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Battling BPO Blues

Indian BPOs are looking at technology to deal with recessionary pressures, move up the value chain and offer end-to-end transformational services to customers



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THE BPO BUS



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EMERGING FROM
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SEVERAL BPO
FIRMS ARE
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TECHNOLOGY-
LED TRANSFOR-
MATION

The Indian IT industry seems to be successively riding on “serial buses.” In the initial phases of its development, it was the “bus” that carried a lot of bodies (body shopping); then came the Y2K bus (okay, call it “bug” if you will), which was followed by the off-shore, ITeS or BPO bus.

Lately, even though there is some revival of the talk of manufacturing, in my opinion that is one bus we have completely missed. (But that is beyond the scope of this piece.)

Let’s focus our attention on the BPO bus, which we began riding after the early, “captive” efforts of companies such as American Express and GE became successful and lit up the imagination of entrepreneurs, VCs and English-speaking college graduates alike. In as little as a decade, independent BPO outfits (the majority of which were, and still are, call centers) mushroomed. The IT services export sector, too, captured the opportunity by floating or hiving off BPO units.

Then, gradually, the cracks began to appear in this burgeoning segment. Rising infrastructure and manpower costs made business difficult for some and drove others to move upcountry, to B, C and even D class towns. What’s more, competition from other emerging countries such as Brazil, the Philippines and China clipped at the heels of Indian firms. (According to some reports, such countries have made a 10-15% hole in the global market share of Indian BPOs in the past five years.)

Nevertheless, the Indian BPO industry still clocks close to \$20 billion annual revenue, employs roughly a million people, and is projected to grow around 10-15%.

The global crunch after the financial meltdown beginning 2008, however, seems to be bringing about a transformational change for Indian BPOs. Slowly but surely, it’s less and less about the “voice” business and more and more about higher-end, non-voice services such as those based on analytics and domain-specific processes. Also, a lot of bundled deals are happening, combining both IT services and BPO aspects of business.

To this end, many leading BPOs are not only tackling the challenges brought on by recessionary times but also prepping themselves for the future through a host of measures. These include automating their processes and embracing new technologies and trends such as cloud computing, social media and mobility.

The BPO bus has slowed down, no doubt, but it might well gather speed again.

sanjay.g@expressindia.com

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Corrigendum

In the June 16-30, 2013 issue of *Express Computer*, the designation of Bhaskar Joshi of Canon was incorrect. His correct designation is Senior Marketing Manager, Office Imaging Solutions Division, Canon India Private Limited.

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Viveck Goenka

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Sanjay Gupta*

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Heena Jhingan, Mehak Chawla,
Pupul Dutta, KTP Radhika

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Bengaluru

Pankaj Maru

DESIGN

National Art Director

Bivash Barua

Deputy Art Director

Surajit Patro

Chief Designer

Pravin Temble

Senior Graphic Designer

Rushikesh Konka

Layout

Vinayak Mestry, Rajesh Jadhav

Photo Editor

Sandeep Patil

MARKETING

General Manager

Dr. Raghu Pillai

Deputy General Manager

Harit Mohanty

Circulation

Mohan Varadkar

Scheduling

Arvind Mane

PRODUCTION

General Manager

B R Tipnis

Manager

Bhadresh Valia

MUMBAI

Harit Mohanty
Business Publications Division
The Indian Express Ltd.,
1st Floor, Express Towers
Nariman Point
Mumbai 400021, India.
Phone: (91-22) 6744 0000/ 22022627
Fax: (91-22) 2288 5831
Email: harit.mohanty@expressindia.com

NEW DELHI

Prabhas Jha
The Indian Express Ltd.,
Business Publications Division
Express Building (Basement),
9 & 10 Bahadur Shah Zafar Marg,
New Delhi - 110 002
Tel: 011 - 23465670, 011-23465665
Cell Phone : +91-9899707440
Fax: 011 - 23702161
prabhas.jha@expressindia.com

CHENNAI

Johnson Rajkumar
Business Publications Division
The Indian Express Ltd.
New No.37/C (Old No.16/C)
2nd Floor, Whites Road,
Royapettah, Chennai - 600 014
Phone: Board : 044 - 28543031 - 34
Fax : 044 - 28543035
Direct : 044 - 42285520, 42285518,
42285534
E-mail: johnson.rajkumar@expressindia.com

BANGALORE

Pradeep Kumar
Business Publications Division
The Indian Express Ltd.
502 Devatha Plaza, 5th Floor
131 Residency Road
Bangalore - 560025
Tel: 22231923, 24, 41, 60
Fax: 22231925
E-mail: pradeepkumar.u@expressindia.com

HYDERABAD

E. Mujahid
The Indian Express Ltd.
Business Publications Division
6-3-885/7/B, Ground Floor,
V.V Mansion Somaji Guda,
Hyderabad- 500 082

Tel: 23418673, 674,
Fax: 23418675, 66631457
E-mail: e.mujahid@expressindia.com

KOLKATA

Prasenjit Basu
The Indian Express Ltd.,
Business Publications Division,
National Highway-6 (NH 6)
Mouza- Prasastha & Ankurhati,
P.S Domjur, Dist Howrah - 711409. Kolkata.
Cell 09830130965
E-mail: prasenjit.basu@expressindia.com

KOCHI

Dr. Raghu Pillai
Business Publications Division
The Indian Express Ltd.,
Sankoorikal Building
36/2248, Kaloor-Kadavanthara
Road, Opp. Kaloor Private Bus Stand
Kaloor 682 017
Tel. Nos.: (0484) 2343152, 2343328
Fax.: 2343153.
E-mail: raghu.pillai@expressindia.com

JAIPUR

The Indian Express Ltd.,
C-7, Dwarika Puri, Jamna Lal Bajaj Marg,
C-Scheme, Jaipur 302001
Tel: 370002/371272, Fax: 376606

BHOPAL

The Indian Express Ltd.
6, Vidya Vihar, Professors Colony,
Bhopal - 462002 Madhya Pradesh
Tel: 0755 - 2661988

AHMEDABAD

The Indian Express Ltd.,
3rd Floor, Sambhav House,
Nr, Judges Bungalow, Bodakdev,
Ahmedabad 380 015
Tel: (91-79) 26872481 / 82 / 83
Fax: (91-79) 26873950

Important E-mail contacts:

bpd.subscription@expressindia.com
(for all subscription-related queries)
sanjay.g@expressindia.com
(for editorial-related matters only)

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Battling

BPO BLUES

Indian BPOs are looking at technology to deal with recessionary pressures, move up the value chain and offer end-to-end transformational services to customers

BY MEHAK CHAWLA

That our \$20 billion BPO industry has undergone a tectonic shift since it came under pressure from recessionary forces back in 2008, is a fact undisputed today. The traditional BPO offerings are metamorphosing into far more sophisticated functions. The clients are increasingly looking to extract more skill-based work and high-end knowledge outsourcing.

As a result, the BPO arms of our IT giants have been faring well when

compared to their services business. Therefore, in the December quarter, while Infosys as a whole clocked about 6% growth in revenues, its BPO arm grew by 41%. In the same period, Tata Consultancy Services' BPO unit grew by 39%, compared to the company's 22% growth rate.

This growth, however, hasn't come easily to the BPO sector. It has had to sail through many a choppy seas and deal with sloppy numbers. One of the few things that came in handy during this phase was technology driven innovation. Indian BPOs looked toward technology to further automate processes and deliver domain specific knowledge to customers. As business processes became more mobile and





THE ABILITY TO ADOPT AND BUNDLE TECHNOLOGY IS WHAT'S GOING TO CLINCH DEALS FOR BPOS IN THE FUTURE.

ANANTHA RADHAKRISHNAN,
VP AND HEAD, BUSINESS TRANSFORMATION SERVICES, CUSTOMER SERVICES AND TECHNOLOGY SERVICES, INFOSYS BPO



THE GENESIS OF OUR INDUSTRY IS CONVERTING CAPEX INTO OPEX—BOTH FROM THE CUSTOMER AND THE VENDOR PERSPECTIVES.

GAYATRI BALAJI,
PRESIDENT, BPO DIVISION, XCHANGING

virtualized, the BPOs too took the plunge and proved their capability in delivering value beyond their traditional know-how.

The Indian BPO industry is expected to clock a double-digit growth, around 12-15%, for the financial year 2013-14, driven by high-end transformational services, according to industry experts. BPO companies are betting big on areas like banking, financial services, supply chain and healthcare to drive its next phase of growth. In the global BPO sourcing market, India's share is pegged at about 37%.

Express Computer looks at the technology innovation and trends running across the BPO sector in India.

Automate it all

If there is one common thread that ran across the BPO industry in the past couple of years, it's the drive toward automation. BPOs strived to take as much manual intervention out of their processes as possible. Also, since the focus of the industry has been gradually shifting toward high end services, especially in BFSI and healthcare, technology is being looked at as a competitive edge.

A case in point is Infosys BPO, which is integrating a lot of robotics in its processes and has over the years, put efforts in converting a lot of manual information in an electronic format. The company has also set up an Autonomics Center of Excellence in Mysore.

Also, it is not only client processes that BPOs are trying to automate. Everything from scanning to load balancing on cloud to managing Interactive Voice Response (IVR) traffic volume is being automated. Though process virtualization and cloud demand some level of automation, BPO firms are increasingly looking to completely automate their workflows, reporting and approval processes.

Virtual contact centers are also encouraging this trend. BPOs are also looking to free their manual resources from whatever areas they can, as a measure to control costs. And of course, customers too are asking for more compliant, transparent and automated

processes.

Analyze everything

In their effort to move up the value chain, BPOs sought out tools that could help them make a better value proposition to customers. Analytics emerged as a natural answer. As a result, a lot of BPOs took to business analytical tools for almost everything ranging from voice to process delivery.

The advent of cloud made it easier than ever to adopt as well as offer these tools on an opex model. Gayatri Balaji, President - BPO Division, Xchanging, agrees that for BPOs, bringing analytical capability into their offerings is the way forward and they are moving into this direction. However, the catch with analytics is that they are often client driven, much like mobility and BYOD.

Another interesting trend here is that there is a lot of innovation riding on analytics. A lot of technology value added services (TVAS) are related to analytics that can bring in more process efficiency. Take the case of Hinduja Global Services, which is already offering voice for a particular client. Since it had so much data residing on its systems, the BPO proposed analytics, which enabled it to deep dive and do a detailed study on the improvements possible within the process. The company presented the results to the client, got the deal and is now implementing the analytics project.

Other BPOs too are working toward making decisions more analytics driven. As a result, there are a lot of reports and flow charts doing the rounds in BPO board rooms. Companies have come to terms with the value that data analysis can add to their business performance and BPOs, in turn, are packaging their services to provide business intelligence.

Big data = big treasure

The other big distinguishing trend in this domain is that BPOs are realizing the importance of big data. Needless to say, outsourcing firms are sitting on tons of data, which, if screened through the right tools, can yield much benefit for

the organizations. That is why social media and mobile have become industry buzzwords.

Since BPOs have traditionally been data accumulators, they have more data than they can deal with. Also, since the risks and regulations associated with data are constantly under flux, IT heads are evaluating the big data potential. A great advantage here is that with technologies like Hadoop, big data analytics have become a possibility, though dealing with unstructured data is still a challenge.

However, big data is only in its infancy for the Indian BPO industry. It is yet to be embedded in core business offerings, and it could be some time before we see that happening.

Here are some case studies of some BPO firms aiming to gain an edge:

Infosys BPO

For Infosys, technology innovation was never a function of the downturn. The BPO grew at about 18% last year as against the industry average of 10%. As far as their technology strategy goes, the organization follows the “ABCD” rule, according to Anantha Radhakrishnan, Vice President and Head - Business Transformation Services, Customer Services and Technology Services, Infosys BPO.

The ‘A’ here signifies automation which they are increasingly trying to inculcate in workflows and processes. Repetitive tasks are being automated and manual intervention is being lessened. “We are integrating a lot of robotics in our processes and have over the years put efforts in converting a lot of manual information in an electronic format and structure it in our databases. There is automation in infrastructure management layer but we are certainly adopting in BPO also,” explains Radhakrishnan.

The “B” part of technology deals with generating some real business insights from the huge volume of data that they collect. So the BPO is working on doing data warehousing of their operational data. “We are also constantly working toward efforts to bring together all the data we have, to draw conclusions and patterns

more readily. As a BPO, we are trying to create the big data edge because that is what companies are looking at right now.”

The “C” part includes all aspects of cloud computing that Infosys BPO is exploring. The company is doing things like cloud conferencing, load balancing and switching off resources from one client to using cloud computing.

The ‘D’ aspect stresses on the delivery model. For their BPO delivery model the company is utilizing the Infosys Edge platform which includes more than 10 platforms of productized service offerings. “This basically implies that the client pays us for the outcome and not for the service. We are entirely variabilizing the cost structure,” says Radhakrishnan.

