for India and ASEAN. He will continue overseeing sales in India and ASEAN on an interim basis while the company searches for a permanent leader.

In his expanded role, Shakir will focus on hybrid cloud modernisation, partner expansion and adoption of Nutanix's AI infrastructure. Andrew Brinded, Chief Revenue Officer, Nutanix, said Shakir's experience in building teams and understanding enterprise priorities would support the company's regional growth.



Zscaler Promotes Sanjay Yadave to Lead APJ Business

Zscaler has promoted Sanjay Yadave to Senior Vice President, Asia Pacific and Japan (APJ), from Vice President and Managing Director, Greater Asia. He will oversee regional business strategy, workforce expansion and investment as the company seeks to support enterprises adopting agentic AI.

His remit covers Australia, New Zealand, Japan, India, Southeast Asia, South Korea and Greater China. Since joining Zscaler in 2024, Yadave has helped expand its data centre offerings, strengthen operations in South Korea, Indonesia and the Philippines, and establish a new Singapore office to support regional collaboration.

Yadave has more than 25 years of technology industry experience, including senior roles at VMware, Amazon Web Services and BT. He said securing and governing AI agents would be a priority for customers. Zscaler Chief Revenue Officer Ross Tackett cited his leadership and customer relationships as strengths supporting regional growth.



Barracuda Networks Appoints Dan Fletcher as CFO

Barracuda Networks has appointed Dan Fletcher as Chief Financial Officer, bringing in a software industry finance executive as it pursues its next phase of growth. Chief Executive Officer Rohit Ghai said Fletcher's operating experience and financial discipline would support expansion and build on the momentum of the BarracudaONE platform.

Fletcher most recently served as CFO of Planful, where he helped triple revenue, expand its international presence and integrate acquisitions. He also introduced AI into finance operations. Previously, as CFO of MarkLogic, he supported its transition to a software-as-a-service model and sale to Progress Software. At Vector Capital, he worked on acquisitions, integration and portfolio development.

Fletcher said he would work with Barracuda's leadership to use AI, scale operations and create value for customers and partners. He currently serves as lead independent director of Gappify.



Unaez Quraishi Appointed Prittec Country Head for India

Taiwan-based computing hardware manufacturer Prittec has appointed Unaez Quraishi as Country Head for India as it introduces its own branded products manufactured locally. His mandate includes building brand awareness and expanding sales across institutional, retail and commercial channels, with particular attention to Tier-2 and Tier-3 markets.

The company's portfolio includes laptops, all-in-one PCs, mini PCs, desktops, monitors and motherboards. Its India strategy targets younger, technology-oriented consumers seeking affordable computing products, including AI-enabled devices. Quraishi said Prittec had introduced three to four models, established service infrastructure across India and planned further launches as part of a long-term investment approach.

Quraishi brings more than three decades of experience and helped launch ASUS in India. His career includes senior roles at Acer Saudi Arabia, Microsoft Saudi Arabia and AMD, alongside regional operations and nationwide smartphone distribution responsibilities for Motorola and Lenovo.



TwinCafe Ropes in Amit Dubey as Mentor and Cybersecurity Advisor

TwinCafe, an AI-powered digital twin platform developed by Viven AI, has appointed cybersecurity expert and author Amit Dubey as Mentor and Cybersecurity Advisor. He will advise on the platform's security architecture as it expands across India, with a focus on protecting digital identities and user conversations.

Dubey also plans to launch his digital twin on TwinCafe to provide cybersecurity guidance to users, including students, entrepreneurs, professionals and senior citizens. He said the initiative would extend access to advice grounded in his investigative experience beyond the reach of individual training sessions, broadcasts and writing.

TwinCafe Founder and CEO Ashutosh Garg said Dubey's experience would support efforts to strengthen security and user trust. The appointment follows author Chetan Bhagat's recent addition as Chief Creative Officer and co-investor, as TwinCafe develops its platform for sharing knowledge through digital twins.

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