Other than that Infosys BPO is also leveraging mobility for things like approvals. A big advantage here is that with a parent company like Infosys, Infosys BPO hardly has to look outside for its technology needs. Elaborates Radhakrishnan, “We depend mostly on in-house capabilities of Infosys and Infosys Labs for our technology needs.” The BPO however, has more than 100 plus alliance partners in various areas, because as Radhakrishnan says, “There is no point in re-inventing the wheel.”

Radhakrishnan believes that the future of business process management is going to be offerings bundled with well integrated technology. “Technology has been able to differentiate and improve revenue per product for the BPO industry,” he says.

As far as technology budgets go, Radhakrishnan says that their budgets have marginally expanded. “There is also this concept of technology-value-added-services (TVAS) that we are using. Also, in the BPO industry, clients are increasingly becoming averse to CAPEX so we are moving toward transaction based pricing.”

Some of the challenges that they face during tech deployments include obsolesce and investing too early in leading edge technology. “One advantage we have here is that our parent company does a lot of screening for us,” says Radhakrishnan.

In the near future, automation, mobility, big data, social media analytics



EVERY COMPANY IN THIS SECTOR IS LOOKING AT THREE KEY TECHNOLOGIES: SOCIAL, ANALYTICS AND BIG DATA.

SUBRAMANYA C,
CTO, HINDUJA GLOBAL SOLUTIONS



ANALYTICS HAS BEEN A KEY FOCUS AREA FOR US WITH STRESS ON BUILDING KNOWLEDGE SERVICES CAPABILITIES.

RAJENDRA DESHPANDE,
CIO, SERCO GLOBAL SERVICES



will need to be integrated/embedded in the service offerings, predicts Radhakrishnan. “We are already doing it to some extent. The ability to adopt and bundle technology is what’s going to clinch deals in the future,” he sums up.

Xchanging BPO

“When BPOs kicked off in 2000, they were just dumping grounds. It’s only over the years that we have become process conscious,” says Gayatri Balaji, President, BPO Division, Xchanging. Today, however, the technology that Xchanging uses is not only for process efficiency but it is at the forefront of innovation and transformation. Earlier it wasn’t so much about the top-down approach; it was just about delivering the service. Now, machines are taking over manual tasks at this BPO.

For instance, in one of their processes, the entire system from scanning to payment can be done through tech. “Technology is helping to take BPOs to

the next level,” says Balaji. One of the recent technology projects for Xchanging has been the deployment of Netsett, the new global net settlement platform launched in September 2012, which was implemented for them by RSA in December last year. And of course, the BPO owns Xuber, the insurance software firm which also meets some of their technology needs.

On the services side, the BPO is innovating using tools like workflow, reporting and analytical tools. One of the key technologies they have deployed is hosted platforms for lesser human intervention.

They are also using cloud to move to an OPEX intensive model. “Cloud helps in bringing down the rate per unit of the process. We are also experimenting with mobility and mobile apps development, because processes are increasingly becoming automated and more mobile,” explains Balaji.

According to her, the way forward for

BPOs is to bring analytics ability into everything that they do.

“Slowdown inspires innovation. Because you need to keep your head over water. So I won’t say that our tech budgets are shrinking but they have been reworked. Our technology purchases now go through a more intensive scanning process. We’re putting money on technologies that have a proven RoI. We also look at technologies that are a little ahead of the curve because early movers advantage can work both ways- it can end up increasing cost significantly but can also open up opportunities. So we are rationalizing our investments,” details Balaji.

“The genesis of our industry is converting capex into opex—both from the customer and the vendor perspectives. Opex arrangements can be exited from very quickly. We are using cloud technology in our Frankfurt and Malaysia centers and it’s a technology that is here to stay for BPOs,” concludes Balaji.

Hinduja Global Solutions

“Technology for BPOs is no more an enabler but a game changer. Every company in this sector is looking at three key technologies: social, analytics and big data,” says Subramanya C, CTO, Hinduja Global Solutions (HGS).

IT for HGS has always been aligned to business. The BPO looks at IT as a tool to drive further efficiencies for existing customers and opening avenues for new ones. IT used to be about saving costs earlier. Now it is all about increasing revenues.

“We are trying to merge social and analytics. BYOD and mobility are process oriented technologies that are often implemented only when recommended by customers,” explains Subramanya.

HGS is also experimenting both with structured and unstructured data analytics. According to Subramanya, “Structured analysis can lead to

ONE OF THE FEW THINGS THAT CAME IN HANDY DURING THE DOWNTURN WAS TECHNOLOGY DRIVEN INNOVATION. INDIAN BPOS LOOKED TOWARD TECHNOLOGY TO FURTHER AUTOMATE PROCESSES AND DELIVER DOMAIN-SPECIFIC KNOWLEDGE TO CUSTOMERS

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results around how we can reduce the volume by tweaking systems like CRM, conflict resolutions or by fine tuning IVR self-service.”

“The complexity with unstructured analytics is that there is no single solution for everyone. We need the right tools for monitoring and implementing. However, as an outsourcing company, we can’t invest in all these tools and that is where use cloud to offer these as a service,” he adds. HGS has built a hybrid cloud for several delivery centers. IaaS, PaaS and CaaS are being offered from cloud.

As far as technology budget goes, the BPO has faced no constraints because their projects are revenue driven and encourage the shift to opex model. “Our technology roadmap is that we want to focus on niche technologies for verticals we cater to. We are looking for technologies pertaining to health insurance, consumer electronics and telecommunications,” elaborates Subramanya.

HGS is also doing value adds like new offerings or integration with CRM or simple voice add-ons.

Infrastructure virtualization is also on-going. They have already virtualized servers and desktops too are virtualized to a great extent.

When it comes to technology pressures emanating from the clients, Subramanya says that the demands differ from customer to customer. “Some clients want to know the technology we use primarily because of security and regulatory concerns. Few want their data only to reside in private cloud. Since we would not like to lose out on those customers, we have both private and public cloud offerings. Others only want to look at the value delivered. They do not care much about delivery channels as long as security is assured.”

Serco Global Services

Serco, through its strategy of standard



business solutions and platforms like virtual contact centers, is busy aligning technology with business needs to bring in efficiencies and provide value added services to the customers.

Serco has adopted cloud to reduce the go-to-market time for some of the business processes. Also, as a BYOD initiative, the BPO has adopted an integrated communication approach like video conferencing to reduce travel and

at the same time provide any time access to cross-location employees.

According to Rajendra Deshpande, CIO, Serco Global Services, “Companies have come to terms with the value that data analysis can add to their business performance and BPOs in turn are packaging their services to provide business intelligence. Analytics has evolved in integrating business insights into business processes, thereby

IF THERE IS ONE COMMON THREAD THAT RAN ACROSS THE BPO INDUSTRY IN THE PAST COUPLE OF YEARS, IT'S THE DRIVE TOWARD AUTOMATION. BPOS STRIVED TO TAKE AS MUCH MANUAL INTERVENTION OUT OF THEIR PROCESSES AS POSSIBLE

optimizing data and displaying precise assessment. Analytics has been a key focus area for us with stress on building knowledge services capabilities.”

Customers are becoming more global in their approach and they are looking for overall end-to-end solutions. That is why Deshpande believes that there is a constant requirement for BPOs to move from consolidated delivery centers to more globally distributed delivery models.

While cloud computing has the potential to make productivity gains for a business and reduce costs as a viable alternative to a number of on-premise operations, the imperative for each organization differs, feels Deshpande. “For small to medium businesses, cloud offers a viable business proposition. For many large businesses that have invested in heavy and complex ERP systems, the decision to invest in cloud is capital intensive. It also depends on the kind of services being provided by their service providers to enable technology and business changes.”

According to Deshpande, industrialization of processes across various functions and business lines has been possible by implementation of integrated technology platforms across HR, finance, and procurement. Also, a globally integrated network environment has been able to drive down network costs for Serco.

iGATE

iGATE has recently deployed a Unified Communication (UC) system leveraging the existing Microsoft Lync 2010 to ensure seamless communication between employees and clients at different locations. “The idea with UC system was to have data, video, voice, calendar, contacts, mails on a single platform. The solution supported our outcomes-based delivery approach, which requires all interactions between the customer and onsite as well as offsite teams to be productive and result-oriented, while also meeting the company’s need to get disparate systems to talk to each other on a homogeneous platform,” explains Chella Namasivayam, CIO, iGate.



“THROUGH EFFECTIVE DEPLOYMENT AND USAGE OF ASSETS, IGATE’S IT BUDGETS ARE LOWER THAN THE PRESCRIBED INDUSTRY VALUES.”

CHELLA NAMASIVAYAM,
CIO, IGATE



iGate is also using an MDM solution for managing and controlling all their mobility devices. For BYOD deployment, application security has been done using HTML 5.0 technology. “At iGate, we use wrappers for many of the company’s enterprise applications and make it available on the mobile platform using a control mechanism through MDM,” explains Namasivayam.

Data Security is the other technology concern that the BPO is working around. They have recently deployed Information Life Cycle Management (ILM) and spent approximately \$1 million in the same. “In the area of cloud deployment, we have a private cloud for our own application deployment that includes web server, middle tier app servers, and the database that we host on private cloud from four data centers. We also have a contract with Microsoft to use its public cloud,” says Namasivayam.

Some of the multi-layer business development tools that iGate uses to bring about greater efficiency in processes include enterprise search, knowledge management and business intelligence. iGate has also taken various initiatives to cut down its CAPEX and revenue expenditure. This includes effective asset utilization and implementing cost-effective technologies such as thin clients and server virtualization.

In the last 18 months, iGate’s tech team has deployed several solutions including unified communications and revamping of the entire telecom networks that has yielded them savings of approximately \$4 million, reveals Namasivayam.

Talking about their technology budgets, Namasivayam says, “Through effective deployment and usage of assets, iGate’s IT budgets are lower than the prescribed industry values.” He adds that as the IT head of a BPO, one of his biggest challenges is aligning IT to business objectives. “My desire is to convert the CIO’s office from a cost-center to a profit-center in the organization,” he sums up.

mehak.chawla@expressindia.com

AUTO ACCESS

The automobile segment in India is taking its identity and access management drive rather seriously. Here is how some leading automobile companies are managing IAM

BY MEHAK CHAWLA

Enterprises have for long been worried about establishing identities of people who access their critical resources, and never has there been more emphasis on managing this access than now. Another truism here is that some enterprises are more worried about who or what is touching their assets, mostly because of what they stand to lose if something is to go awry. Government, BFSI and healthcare are the obvious guesses here. However, there is another vertical that might not immediately come to mind in this regard: automobiles. Though it may not be investing as much as the others are in Identity and Access Management

(IAM) technologies, transportation in general and automobiles in particular has been silently going about managing access for quite some time now.

The reasons behind automobile manufacturers' IAM drive are multiple. The first factor is that unlike some traditional verticals, automobile firms have several networks of people to manage. Elaborates Pervez Goiporia, Senior Director, Identity Management, Oracle India, "As an automobile manufacturer, an enterprise has to manage different networks of people encompassing employees, supply chain, dealer network and customers." Not only does that bring significant complexity



into identity management, it also often translates into a need for sophisticated platforms for security.

Then there are things like compliance, efficiency and system integration that makes identity management in automobiles a complex equation to crack. That is why *Express Computer* decided to talk to the IT heads of leading automobile companies and the vendors provisioning their systems to see how they are solving the identity management matrix.

Too many cooks

A factor that sets the automotive vertical apart is that not only are there multiple groups to manage but also the needs of all



HOW MERCEDES-BENZ INDIA IS DOING IAM

With rapid penetration into semi- and rural-areas, extensive proliferation of the network of dealers and suppliers, sound, reliable and secure identity and access management solutions became an imperative to empower the mobile workforce of the luxury car maker.

Mercedes-Benz India has embarked on its IAM journey quite some time back. All its dealers are on a centrally-hosted CRM/DMS dealer management system with a 2-factor authentication mechanism in place to ensure secure, yet flexible access. Suppliers have access to the plant systems for their schedules and dispatches in a controlled manner. Employees have access to their HR data from anywhere, and can execute a number of self-service functions like raising claims, leave applications, etc. Recently, the company has also launched their BYOD/ CoD (Corporate Owned Device) policies.

For mobile devices, they have implemented the 'containerization' concept that ensures separation of corporate and private data on private devices like iPads or smartphones. The contents of the container are centrally controlled, and it is possible to block or wipe out the contents of the container on any specific device at a moment's notice if required. For Company-owned devices, there is a very strict process of certifying applications that can be deployed on iPads called "the whitelisting process". All dealer persons, especially, the sales staff, are equipped with iPads that are authenticated centrally, thus ensuring a high degree of security.

Source: Mercedes-Benz Technology Department

these groups are different. For employees, the drivers are related to efficiency and compliance needs. A new trend here is BYOD which is freeing managers from their fixed machines and giving them access to the shop floor. "Security threats also arise from open source operating systems such as Android or Linux systems that can be exploited by a hacker. BYOD compounds the problem as devices often can have inherent security implementation challenges," explains Rahul Kamboj, IAM Architect, Infosys Engineering Services

On the supply chain front an automobile firm certainly wants to manage identities because of the mixture

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DEALERSHIPS, ONLINE
TRANSACTIONS AND
THE WHOLE DEALER
NETWORK IN
PARTICULAR IS A
COMMON IAM FOCUS
AREA ACROSS
THE AUTO
VERTICAL





WE COVERED THREE CRITICAL AREAS IN OUR IAM SOLUTION - GOVERNANCE, COMPLIANCE OF PROCESSES AND INFORMATION SECURITY.

VIJAY SETHI
VP AND CIO, HERO MOTOCORP



OFFLOADING EMPLOYEES FROM THE COMPANY APPLICATIONS, WHEN THEY LEAVE THE FIRM, STILL REMAINS A MAJOR CHALLENGE

JAGDISH BELWAL
CIO, TATA MOTORS

of vendors involved. However, identity federation in such a scenario becomes important for systems as well, because ERPs and other systems are also interacting with each other within this ecosystem.

Dealership identities is also a big concern precisely because they are outside the company's network but must be connected to it. We are seeing some very sophisticated IDM management happening for this aspect because of the vast geographical spread of dealers that most automobile manufacturers face in India. Mobile apps are also very critical in this area.

The final part is customers. Here automobile firms are looking for easy solutions like self-registration and enrollments and databases which enable the company to see their customer's history and details etc.

International automobile companies usually opt to have a single system to manage all these aspects, "However, in India, historically the demand has been stronger for employees and dealership identity management. Of late, though, the customer front is catching up. As a result, a lot of automobiles are also doing social media implementation and it gives them the ability to go beyond existing customers," opines Goiporia.

Identity management applications

As we have seen above, there are several sets of people automobile manufacturers need to manage identities of. And we haven't even begun talking about unique identities of vehicles. So, what are the common areas where automobile firms are applying IAM technologies? According to Kamboj, dealerships and online transactions and the whole dealer network in particular is a common focus area across the vertical when it comes to identity management. "Sales and dealer network should be securely integrated and also provided seamless and secure access to manufacturer's internal assets. Most automobile manufacturers have dedicated IAM systems for managing dealer network across various geographies."

Also, since dealerships is what connects any automobile company with

their consumers, identity management gains paramount importance. "Car owners generally register on the manufacturer's site and use services offered through websites or mobile applications. Identity access management plays a crucial role in all these scenarios. It is essential to maintain the data integrity and access control," says Kamboj.

Other areas that are seeing IAM action within automobiles, according to Kamboj include advanced telematics and financing services that many automobile manufactures either provide themselves or through third party tie-ups. Telematics involves sending, receiving and storing information via telecommunication devices affecting remote vehicle control. All these transactions need to be secured and controlled. In most scenarios, multiple vendors being involved in providing a single telematics feature, moving between different partner systems is a common access management challenge. Such features also present the need for a powerful back-end IAM system.

Bumpy road for IAM

Although the potential of IAM in the automobile vertical may be great, the journey is not without potholes. And with macro technologies like mobility and cloud impacting every business, the challenges have only magnified. Cloud services, which a number of firms are now adopting, involve multiple content providers and aggregators to deliver a personalized experience. It is a huge IAM challenge to integrate services from multiple third party vendors while adhering to standards such as SAML, OAUTH and provide seamless access between cloud based hosting and enterprise hosting. Such hybrid hosting requires strong access and data integrity management policies across multiple vehicle environments and geographies- all from single, consolidated umbrella.

Kamboj believes that enhanced security will be required for features such as vehicle subscription for 4G connection, customized in-vehicle advertising, on-demand entertainment and secure communications between the vehicle and

the service center or a dealership. “These services open up new challenges for IAM solutions in the form of consumer identity protection, single-sign-on between different services and ensuring secure and seamless data exchange across diverse systems from multiple service providers,” he says.

Ranjit Nambiar, Director of Sales, IAM, India and SAARC, HID Global adds that as new applications get pushed to the phone and multi-factor authentication becomes a contextual, real-time managed service, these challenges shall multiply. “With the advent of mobile access control, the scope of services is growing to include deploying and managing mobile credentials carried on users’ NFC-enabled smartphones.”

Goiporia of Oracle however, holds the view that the technical challenges of IAM are not as complicated because one platform can address all the needs of automobile firms. It is the business priorities that are a bigger hindrance. “The challenge is to build a system that prioritizes enterprises’ focus area and also brings stuff like compliance in its fold. Companies have to decide whether to focus on one or two key areas of IAM or to do a little work in all aspects. Another challenge for IAM vendors is in being able to integrate their solutions well with rapidly changing technologies and platforms like mobile and cloud.”

As Nambiar sums up, “The challenge in a developing market like India is twofold: one of the issues is evangelizing and promoting technology solutions in nascent marketplaces with channels which aren’t very well-developed. Secondly, there are no standards which govern security. This challenges the deployment of appropriate and relevant technology into the market place.”

The road ahead

Many believe that with cloud models gaining momentum, managed security will be the future of identity management solutions. Some action is already visible on this front. Automobile companies have already begun outsourcing their traditional badging projects to cloud-based service providers that have the scale and resources to handle large-

volume orders with tight deadlines.

Also, the move toward managing identities of automobiles, though it is hardly happening as of now, is certain to gather momentum. As machine-to-machine communications catch up and percolate further in the vertical, identity and access management solutions for vehicles are expected to follow.

According to Nambiar, identity management is already one of the fastest growing industries in India today. “HID’s business in India has grown at a faster rate than the typical growth of the industry which is a CAGR of approximately 25% in the last 5 years.” Some new emerging segments for identity management include the government, defense, infrastructure, transport, and power and energy.

Market studies predict that every new car in the developed economies will be connected by 2025. With such a widespread exposure and increasing stringency in compliance standards, managing identities and related security challenges will take center-stage, propelling revenues for the whole ecosystem. There seems to be immense potential for IAM in the areas of driver identity, provisioning/de-provisioning driver entitlements and preferences, secure remote vehicle management and online auto insurance within the automobile industry.

Express Computer spoke to the IT heads of four leading Indian automobile manufactures to establish how they are managing their identity and access controls.

VIJAY SETHI VP and CIO, Hero MotoCorp

According to Sethi, identity management in any firm has to start with an analysis of needs. “For us at Hero, information security was a key focus area. We covered three critical areas in our identity management solution-governance, compliance of processes and information security related to oncoming and offloading of employees and their access.”

IAM as a big thing started a couple of years back for Hero Motorcycles. There are three key things the company is



THE ULTIMATE GOAL OF IAM FRAMEWORK IN TVS MOTOR IS TO PROVIDE THE RIGHT PEOPLE WITH THE RIGHT ACCESS AT THE RIGHT TIME.

TG DHANDAPANI
GROUP CIO, TVS MOTOR COMPANY



IN INDIA, HISTORICALLY THE DEMAND HAS BEEN STRONGER FOR EMPLOYEES AND DEALERSHIP IDENTITY MANAGEMENT.

PERVEZ GOIPORIA
SENIOR DIRECTOR, IDENTITY MANAGEMENT, ORACLE INDIA



managing through this system. The first is registration of employees as soon as they come on board. The HR first creates an employee record on ERP which is fully integrated with company's identity system and helps them define access, archives and incidents as soon as an employee is registered.

"We are also doing segregation of duties (SoD) on this system. Since in an automobile organization, there are often conflicts about role definitions, it becomes very difficult to do this manually. So we have automated the process," elaborates Sethi. The third aspect is offloading of employees in an automated manner. When an employee leaves, the company can block access in a holistic manner rather than deleting access from individual applications.

The company is also doing Enterprise Single-Sign-On (ESSO), which basically means there are no multiple user IDs and passwords for each application. "If there are several passwords to manage per user, the chances of breach are higher," feels Sethi.

According to Sethi, most challenges in the IAM process were tech challenges since not many companies have done identity management in India. "There were also challenges related to integration of our IAM system with other systems like email, BI and PLM." The biggest benefit of IAM for Hero is that the compliance factor has gone up significantly. "We can now see automated reports and graphics," says Sethi.

Hero MotoCorp is also beginning to embark on identity management for vehicles through their Vehicle Identification Number (VIN) project. "VIN is a unique number assigned to each vehicle and through this we can access records, manufacturing details, make, customer details, dispatch dates etc. This is something that is definitely going to get further automated in the automobile segment," says Sethi.

All dealers of the company in India are connected through a cloud system which is integrated with their ERP and other systems. The company is using Oracle ESSO and another software from a US based company- Alert Enterprise.



WITH THE ADVENT OF MOBILE ACCESS CONTROL, THE SCOPE OF SERVICES IS GROWING TO INCLUDE DEPLOYING MOBILE CREDENTIALS ON NFC-ENABLED SMARTPHONES.

RANJIT NAMBIAR,
DIRECTOR OF SALES,
IAM, INDIA AND SAARC, HID GLOBAL

THE REASONS BEHIND AUTOMOBILE MANUFACTURERS' IAM DRIVE ARE MULTIPLE. THE PRIMARY FACTOR IS THAT UNLIKE SOME TRADITIONAL VERTICALS, AUTOMOBILE FIRMS HAVE SEVERAL NETWORKS OF PEOPLE TO MANAGE

JAGDISH BELWAL
CIO, Tata Motors

Tata Motors is also using identity and access management solutions that are helping them to manage a single identity of employees and partners across multiple systems. The company is using separate systems for its internal employees and external partners like vendors and dealers. "We at Tata Motors use Microsoft solutions for employees and we have deployed Oracle solutions to manage our external users like dealer employees and customers," details Belwal.

Though the implementation came with no major technological challenges, Belwal says that offloading employees from the company applications, when they leave the firm, still remains a major challenge. "Each system carries its own user credentials. When an employee joins or leaves, it is a cumbersome task to switch on, switch off and provision their individual accesses in each system, thus requiring significant administrative overheads." Belwal believes that some of these challenges can be solved using technologies like single-sign-on and the company is working with Indian vendors like TCS and Sena Systems to solve some of these challenges and bring about more automation in their identity management solution.

Belwal also says that the company is gearing up to face the increased threat scenario and they do have a roadmap for managing identity and access within as well as beyond the company network. "We do have several advancements in mind that we intend to make to our IAM systems. The technology architecture is being conceptualized at present," he says.

TG DHANDAPANI
Group CIO, TVS Motor Company

According to Dhandapani, in the automobile industry, IT applications are implemented in vast areas from new product development, entire supply chain including shop floor, finance, HR and customer relations. "Hence, securing confidential data and processes is very important and identity and access management is one of the key factors in ensuring information security and thereby protecting organization's IP," he says.

In TVS Motor, IAM cuts across people, processes and products to manage identities and access to enterprise resources. IAM components are classified into four major categories: authentication, authorization, user management and repository (Enterprise KM). “The ultimate goal of IAM framework in TVS Motor is to provide the right people with the right access at the right time,” emphasizes Dhandapani.

Apart from employees, TVS's IAM system encompasses contract workmen, suppliers and dealers. “We also manage identity of vehicles and major assemblies going into the vehicles. IAM is also extended to some devices, equipment and machines,” details Dhandapani.

According to Dhandapani, enabling the IAM is not as big a hurdle as administering it is. “Frequent changes in business process, intra and inter-company employee transfers, philosophy of IT as enabler or driver rather than controller, enthusiastic HoDs looking to empower their staff with all rights, unable to simulate possible outcomes at the time of giving authorizations, are some examples of glitches we face.”

Despite the challenges Dhandapani believes that IAM solutions are indispensable for any automobile firm today. At present, IAM is managed across the TVS Group on a shared services model. “We also build IAM in IT products that are developed in-house by us like ERPs etc,” he concludes.

PARNA GHOSH Operating Head - Strategic Information System, Honda Motorcycle and Scooter India

Honda Motorcycle and Scooter India is in the process of getting a SOX certification and are implementing a sophisticated IAM system as a part of the qualifying process. According to Ghosh, there are three key aspects in phase I of the identity management system they deploying. The first is defining and mapping roles of employees and then analyzing what are they accessing. The second part is monitoring this access for inconsistencies and other instances. The third aspect involves privileged ID



AS MACHINE-TO-MACHINE COMMUNICATIONS CATCH UP AND PERCOLATE FURTHER INTO THE AUTOMOBILE VERTICAL, IDENTITY AND ACCESS MANAGEMENT SOLUTIONS FOR VEHICLES ARE EXPECTED TO FOLLOW SUIT

management and revolves around managing access of top-of-the-rung employees who often have defined privileges.

In phase II, the company is looking to go beyond the employees and extend IAM to their dealers and suppliers. “We are looking to complete phase I in three months. It is a time consuming process because it involves departments like HR, finance etc working together. The systems too need to be integrated,” explains Ghosh.

Ghosh feels that in India, IAM is still not very mature and that it why it is cumbersome to execute projects which are often high investment and low return. “However, identity management is maturing and will reach a point where it prevents breaches without restricting the employees with respect to their devices and access.”

Honda Two Wheelers is working with CA Technologies for their IAM needs. “We have a QCDMS (Quality, cost,

delivery, management, security) parameter on the basis of which we choose the vendor. CA Technologies fared well on all these parameters. HCLI is implementing the project for us,” explains Ghosh. As a part of the project, the company is defining access to over 20 crucial applications. “The profiles will be pre-defined, so all we will have to do is to assign profiles to employees.”

As a prelim to identity management, the company undertook a Segregation of Duties (SoD) project with Ernst & Young. “In an automobile firm it is difficult to define roles. However, this project laid the foundation for our IAM deployment.” A key challenge that company is facing with respect to IAM is provisioning enough resources to manage the system. Also, the lack of standardization in data formats of different systems and applications often poses integration challenges, adds Ghosh.

mehak.chawla@expressindia.com



SECURITY ON THE GO

As BYOD becomes the new normal and employees increasingly move about with sensitive company data, security becomes a key issue for CIOs

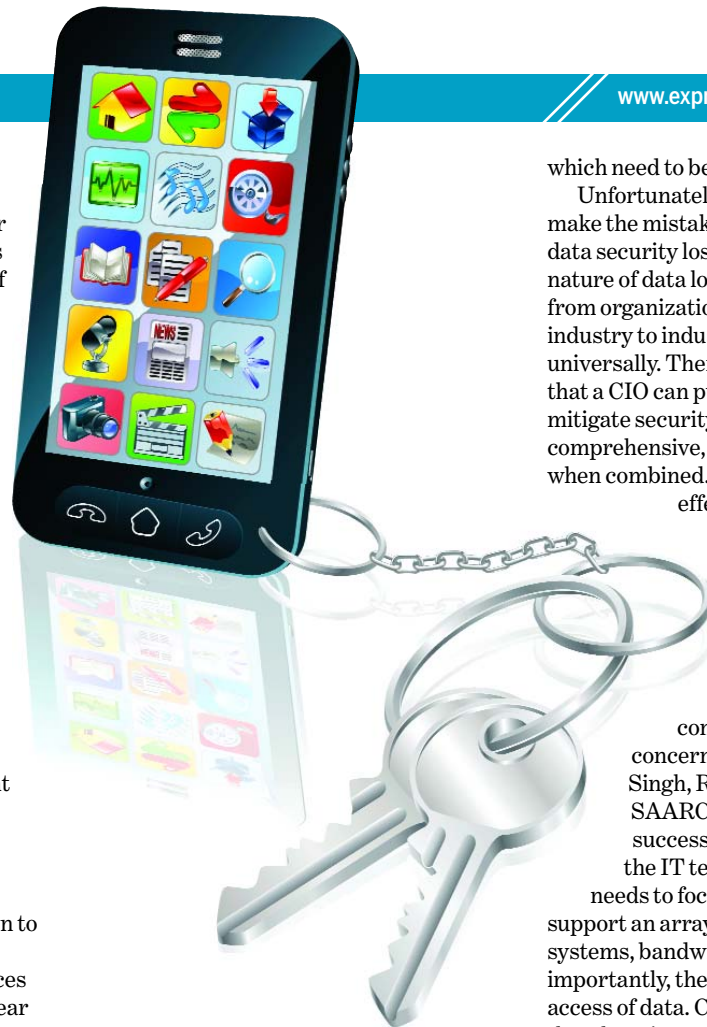
BY KTP RADHIKA

According to a recent survey conducted by Gartner among global CIOs, by 2017, bring your own devices (BYOD) programs will become so commonplace that half the employers would require staff to supply their own device for work purposes.

The trend is catching on even faster in India. Recently, a Dell-sponsored enterprise tablet survey conducted among Indian CIOs found that about 50% of them were considering a BYOD implementation within six months and 80% of organizations were considering a BYOD implementation in the next one year.

Despite the various advantages that mobility devices offer, BYOD brings in huge challenges in terms of security and corporate asset protection. One of the most significant risks is data loss. There is a great chance of confidential and private information getting stored on mobile devices in the form of temporary or cached files, sometimes even unknown to the owners. Additionally, employee-owned devices used for work introduces IT complexity since it is not always clear who owns what data on the device. Security risks soar up when such a device is lost or stolen. Employees who leave the company can take valuable corporate information with them unless businesses control which data is allowed on personal devices and have the means to enforce its policies.

Another threat is caused when users install apps on their device without giving much thought to user agreements. "The new, unsecured and possibly non-compliant mobile devices easily coming inside the walls and leaving with business sensitive information is creating a security and compliance hole which is forcing IT managers to re-think of how to best secure the organization and its business data," says Srinivasa Boggaram, SE Team Lead - India, McAfee. "In a consumerized IT environment, the pre-existing security policies and processes would need to undergo an overhaul." Further, there are various implementation level challenges that need to be addressed to ensure successful



deployment of BYOD in an enterprise.

The business need to mobilize enterprise applications means it should allow the mobile workforce to access corporate information on an anywhere, anytime basis. This creates a data security challenge if the mobile endpoints are uncontrolled and if there is no visibility on mobile devices. Therefore, BYOD is a balancing act for most CIOs and IT managers. "In many tightly regulated sectors, compliance to information security norms is a must and hence corporate data security on mobiles is emerging as an area of critical responsibility for CIOs. They should ensure security while giving flexibility to end users in the organization," says Naveen Chopra, Director, Vodafone Business Services. "The non-standardization of mobile end points (i.e. the different make and operating system of the mobile handset/tablet) creates a heterogeneous environment, leading to numerous information security risks

which need to be addressed."

Unfortunately, some organizations make the mistake of ignoring the mobile data security loss. Even though the nature of data lost may very well differ from organizations to organizations and industry to industry, these threats apply universally. There are a number of things that a CIO can put into practice to mitigate security risks that can provide comprehensive, layered mobile security when combined. This starts with an effective policy-making that ensures the processes are in place and are monitored regularly.

The right policy

"Data protection is not only a technology concern, it is a policy concern as well," says Surendra Singh, Regional Director, India & SAARC, Websense. To enable a successful mobile environment, the IT team at an organization needs to focus on scaling up to support an array of gadgets, operating systems, bandwidth and, most importantly, the security to ensure safe access of data. CIOs have to first ensure that there is a robust but not intrusive security policy in place. "The organization that allows BYOD to access company data has to have a proper agreement in the first place. The CIO has to understand the business objective in order to frame a good mobile data protection policy," suggests Singh.

Good policy needs to consider different factors such as user's role in the organization and his or her specific requirements, devices and applications. And for better data protection, there should be a flexible and scalable policy framework with a dedicated team to monitor. The IT team has to create a system for classifying data that helps to allocate the highest level of security to the most sensitive data. "Companies should establish and communicate effective guidelines to employees for working on personal mobile devices. They also have to define channels for reporting of data breach or unsafe practices," stresses Philippe Inserra, Vice President of Identity and Access, APAC, Security



BESIDES THE POLICY FRAMEWORK, CIOs SHOULD FOCUS ON DESIGNING A NEXT GENERATION SECURITY ARCHITECTURE.

DIWAKAR DAYAL
HEAD - SECURITY BUSINESS,
CISCO INDIA AND SAARC



THE CIO HAS TO UNDERSTAND THE BUSINESS OBJECTIVE IN ORDER TO FRAME A GOOD MOBILE DATA PROTECTION POLICY.

SURENDRA SINGH
REGIONAL DIRECTOR, INDIA &
SAARC, WEBSense



Business Unit, Gemalto. Periodic risk audits should be the part of the data protection policy. The policy itself should be reviewed periodically to keep it up to date and amended to accommodate changes.

According to Diwakar Dayal, Head - Security Business, Cisco India and SAARC, CIOs need to look to evaluate solutions that offer a 'holistic security policy', where the controls can be applied securely to a device and location agnostic network. "This can be addressed with the adoption of an integrated, adaptive and collaborative security approach. Such adaptive policies, which are built into the concept of a self-defending network, should remain active at all times," he suggests. IT managers should perform inconspicuously, minimize propagation of attacks and quickly respond to as-yet unknown attacks. These capabilities can reduce the vulnerability of networks, minimize the impact of attacks and improve overall infrastructure availability and reliability.

Tools to the rescue

To balance flexibility and security, a CIO has to decide on which data is the sensitive one and which are not. Chella Namasivayam, CIO, iGate says, "A CIO has to decide which is the most sensitive data and prevent access to that through mobile devices. It differs from industry to industry, though." For example, in certain

verticals such as banking, financial services and insurance (BFSI), only about 10% of their data can be exposed to mobile devices. iGate, which promotes mobility, is exposing almost 60% of their data to the mobile devices.

A policy not equipped with necessary tools to monitor and manage data traffic is no good. So vendors are coming up with many tools and technologies for mobile data protection. "Besides the policy framework, CIOs should focus on designing a next generation security architecture built on top of a multi-function platform, with deep network integration. Due to the evolving threat landscape, organizations require a new approach and strategy to deal with the 'any to any' challenges that arise," feels Dayal. Enterprises need to better defend and more rapidly detect and remediate against increasingly sophisticated attacks.

One of the most important technologies in use is containerization of data. It is the most popular method used by most organizations. It will insulate corporate data on personal mobile devices in a safe data container. It will create an encrypted space or folder on the device to house more sensitive data and applications. Boggaram opines, "Using secure containers to access information from insecure and non-corporate deployed devices will secure the mobile data. Accessing email as an example within a secure container means

the emails reside inside an encrypted container and if the device is ever lost, the information is encrypted and secure.” Today, OEMs have started building containerization capability within handsets allowing workforce to keep dual persona -- i.e. separate profiles for personal and corporate --- and allowing IT administrators to control the BYOD environment.

DLP and more

Deploying mobile data leakage prevention (DLP) software can help protecting corporate data effectively. “Mobile DLP gives users secure access to their business data, but with governance and control firmly in the hands of the enterprise,” says Nilesh Goradia, Head - Presales, Citrix Systems. Symantec's data prevention software, Zenprise's DLP solution is among some of the popular mobile DLP solutions available in the market. Anti-malware technologies such as mobile security solutions are technologies to watch out for as mobile device becomes a multi-purpose computing end point. Companies have to ensure that updated anti-virus software is deployed on every mobile device and should make it a standard practice. Security software giants such as McAfee, Symantec and F-secure are providing high end anti-virus and anti-malware solutions for mobile devices.

Identity and access management systems also help in securing mobile corporate data. According to Inserra of Gemalto, identity and access management system and software ensure that only the authorized employees are able to access confidential information. “These systems also reduce hacker threats and implement clear protocols providing cleaner access to cloud based services as well as enterprise resources on the go.” This solution includes one-time password (OTP) tokens and smart card ID credentials with digital certificates, providing secure remote access from a mobile endpoint and ability to work from an internet browser. Since this authentication is isolated from the mobile device, users are protected from unauthorized access.

Organizations also need a good mobile

device management (MDM) solution, which can help ensure devices are kept up-to-date with the latest patches, and the ability to remotely wipe data from lost phones and manage apps using over-the-air technology. Many large and small vendors are working in the space of MDM and organizations can choose the most apt one for their business purpose. Companies also have started to use patch management tools and synchronization technologies to protect mobile data. Deploying an agent-less vulnerability management solution to provide round the clock visibility on every device that is trying to connect to the network and validating the compliance and risk that the device may bring to the network, can help secure corporate data.

An increasing number of data breaches exposing user credentials have raised the need for stronger authentication solutions. Enforcing remote locate, lock and wipe technology on mobile devices to protect data in case the device is lost or stolen will be helpful. “Secure elements such as SIM, UICC cards, MicroSD cards or embedded secure elements in next generation mobile devices are among the key elements strengthening security. These generate and store information using public-key cryptography and perform the associated algorithms needed for strong authentication,” explains Inserra. It can sign documents and emails digitally and encrypt data on mobile devices, providing protection against data loss and a high level of security. Additionally, there is also potential to use near field communications (NFC) to enable secure logical and physical access in future.

Apart from deploying latest security tools, CIOs have to back up the enterprise data residing solely on the mobile devices. There are numerous cloud based solutions available to back up mobile data. Once all security tightening measures are in place, the organization is very much ready to embrace mobility and the CIO can enable a much flexible work experience which will take the productivity of the organization to greater heights.

radhika.ktp@expressindia.com



A CIO HAS TO DECIDE WHICH IS THE MOST SENSITIVE DATA AND PREVENT ACCESS TO THAT THROUGH MOBILE DEVICES.

CHELLA NAMASIVAYAM
CIO, IGATE



MOBILE DLP GIVES USERS SECURE ACCESS TO THEIR BUSINESS DATA, BUT WITH GOVERNANCE AND CONTROL FIRMLY IN THE HANDS OF THE ENTERPRISE.

NILESH GORADIA
HEAD - PRESALES,
CITRIX SYSTEMS

CLOUD ERP: CONVERGENCE CATALYST

The existing on-premise ERP systems often prove to be expensive, complex, and not social enough to foster collaboration—factors that are making way for rapidly evolving cloud ERP

BY MANOJ SHINDE

What is the version of your ERP? If the answer is: “It’s an old version and we are in the process of upgrading,” then you are not alone.

Whether it is the fear of losing critical customizations and data from the system, the non-availability of budget for upgrades, or new upgrades not being worth taking pain, a similar story about ERP can be recounted for many enterprises in India.

With on-premise ERP, organizations have often struggled to strike a balance between higher cost and complexity of the ERP systems and the business needs for tailored functionality and flexibility. However, since the early 2000s, we have witnessed the birth of hosted

solutions, where the platform is managed remotely and the application is installed at the customer’s systems or devices. Twenty-first century also brought the new technology of distributing whole solutions from a common cluster of cloud and allowing access to the customer using Internet.

The way companies are doing business has taken a paradigm shift. Vertically integrated business processes have led to a horizontal array of stakeholders, wherein companies are working with different suppliers, manufacturers, exporters, dealers and customers, etc. Each stakeholder is equally important and is hungry for real-time association with its business partners.



The existing on-premise ERP systems are failing to adapt to this shifting paradigm. They are expensive, complex, and are not social enough to foster collaboration. These factors are making way for rapidly evolving cloud ERP.

Cloud ERP is often narrowly defined as virtualization of applications which are available on a portal or the Internet. Some vendors go to the extent of stating that cloud ERP is anything that is accessed outside the firewall of a company, including the conventional outsourcing.

What really is cloud ERP?

Cloud ERP is a cluster of web-based computing utility where shared resources such as system applications, database and processing power, are provided to

computers and other devices.

It is an approach to using business applications and resources over the Internet, just as we use our email or social network application. Cloud ERP allows businesses to get rid of extensive deployment of hardware infrastructure, the need to manage project teams, and investments in future upgrades.

With the significant growth of companies like Salesforce, Workday, Kenandy, SuccessFactors and Rightnow, it is clear that organizations are looking for solutions that require no investment in hardware, no need of deploying teams and that can deliver a system that is more “social”.

Proprietary development codes like “Apex” provides the flexibility to develop the functionalities which integrate seamlessly among systems with different platforms.

Industry developments such as SAP’s recent announcement of HANA platform based applications to be available on cloud and Oracle’s pursuit of a larger share in the cloud ERP market will further build significant interest for cloud ERP.



Matrix for prospect of success in cloud ERP

As an inevitable part of evolution, on-premise ERP has also marked history with great successes and failures. Cloud ERP aims to tackle many of the grave concerns faced by on-premise ERP.

Plug-and-play implementation

Different on-premise ERP systems adopt different methodologies for implementations. They all follow the approach of using global standard templates and then modifying them according to local business requirements. These templates undergo many customizations and development changes during the implementation cycle. Due to the huge customizations and developments, implementation consumes a lot of precious time and takes many months and sometimes years.

Cloud ERP comes with the “plug and play” option wherein it has a range of predefined process mapping services which cover most of the business cycles required by the respective industries. This “plug and play” approach reduces implementation time significantly, so that the company can utilize its project resources in other important areas such as executing change management,

knowledge transfer, and managing client relationships. The implementation time required by this approach is measured in weeks and sometimes in months.

System agility and acceptability

With the continuous changes in business environment, organizations need their systems to scale up or scale down periodically. On-premise ERP systems show a lot of resistance in this context. Almost all the ERP systems demand a separate phase of project management when it comes to scaling the systems.

The uncertainty of losing critical customizations and data haunts decision makers while going for upgrades or enhancements.

Most of the ERP systems provide additional applications such as bolt-ons, business add-ins, analytical tools, etc. All these applications require a lot of effort to customize and integrate them with the existing legacy systems. This also needs end users to undergo training to learn and accept new functionalities. As a result, the organization has to further invest in engaging and retaining all the trained resources.

On the other hand, cloud ERP takes the advantage of already developed best practices which are drawn from experience working with multiple organizations, and which are easy to roll out fast. Cloud ERP also has established processes, which evaluate the impact of new upgrades and features on the existing versions.

It is also important to note that unlike on-premise ERP, the look-and-feel of a cloud ERP system is driven by client needs. This makes it easy to get acceptance from end users.

Affordability

Instead of making investment in buying and maintaining the complete infrastructure, cloud ERP offers subscription-based model. This replaces capital expenses with operating expenses by requiring the organization to pay only for what is used.

Here, providers are responsible for maintaining hardware and software applications along with maintaining patches, upgrades and change

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 CLOUD ERP ALLOWS BUSINESSES TO GET RID OF EXTENSIVE DEPLOYMENT OF HARDWARE INFRASTRUCTURE, THE NEED TO MANAGE PROJECT TEAMS, AND INVESTMENTS IN FUTURE UPGRADES



management. This significantly allows organizations to achieve economies of scale by shifting the focus of the IT team from a supporting function to more strategic business activities.

More social

The basic principle of ERP technology is seamless convergence of all the processes to help companies achieve their objectives. The emerging business mindset is now demanding the convergence to take place not only among the systems within the institutional

borders but to include the entire gamut of systems associated with the business ecosystem.

Cloud ERP offers social collaboration where one can connect with customers, partners and peers to solve business-critical problems and to drive results. These offerings are compatible with all types of devices such as tabs, mobile phones, etc. Whether it is about sharing resources on sales strategy or engaging customers or driving internal communications or taking feedback on a new HR policy, cloud ERP promises

to deliver.

Elimination of institutional social silos is possible in cloud ERP because it is delivered as a single application for the entire business. Now is the time to allow business to be more open and inclusive for future sustainable growth.

However, cloud ERP still has to travel a long journey to embrace and overcome the challenges ahead.

Business coverage

Cloud ERP began with delivering the core ERP functions such as finance,

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ELIMINATION OF INSTITUTIONAL SOCIAL SILOS IS POSSIBLE IN CLOUD ERP BECAUSE IT IS DELIVERED AS A SINGLE APPLICATION FOR THE ENTIRE BUSINESS. NOW IS THE TIME TO ALLOW BUSINESS TO BE MORE OPEN AND INCLUSIVE FOR FUTURE SUSTAINABLE GROWTH



sales, production planning, etc. It has now moved ahead with development of solutions around business intelligence, business analytical tools and solutions for collaborating on multiple systems and social media applications. However, cloud ERP has not expanded its market much beyond Europe and the US. Here also, it is steadily adopting the local requirements such as hardware compatibility and local business needs like reporting, governance and statutory compliances.

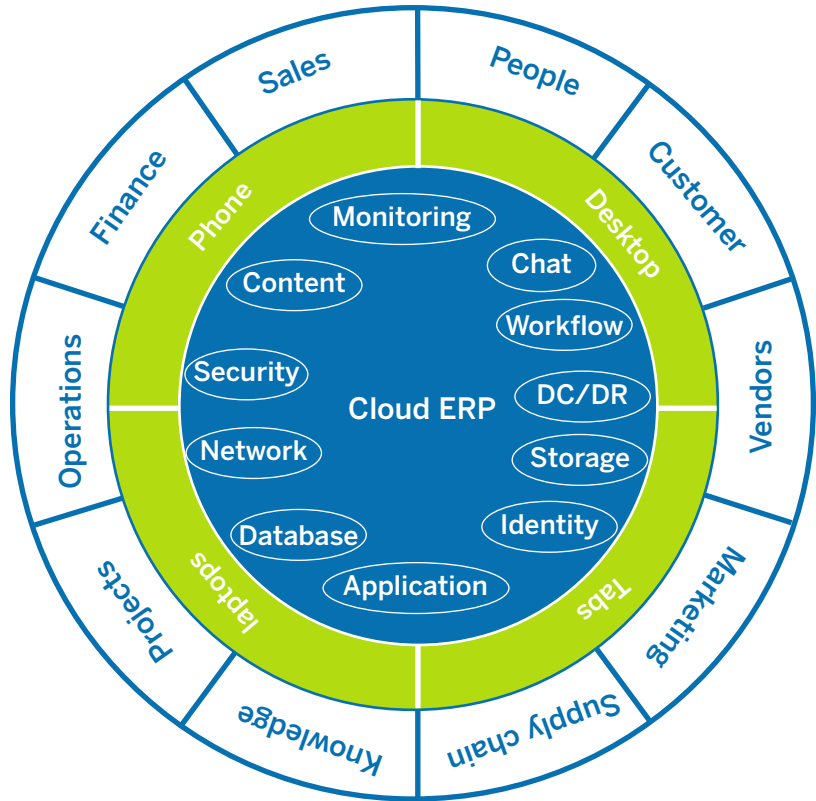
Customization challenges

Cloud ERP comes with a “plug and play” implementation model wherein it already has a predefined set of implementation templates. This reduces the chances of customizing the system according to the client’s local requirements. Companies with large number of local customization needs for integrating different applications, legacy systems and government regulatory compliance, however, will face challenges in adopting cloud ERP.

For example, SAP’s on-demand solution of the SME sector provides only standard connections through NetWeaver and integration with common applications such as Salesforce.com.

System risk and controls

A very important factor to be considered while going for cloud ERP is to have complete faith on the provider who would manage the company’s applications and data in the cloud. The company has to decide where to allow critical information like financial data, customer orders or employee information, to manage in the cloud. Although providers like SAP have invested heavily in security and control aspects of the cloud, they are also providing consent that data would not cross the defined jurisdiction boundaries of the client. There are already examples where cloud ERP providers are managing the cloud for companies which are competitors in the market. Cloud ERP compels IT security advisers to reevaluate different levels of risk controls for applications and databases hosted on the cloud.



IT IS IMPORTANT TO NOTE THAT UNLIKE ON-PREMISE ERP, THE LOOK-AND-FEEL OF A CLOUD ERP SYSTEM IS DRIVEN BY CLIENT NEEDS. THIS MAKES IT EASY TO GET ACCEPTANCE FROM END USERS

Resistance to change

Most of the companies and organizations have established a large hardware infrastructure, a large number of trained manpower, complete data center, support and maintenance contracts and ongoing system development teams. Taking the entire ERP to the cloud would have to be a complete transformational event. Before going for cloud adoption, large companies will have to do a complete study of organizational impact as it will take away the conventional pride of owning the IT solution and molding it according to the business requirements. Also, a detailed transformation plan needs to be prepared to face cultural changes in the organization.

The choice between on-premise ERP and cloud ERP depends on several factors. Providers are continuously investing in a new array of solutions portfolio. Small and medium companies can achieve economies of scale by using cost-effective “plug and play” models of cloud ERP. And although cloud ERP is the future, large companies may delay the adoption and give some time for providers to come up with a regulated framework which would take care of governance, system risk and regulatory compliance.

Manoj Shinde is Deputy Manager - Enterprise Risk Services, Deloitte Touche Tohmatsu India Private Limited.

ROBERT LE BUSQUE
VERIZON

Robert Le Busque, Area Vice President-Strategy and Enterprise Development, Verizon Enterprise Solutions, Asia Pacific discusses with Heena Jhingan about Verizon's plans and the strategy to tap telematics opportunity in India, the needs of Indian telcos to gear-up for telematics and opportunities surrounding it. Excerpts...

“Indian telcos need to be ready for telematics”

Where do you see the next big wave of technology revolution coming from in the Indian market and how is Verizon geared to leverage this opportunity?

There is a vast opportunity for us in India. Being one of the service providers with a global network; we carry significant amounts of data on public and private networks around the world. This provides the opportunity for us to look at solutions that extend beyond private IP networks, onto third party fixed and wireless networks as we currently do elsewhere.

The other real opportunity is around the management of that data over mobile devices. Solutions such as mobile device management (MDM) and data management as a service in the cloud, drive demand. This opportunity is significant regardless of whether you have infrastructure in the country or not.

Corporations still need to be able to move data through those devices that provide access and security and are able to manage it through the entire flow.

Verizon's approach to serving its customers is to provide global platforms and services. These are services that leverage our assets in network services, cloud, managed services and managed security space. What we provide to our Indian customers are the same global platforms and global services that we provide to our customers in the rest of Asia and the world.

Verizon has great expectations from telematics, especially in APAC. How is this market unfolding, especially in Indian context?

We see tremendous growth in the telematics business from the APAC market. India in particular, is a key market for us as it has emerged as one of the world's largest and fastest growing automotive industries. India is estimated to be the sixth largest globally and we are also evaluating the opportunities created by the region's technology adoption.

Verizon has been moving aggressively to cover various communications verticals such as healthcare, home and government. Some areas which would involve telematics in the coming years will include onboard safety and



Do you think the telcos in India are equipped to handle the data deluge emerging from telematics?

Indian telcos need to be ready for telematics. India has a booming automotive industry with over two million vehicles on the road. Couple that, with one of the biggest mobile phone populations, and you can clearly see where the opportunities are. For example, think about how transportation companies can reap the benefits of GPS tracking or remote diagnostics. It is a win-win situation for consumers, the auto industry and the telco industry.

entertainment business. The future growth of Verizon would be driven by machine-to-machine (M2M) connections, cloud services and vertical offerings. We are looking to leverage our \$612 million acquisition of Hughes Telematics to tap those opportunities.

To give an example of how telematics will drive business especially in India is the region's increasing connectivity and adoption of mobile devices. Soon, it will also see rollout of 4G networks. Today, internet access is driving technology and as more mobile networks are being deployed and enhanced, people are no longer concerned about speed, but about the way they are connected and how devices are feeding information.

Enterprise mobility is a big trend today, but most CIOs are wary of it, as they lack MDM expertise. How big is this opportunity is for players like Verizon and what is company's strategy around this?

The consumerization of IT has set new expectations for businesses today. More and more people are choosing their own devices. The 4G network is changing the way people interact with each other. 4G networks with so much high data load to carry and transmit, allow corporations to create a very effective virtual cloud network and user can access to high data loads of applications, high-end applications over their mobile devices. We have seen this trend emerging where, services to data networks have no longer stopped with the cyber being stopped, those services can be extended to mobile networks on 4G/LTE networks and that's the kind of a game changer for corporations, particularly for those who use mobile workforces and their requirements to access data loads, things like videos, customer relationship management, SaaS and PaaS, etc. This is going to drive the mass not only from the consumer aspect but also from the enterprise space in market when 4G is launched and I believe we are in a comfortable position to meet requirements of the CIOs.

heena.jhingan@expressindia.com

A TIERED

APPROACH TO

SAVINGS

Tata Teleservices adopts a tiered storage approach to trim infrastructure cost by 40% and leverage data assets for business growth

BY HEENA JHINGAN

Sitting on about one billion call data records (CDRs) per day—amounting to about 8TB of storage per month—Tata Teleservices (TTSL), the parent company of Tata Docomo, was grappling with controlling cost and labor involved in managing CDR data.

The telecom service provider, which offers voice and data services in retail and enterprise markets, was storing and maintaining multiple copies of data in the past as mandated by the Telecom Regulatory Authority of India (TRAI) to retain CDRs for at least 12 months. The data retention was not meant just for TRAI compliance, but also to cater to the needs of its various business teams.

Stacking and maintaining multiple copies of this data resulted in a sprawling storage footprint, that would in turn consume a lot of power. This approach was not only expensive, but also made the data vulnerable to security threats.

CIO Ashish Pachory looked at this challenge as an opportunity to consolidate data storage, to cut down infrastructure cost and for more effective data lifecycle management. He decided to consolidate data from all locations at their Hyderabad data center and added a low-cost yet efficient storage layer at the middle level.

Classify and store

“Earlier we were using extensive enterprise class storage solution across, so each time the storage needs spiked it would mean expenditure, Pachory explains.

He adds, “Even data extraction from storage tapes was a tedious task. A single request of CDR retrieval would be a time consuming process, despite having outsourced the process which was done using robotic arms. We realized that the time taken, effort, labor and cost involved to do this every month was immense.”

Pachory thinks they had a couple of challenges before them. First, was to define what was important information and the second was to create an architecture to store information in an optimal way.

“We decided to consolidate storage, and add a middle tier to the storage system that would store of six months

IN A NUTSHELL

40%

infrastructure cost saving by storage optimization

Eliminated need to store multiple copies of CDRs and superfluous data across the organization, saving tens of TB

Eliminated the need to process data multiple times, improved server utilization, power and cooling consumption

Enabled the organization to access, archive and retrieve the information at appropriate storage level

Automated implementation of policies and procedures for archival, backup and easy retrieval.

data to high enterprise storage solution and the rest on the tape,” he says.

Pachory elaborates that they consolidated the CDR data with Solix Information Lifecycle Management framework and HP storage hardware. The tiered storage approach along with storage virtualization and a BI layer ensured that data was stored, archived, and retrieved efficiently to help teams extract relevant information.

The service provider needed to define policies for retention, archival and movement of data across tiers. The data needed to be classified based on the usage pattern and retention policy and for this they used Oracle’s database solution.

The project was undertaken in partnership with Tata Consultancy Services. It took them six months to complete the implementation right from concept, selection of vendors, to hardware acquisitions and roll out.

“The approach reduced our storage size and till now since the deployment, the cost reduction over the period has been to the tune of Rs 2.5 crore, which in itself is an achievement,” says Pachory.



THE APPROACH REDUCED OUR STORAGE SIZE AND TILL NOW SINCE THE DEPLOYMENT, THE COST REDUCTION OVER THE PERIOD HAS BEEN TO THE TUNE OF RS 2.5 CRORE.

ASHISH PACHORY,
CIO, TATA TELESERVICES

STACKING AND MAINTAINING MULTIPLE COPIES OF THIS DATA RESULTED IN SPRAWLING STORAGE FOOTPRINT THAT WOULD IN TURN CONSUME A LOT OF POWER.



Challenges

The project did see some initial challenges, but everything fell in place with time. Pachory believes that people-perceived performance challenges always erupt from changes in technology and processes.

“Besides, there are several databases across locations; the challenge for us was defining data integrity and establishing relation between the data,” he says.

Leveraging data

Even though the need for storage optimization was primarily driven by the TRAI mandate and cost control, the CIO has a road map in mind to take this implementation to the next level by monetizing the data assets that they are maintaining.

Pachory has been experimenting with tools like IBM Cognos that will be instrumental in last mile or location level

ACCESS TO DATA FOR CHURN AND CUSTOMER ANALYSIS WILL ALLOW THE MARKETING TEAMS TO HAVE A BETTER VIEW OF THE CUSTOMERS AND LAUNCH TARGETED CAMPAIGNS ACCORDINGLY

analysis. “We are already doing a PoC with Hadoop and have plans to build this in a big data framework,” he informs.

Performing analysis on the data repository will help TTSL plan its strategies better. For example, access to data for churn and customer analysis will allow the marketing teams to have a better view of the customers and launch targeted campaigns accordingly.

To maintain user transparency between online, near real-time and historical data, Pachory says, storage level virtualization has been built. This allows business teams to extract relevant

data without worrying on where and how data is stored, something like this was not possible earlier.

The implementation has enabled access of processed call data records to legal and regulatory teams to meet their requirements. Going forward, Pachory feels by providing very granular analysis and actionable information at a location, sales teams of the company will able to drive up sales. “We anticipate a 20% increase in revenue,” he concludes.

heena.jhingan@expressindia.com

S. SRIDHAR
DELL

S. Sridhar, Director, Enterprise Solutions Business, Dell India discusses with Jasmine Desai about Dell's latest offering PowerEdge VRTX, shares insight into its features and converged infrastructure market in India. Excerpts...

'It is a revolutionary product rather than an evolutionary one'

Tell us about the design and features of Dell PowerEdge VRTX?

It is a revolutionary product rather than an evolutionary one. Dell PowerEdge VRTX is a fresh new design that is uncomplicated in terms of requirements and high in scaling. There is a need in the market of a nice compact unit that gives flexibility of a rack, has a server, storage and network and which is capable of being monitored from a single console. It combines four blade servers, has capability to go up to 48 TB of storage, eight 1-GB ethernet ports in 5U rackspace.

It is a very robust design, capable of being managed from a single chassis management console. It retains the flexibility of adding full length low profile PCI card and brings the density of blade capability in terms of single backplane aggregation. Also, it is right-sized for requirements of categories. For example, large banks which need branch offices and need applications running there, especially in rural areas, corporates going to remote locations.

Smaller organizations without mature IT will do very well with this kind of design because they will have far lesser complications to take care of. We have taken care of thermals and acoustic design so much that you can have it next to your desk as a complete data center-in-a-box kind of solution. It can be termed as converged infrastructure.

How do you gauge the need for converged infrastructure in Indian market?

The way we look at convergence is in three parts. First is infrastructure layer which is at the core of a design, second layer is the management or operations tool and the third part is applications and service delivery. While organizations understand the requirement of BYOD, the questions remains about the delivery applications, cloud readiness, security requirement and others are part of third layer that will enable convergence. The adoption of converged infrastructure has taken up partly but its in varying degrees. Various organizations are passing through the stage



What were the finding of Dell's study that led to the introduction of PowerEdge VRTX?

A lot of feedback from large customers was around remote and branch offices requirement. From mid-market customers, it was about targeted workloads in terms of unified management capability, being able to move onto converged infrastructure at an optimal cost and at the same time ready themselves for the cloud. Also the hassle free-work environment with ready to use design.

where they have the right kind of virtualized environment or their applications are ready for cloud, etc. However, most organizations have put themselves on the path towards convergence.

What will Poweredge VRTX mean for existing Dell customers?

We work with really large customers. For example, BFSI customers will be looking at automating branches. Do they need rack or full-fledged chassis built solutions which gives flexibility of a rack and gives capability of blade? Customers like IT need to have proper fire walled infrastructure and might need 400 VMs that they need to log in from remote areas in foreign locations. Many customers are not comfortable sharing physical infrastructure, but are open to VMs. It provides flexibility and ready to use kind of infrastructure that no competitor can do. IT surveillance is playing a very important role. Various government departments are looking at it. This becomes a wonderful solution with storage integrated into it. For retail customers it is a very unified set-up. Any industry can fit onto this.

How do you see its preference over cloud among SMB customers?

When you look at automating applications or loading it on the cloud, the business is the ultimate user and not the IT. The resistance to change becomes the problem with IT. Businesses look at IT not as part of the cost-center but as part of the business and charging back to the business. It depends on the kind of applications they are using, the kind of model they have set-up, some have in-house data center and DR is outsourced. There are customers who wants everything outsourced but still go for this solution and have it hosted from outside. For cloud as a usage model, this product can be at the core of the usage model. While, they can go for cloud and also can go for this as one does not obviate the other.

jasmine.desai@expressindia.com



Mission Recovery

With the help of a data recovery solution from Stellar, Airtel West Bengal-Odisha circle now can recover lost data completely

BY KTP RADHIKA

In an age where data is one of the key pillars of existence for entities, the relevance of data security is paramount, to say the least. But in hi-tech working environment, chances of data loss are rather high given the fragility of the systems. Loss of data not just hampers daily operations of an organization but also poses a threat to the safety of confidential company data. It is even critical in highly competitive sectors such as telecommunication since service providers cannot take any risk of a data loss.

Bharti Airtel, the world's third largest mobile telecommunications company with about 270 million subscribers across 20 countries and the largest cellular service provider in India with 200 million subscribers, is one company that gives data the topmost priority. Airtel's West Bengal-Odisha (WBO) circle is one of important circles for the company, which includes Kolkata where they first launched 4G services using TD-LTE technology in India. Customer data, businesses data with different marketing heads, various analytical data etc are the back bone of their business. However, whenever a data loss incident happens, the company faced a major challenge in recovering the information back and run the business smoothly. "Normally, in our kind of businesses, data is of paramount importance. We have important data that resides in our servers and individual laptops," says Amitabh Deb Choudhury Head - IT, WBO, Bharti Airtel. "There have been incidences of system crashes and data corruption and our important data has been lost." Many a time, the company faced instances of severe data loss which caused major business damage and faced difficulties in serving customers efficiently.

Whenever a data loss event occurs, Airtel used to contact local support services and data recovery vendors to retrieve the data. However, they were having a lukewarm response. Most of the time, the percentage of data recovery was very less. Also, the turnaround time used to be so huge that some times, the data used to be recovered much later that it was supposed to. That was when

the management decided to approach Gurgaon based Stellar Data Recovery. "Till May last year, we were using local services and software; but it didn't help us in getting back the critical part of our data." This was when the company launched 4G services in Kolkata and it could not afford data loss of any degree. "We did a market study and talked with a lot of industry veterans and got very good feed backs about Stellar's solutions and services. More over many of our employees had used Stellar services for their individual purpose and were much satisfied," explains Choudhury.

Back end of recovery

From May 2012 onwards, Airtel WBO circle did not face any problems in data recovery. According to Airtel, Stellar has a very good infrastructure to retrieve lost data. Manoj Dhingra, Director-Domestic Business, Stellar Data Recovery, explains the whole process. "Anything can go wrong any time with the system servers and solid state drives, individual laptops or even with USB when data storage is concerned. Whenever a data recovery requirement arises, we will collect certain information like what led to the crash, what kind of problem they are facing and then analyze for the possibilities of data recovery." The company then tells the customer about how much percentage of data can be recovered."

A data loss event can occur because of a variety of reasons. One of the common reasons is human error like somebody accidentally deleting the data or formatting the disk or cases like hardware failure can cause data loss. Physical events such as flood or security threats also cause major data loss many times. Dhingra elaborates, "To retrieve maximum amount of data we need specialized infrastructure -- data recovery services. We have class 100 clean lab rooms (which has less than one hundred dust particles of size less than .5 microns per cubic foot of air) maintain a specialized environment under which hard disks are manufactured." The same environment is required for successful data recovery purposes from any type of logical/physical crash scenario because if



BEFORE OPTING FOR STELLAR WE WERE NOT ABLE TO RECOVER MORE THAN 30-40 % OF OUR LOST DATA. BUT NOW WE ARE ABLE TO RECOVER ALMOST 100% OF OUR DATA IF AN EVENT HAPPENS.

AMITABH DEB CHOUHDURY
HEAD - IT, WBO, BHARTI AIRTEL



dust particles happen to touch the platter (a hard disk component where the data is stored) while opening the hard disk, data will be completely removed and cannot be recovered.

Stellar's data recovery process works in two ways. For a logical crash, where the media is working but some files cannot be accessed due to accidental deletion/formatting or a virus attack or corruption, data can be retrieved using data recovery software. However, if a physical damage occurs, for instance, a short circuit happened, or hard drive has fallen or burnt, the media should be opened inside the lab and data recovery process should be made. Stellar has specific and specialized solutions for laptops, desktops, servers, solid state drives or even for USB drives.

Stellar benefits

Airtel has faced several server and individual system crashes and data loss after May last year. However, with the support of Stellar, they were able to retrieve almost about 100% of their data. Choudhury states, "Before opting for Stellar we were not able to recover more than 30-40 % of our lost data. But now we are able to recover almost 100% of our data if an event happens."

Another beneficial factor is the turnaround time is also much fast. "Earlier it would take more than 10 days. Now we get the data back within two to three days, depending on the intensity of the mishap. We haven't found any other partner who can provide data recovery within this short span," Choudhury observes. Obviously, Airtel was much satisfied by the services provided by Stellar. It also increased their corporate efficiency and helped them in venturing into new market because it has given them a lot of security.

After the success in WBO circle, some of the other Airtel circles have started using Stellar's data recovery solution. Circles such as Gujarat, Bihar and Jharkhand are now using Stellar solutions and many other circles are planning to use them in future.

radhika.ktp@expressindia.com

A JAY SINGHA
AMERICAN CHAMBER OF COMMERCE

Ajay Singha, Chairman, American Chamber of Commerce, in conversation with Pankaj Maru, talks about the new Unfair Competition law in the US, its impact on Indian businesses, the need of license software for businesses and how companies need to adhere to this law. Excerpts...

“Indian manufacturers need to manage their IT assets and stay fully compliant”

Brief us about the new US Unfair Competition Law. What it means for Indian businesses?

In early 2011, the State of Washington, US passed a bill related to the unfair competition that occurs when a stolen or misappropriated IT is used to manufacture products that are sold or offered in the state. The law implies that a US company selling within the Washington State is responsible for the behaviour (related to law) of its suppliers, wherever located in the world. It applies to all manufactured products, suppliers from any country and allows the government to block the US company from selling those finished products in the state and compel them to pay damages for what either the company themselves or their overseas supplier(s) did.

US traditionally has been India's key market with exports across sectors. Now, this law becomes decisive of the overall export performance and in turn a major determinant in India's economic growth. There will be an impact to US companies by the use of pirated software/ IT found anywhere in the value chain. This is a strong signal to their direct suppliers and to suppliers' suppliers. It's a signal that Indian exporters should strictly care while procuring raw material either in the domestic market or from abroad.

Subsequently, the California Attorney General had sued an Indian apparel company Pratibha Syntex Ltd and its sister firms. There's a crucial lesson for Indian exporters across verticals that they can now legitimately be barred from accessing the US marketplace. US firms will increasingly prefer suppliers with legitimate IT, they will choose to trade with countries where software piracy is low. Hence, this law puts forward a compelling opportunity for Indian business to become a preferred trading partner of the US.

What's the key objective of this bill and how will it address unfair business practices?

Stolen IT has been a contentious issue in the global economy for years, despite global attention on the subject. If scrutinized from an economic growth point, this trend tends to



How is Amcham involved with Indian businesses in context to the new bill?

Amcham drives many awareness programs in educating businesses on the advantages of a compliant business scenario. We inform members on the compliance benefits and urge that their suppliers and vendors use genuine software. Investment in software license is small compared to the overall capital put by a supplier in its business. If Indian SMEs complies to various norms like tax, FCPA, labour and environment laws, then why not be IT compliant?

skew the playing field in the defaulters' favor, giving them unfair business advantage. This makes difficult for businesses using legal IT to compete fairly. In the long run, this situation can translate into greater economic problems such as the revenue and jobs loss - for an industry or country that is playing by the IT rules. As per BSA Global Software Piracy study, IT theft exceeds \$63 billion worldwide.

The US bill aims to combat unfair trade practices in manufacturing by preventing usage of illegal or stolen IT (hardware & software) which in turn provides an unfair economic advantage in the market. This act makes manufacturer liable for using pirated software in business operations even when those are outside the US and are not used directly in product making. It asks manufacturers and exporters to the US to ensure their software assets are licensed and their supply chain is compliant. Though this bill will add license costs, it benefits players within the value chain. Ideally, businesses should treat such costs as investments to realize potential long-term benefits like business ease, time savings, enhanced security, competitive edge and financial benefits.

Though the bill has been passed in few states of US, how much is the chance of it being adopted across other states? What should Indian businesses do to adhere to this bill?

While the bill has been passed in 2 states - Louisiana and Washington, the other 36 states are seeking ways to use their traditional office powers to address the unfair competition advantage and take actions under existing Fair Competition laws. There's enough momentum between state and federal legislators as well as in-country law enforcement and IP-protection agencies - suggesting it as a good idea to ensure software is compliant. Indian manufacturers need to be vigilant on managing their IT assets and stay fully compliant. Immediately, they should monitor their software deployments for compliance and in future ensure the use of only genuine license software.

pankaj.maru@expressindia.com



SOFTWARE TESTING AS BIZ ASSURANCE

Software testing is an ideal process for enterprises to achieve the right balance between innovation and reliability

The ever-increasing reliance on technology and the seamless interactions between humans and smart devices of all types have pushed the need for faster response times, from seconds to micro milliseconds.

The extent of this dependence is clearly visible in the increasing number of online transactions in critical areas. A single click of a button now changes an individual or an organization's fortune by millions of dollars and defines the credibility of an organization itself, not to forget the outcome of critical deployments in healthcare industry and scientific research. The threat of system malfunction looms ominously in the background as enterprises seem to be doing what it takes to reduce the "time to market" to safeguard their market share.

Being known as quality gatekeepers in the industry, independent software testing firms today are formulating testing services that serve as business assurance for customers across diverse verticals.

Gone are the days when software testing firms were required to educate enterprises on the need for understanding the importance of software testing. A look at the disasters caused due to inadequate testing is bound to reiterate the importance. Let us see what happens when systems crash.

There is the famous fiasco in which a substantial number of stakeholders lost over 500 million dollars during Facebook's IPO, owing to a glitch on NASDAQ server. It was reported that the systems had technical glitch (which could have been uncovered, if testing was a little more comprehensive), that resulted in delays of confirmation of orders. The root causes of most of such disasters often leads to a lack of comprehensive testing. The alarming trend highlights the need for third party validation by "independent testing specialists".

By such close encounters or distant observations, enterprises are now beginning to realize that even minute

glitches in software could snowball into catastrophic and irreversible losses. The certainty or shall we say the uncertainty of production roll out is the major concern of the stakeholders including CXOs. Assurance is no more confined to a single release or a one-time test.

However, we have a long way to go before enterprises recognize the need for software testing early in the SDLC lifecycle and start leveraging independent testing throughout the SDLC phases.

A pragmatic viewpoint sheds light on two scenarios. One is the development and deployment of IT systems and applications, which integrate Software Testing right from the design stage. Another is robust testing of existing IT systems and applications with orientation to the emerging scenarios. In both the cases, testing has to be backed by even more rigorous frameworks that run along the product/application lifecycles.

It is thus evident that enterprises and organizations can be certain of their business outcome if they weave quality assurance strategy across the overall IT strategy. Early investment in software quality underpinned by a specialist partner for effective planning and diligent execution, is a sure shot for an assured business outcome with predictable results.

Any business or human activity thrives on the assurance that comes from having a system that mitigates risk. In a sense, software testing is the application of human intellect to make sure technology does not deviate from the programmed behavior. Thus, software testing is an ideal process for enterprises to achieve the right balance between innovation and reliability.

Software testing is the biggest enabler for business assurance and independent software testing companies are working to build a better future by helping build quality software.

Sai Chintala is SVP of Global Presales, Cigniti Technologies.



BEING KNOWN AS QUALITY GATEKEEPERS IN THE INDUSTRY, INDEPENDENT SOFTWARE TESTING FIRMS TODAY ARE FORMULATING TESTING SERVICES THAT SERVE AS BUSINESS ASSURANCE FOR CUSTOMERS ACROSS DIVERSE VERTICALS

MAHESH GUPTA
CISCO

Mahesh Gupta, Geo-Lead, BN Sales, Cisco India & SAARC talks to Harshal Kallyanpur about the dynamic nature of network security scenario, growth of end point devices and security concerns linked with it, the BYOD trend and much more. Excerpts...

“Enterprises need to move from a static to a dynamic application policy”

With the advent of virtualization and cloud computing, the data center environment has become more dynamic. So has the security landscape impacted by those changes occurring from a data center perspective?

Historically, we would deploy a firewall which would identify the users by their IP address to define what ports and applications, they can access. However, as the the data center today is virtualized in most cases, the user identity is not tied to an IP address. You may have a virtual machine access on which the virtual IP address may change based on the different sources it comes from, so there's no static policy that can be applied.

Also, when it comes to applications accessing port 80, you can run multiple applications. The limitations of having a web application on port 80 and having a Peer to Peer (P2P) application is that you cannot do a P2P application on other ports. Also if you have multiple people on the same port, there are different security risks involved.

To address this requirement, we introduced virtual firewalls inside of the virtual machine (VM) and we now have two types of security solutions in the data center. One is the Service Partner Segmentation, wherein through a virtual security gateway, a service partner will offer services to multiple customers. However, how does the service partner ensure that the firewall policy moves along with the VM on the service partner data center?

You may have a multiple firewall policies and requirements. These policies are evolving from an IP address based to an identity linked approach and enterprises need to move from a static application policy to a dynamic application policy as with VMs, cloud, BYOD and social media applications the overall complexity is growing. The solution is to have a virtual firewall which will accept the same rule sets as the corporate firewall and allow you to set a policy which is context to device and location. To summarize, most security policies which were tied to an IP address as most of the infrastructure was physical, have now moved



How has been the customer response from verticals like BFSI, IT and ITes about these type of solutions?

From a network policy control point of view, there is a significant interest. We have engagements with eight out of the top 10 IT/ITes companies in India and we have three out of the top five banks discussing this trend and/or working on this. They are looking at moving from unmanaged to managed switches at branches to secure them better and to meet the regulatory requirements or IPV6 requirements.

on to virtual firewalls wherein the policies move along with the VM.

With the increase in end-point devices accessing the data center, how are these devices affecting data center security strategies?

Enterprises today need a network that allows defining of context aware security policies and in our case, this is done by what we call as the Identity services engine. Using the services engine, we can have the policy defined in the context of the location, time, content and the device, which the user is accessing. Such a network intelligence give you the insight into where is the user coming from, what network, device is he accessing data from, so that you can authorize or restrict access.

Traditional firewall will stay, but additionally, we are using old firewall capability to block an IP address and embedding them in router / switch. When any user connects his or her mobile device on a switch or a wireless device, the two networks should be able to talk to each other and the firewall policy should be downloaded on the switch automatically. So what we are doing is, offering a policy layer on the network, where we are allowing the IT administrator to make the policy consistent on a wired, wireless or VPN user environment for a stable framework.

A single policy can be applied to any user accessing the network from any device. Based on different context, different policies can be applied. Now the role of firewall is evolving and it can determine if a user is playing a game within Facebook or using an application within port 80. Within the data center, virtual firewalls are getting in, on the network side, the policy enforcement is happening on access side at the routers and switches. So instead of having a dumb switch, we can have a smart switch. Instead of having a different policy layer for wired, wireless or VPN environment, we can have a common management platform and policy engine.

harshal.kallyanpur@expressindia.com

RAMKUMAR PICHAI
MICROSOFT

Ramkumar Pichai, General Manager, Microsoft Office Division, Microsoft, talks to KTP Radhika about the growth of enterprise social, the company's strategy in this space along with Microsoft's findings on enterprise social use and perceptions. Excerpts...

“Social media tools are becoming a necessity for any enterprise”

Social media tools are making revolutionary impacts on many traditional businesses. What are the key factors that are driving the need for enterprise social? How is Microsoft viewing the same?

Enterprise social has the potential of making path breaking changes to many business interactions. Social computing is the way to go for an organization to become more productive. With enterprise social, customers can talk and collaborate with each other, share information and influence decision-making.

There are couple of things that are driving enterprise social. Every body needs better communication tools inside the enterprise. And as Gen Y comes to the workforce, they need better collaboration tools. The real power in social comes when a company can extend its reach to include stakeholders that are external to organization including their customers. Finally, these interactions are generating a lot of new information and insights.

Microsoft's social computing vision is that we want to integrate social computing deeply into enterprise and increase the productivity. Therefore, social computing tools are very well integrated with our products like Share point, CRM online etc. They are incorporated to an extend that users can record calls and collaborate well.

What are the key findings of Microsoft survey on enterprise social use and perceptions?

Microsoft wanted to find more about the uses or lack of use of social tools in business. So we conducted the survey on enterprise social use and perceptions. We wanted to find out which social tools were most common, what tools were restricted and how far would people go to get their hands on those tools? There were nearly 10,000 respondents globally.

The survey revealed that almost 68% of them using social media tools for communicating with colleagues. Half of the participants were using it for sharing and reviewing documents and about 47% of them were using it for interacting with clients.



What does the future look for Microsoft as far as the applicability of social media in the enterprise is concerned?

Microsoft is facilitating companies to become more social with our products. Yammer is fully integrated with CRM online and Office 365. We are progressive and optimistic about the revenue from enterprise social. We are planning to take social computing to next level and increase people productivity.

A fairly large percentage was also using social media tools for elaborating professional network, communicating with vendors and promoting work related initiatives. With respect to India, we found out that companies are highly using social tools for increasing productivity. Increased productivity by usage of social tools is most prevalent in China(84%), followed by India(74%). However, we still have some restrictions from the management side on usage of social tools.

Is there enough clarity among Indian organizations on how to integrate social technologies with their existing set-up?

Employees and employers want enterprise social computing. But their only concern is about security.

They say that consumer social media tools won't work well with the enterprise set up. If you try to squeeze in consumer tools to enterprise network, there are lots of risks involved.

To make better use of enterprise social, an organization has to identify the business problem they are facing and should ensure the business focus. They then want to get the right strategy in place and finally what a company want to look at it is the success factor for a particular project.

What are the major concerns around social tools?

Security is the prime concern for most of the organizations. Employers are also concerned about privacy and productivity. When we analyzed vertical wise, some, for example financial sector, are much more concerned about security and privacy.

Microsoft, in our enterprise social products have, incorporated a lot of security features. For example, Yammer has lots of security features. It utilizes secure development best practices that integrate security reviews throughout design, prototype and deployment. It also provide strict separation between application and data.

radhika.ktp@expressindia.com

EVENT

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Participants of The Completely Boss Challenge presenting before the jury members

SMBs: RISING ABOVE THE CHALLENGES

The three winners of Microsoft's Completely Boss Challenge competition are getting a chance to build a five-year growth plan, with support from various industry experts

BY KTP RADHIKA

The challenges in the world of small and medium businesses are much different from those of large organizations. Many SMBs even find it difficult to understand their business strengths and weaknesses. As it happens, much of the valuable time of the CEO or owner of an SMB is spent on managing the workplace, attending phone calls, administration related work, fixing IT problems and many more mundane activities. Time that could have been—and should have been—better spent on taking critical decisions, planning for future growth, and other important tasks fit for a “boss.”

While most SMB leaders find themselves entangled in the routine operational activities, the three winners of Microsoft's Completely Boss Challenge presented a different story.

The winners belonged to Sort India Enviro Solutions (a recycling and waste

management company based out of Vadodara), Hyderabad-based Rohini Minerals (a manufacturer of cost-effective poultry and cattle feed) and Mumbai-based Neptunus Power Plant Services (a solution provider for engine-based industrial and marine power plants). And as a reward, they are all going to get support from Microsoft (on technology), LinkedIn (on talent), Moneycontrol.com (on media), WebChutney (on marketing), DOOR (on business consulting) and CRISIL SME Ratings (on knowledge) to develop a five-year robust business growth plan.

Organized by Microsoft Office 365, The Completely Boss Challenge was India's first platform to reward and celebrate outstanding business leaders from India's thriving small and mid-market sector.

Around 2500 CEOs from across 7 cities (Delhi NCR, Bangalore, Ahmedabad, Pune, Hyderabad, Chennai and Mumbai) contested in first three rounds of the competition. The contest started with registered participants being evaluated on a quiz on knowledge and application-based questions, which was assigned weightage by QuizWorks, a leading quizzing company.

Phase 2, which was city prelims, included events in the seven cities. The top 50 finalists from each city participated in the next level: an on-ground contest. Three shortlisted candidates from each of these seven cities participated in the finals of The Completely Boss Challenge; finally, three all-India winners were selected.

Prashant Gubba, owner of Gubba Cold Storage based out of Hyderabad and one of the finalists of the competition, said that it was exciting to participate in the event and it gave his company a platform to present its business. Echoing the same sentiment, another participant, Vishwas Kulkarni, Director at Computer Home based out of Pune, felt that The Completely Boss Challenge is a perfect platform for his company to showcase its products and services and will help SMBs to attain greater heights.

A platform to grow

The main criteria for choosing the

winners were their business strength, competitive advantage, how better they manage it and the financial growth of the company. Paresh Tulsidas Parekh, founder of Sort India Enviro, said, "This has been a great experience for me and I'm glad to be amongst the top three winners. This unique platform will help us to scale our business and we are looking forward to working with the jury to prepare our 5-year business growth plan."

According to Gaddam Ranjith Reddy, Managing Director, Rohini Minerals, it was a tough competition wherein CEOs of midsize businesses gave their best shot. However, he felt that it was awesome to be amongst the top three winners in a competition like this, which is a first-of-its-kind.

Uday Purohit, Managing Director of Neptunus, opined that Microsoft's Completely Boss Challenge, targeted at the mid-market segment, is a great platform for SMBs to showcase their unique business models. "The competition opens up a whole new dimension for our business," he said.

Ramkumar Pichai, GM - Microsoft Office Division, Microsoft Corporation India, said that the experience of interacting with the mid-market CEOs has been very exciting and fulfilling. "This clearly shows that the Indian market has tremendous potential and it is further validated by the capability of the entrepreneurs who have come for The Completely Boss Challenge. Unique business models, especially that of the winners, showcase immense potential to innovate and grow using technology to achieve competitive strength and business growth. These companies have developed a systematic innovation capability which assures them of a series of successes that deliver business value," he said.

He also felt that programs like The Completely Boss Challenge will enable SMBs to create, foster and grow innovative business models that have a positive impact on their communities and at the same time are crucial to India's economic growth.



UNIQUE BUSINESS MODELS, ESPECIALLY THAT OF THE WINNERS, SHOWCASE IMMENSE POTENTIAL TO INNOVATE AND GROW USING TECHNOLOGY.

RAMKUMAR PICHAI,
GM - MICROSOFT OFFICE DIVISION,
MICROSOFT CORPORATION INDIA

THE MAIN CRITERIA FOR CHOOSING THE WINNERS WERE THEIR BUSINESS STRENGTH, COMPETITIVE ADVANTAGE, HOW BETTER THEY MANAGE IT AND THE COMPANY'S FINANCIAL GROWTH

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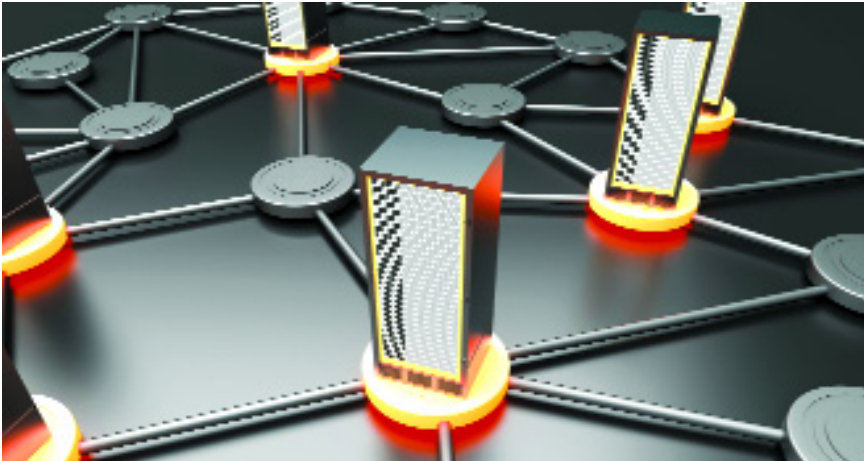
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Fujitsu introduces new HPC solutions

FUJITSU RECENTLY UNVEILED its new High Performance Computing (HPC) offerings that are designed to enable faster product development and accelerated time to market. The new solutions also promise an intuitive new user interface and an affordable pricing.

According to the company, the Fujitsu HPC Simplicity concept combines the Fujitsu Software HPC Cluster Suite (HCS), an optimized x86 HPC cluster solution based on Fujitsu PRIMERGY servers, with a new graphical user interface-based front end, with an aim to make HPC more widely accessible and easier to use than ever,

Fujitsu HPC Simplicity is said to introduce significant new software stack enhancements and a simplified, web-based user experience, while a scalable file system that promises to improve innovation cycles, by enabling high-speed parallel distributed processing of very large amounts of read/write transactions.

Fujitsu HCS is a comprehensive, purpose-built software stack that includes a set of fully-validated HPC software components including the HPC Gateway, combining the best-of-breed open source with proprietary software products such as Altair's workload

management software product, PBS Professional, and tools that ensure optimal operation of the Fujitsu PRIMERGY x86 hardware platforms.

The solution also includes Fujitsu's scalable file system, FEFS which enables high-speed parallel processing of very large amounts of read/write I/O from the compute nodes. The file system can take up to 8 Exabytes (8000PB) and supports throughput of 1TB/s. It also boasts features such as built-in high availability of all components, fair share I/O management and directory level quotas.

Pallab Talukdar, CEO of Fujitsu India added, "Fujitsu HPC Simplicity brings faster, high-end computing within the reach of mid-size and growing companies for the first time. Affordable HPC systems help companies realize their strategic objectives, and the huge computing power means that no data processing or calculation job is too big, or will take too long. Fujitsu offerings enable our customers to increase efficiency and effectiveness of their datacenter infrastructure considerably. We are pleased to be able to offer our world renowned HPC solutions now to

Servion wins contact center contract from Fastway

SERVION GLOBAL SOLUTIONS, a specialist in the Customer Interaction Management (CIM) domain has announced winning of the Unified Contact Center Enterprise (UCCE) and Voice Portal (CVP) implementation contract from Fastway Transmissions Private Ltd.

Fastway a North India based cable distribution company aims to expand and strengthen its foot print in the northern region. In line with this objective, it is redefining its customer service strategy by



ushering next-generation products and solutions. Keeping Fastway's objective in mind, Servion suggested a Unified Communications solution which will deliver skills-based contact routing, self-service, Computer Telephony Integration (CTI) and List & Campaign Manager (LCM). The solution is also scalable and capable of handling higher call volumes.

Gurdeep Singh, Managing Director, Fastway Transmissions Private Ltd said, "We believe that this solution will help Fastway streamline its business processes, accelerate decision-making, enhance customer experience and control costs."

Oracle brings SPARC SuperCluster T5-8 to India



ORACLE HAS LAUNCHED its latest engineered system SuperCluster T5-8 in India. The fifth generation, according to Oracle is the world's fastest engineered system. It comes with pre-tested and pre-integrated Oracle servers, storage, networking and software technologies and can be deployed in weeks time.

The T5-8 promises extreme performance and 10x better price performance than a comparable IBM Power7+ based solution.

With this announcement, Oracle claimed to become the only company delivering the IT architecture of the future today with hardware and software engineered to work together. The new engineered system is target at verticals including telecommunications, financial services, government, retail, manufacturing, education and healthcare.

"The Oracle SPARC SuperCluster runs Oracle Database and enterprise applications together on a single platform, lowering TCO through consolidation and delivering secure

multi-tenant cloud services 5 times faster than the traditional build-your-own IT approach," said Ganesh Ramamurthy, Vice President, Development in Hardware Systems Division, Oracle Corporation.

Besides the launch of SPARC SuperCluster T5-8 launch, Oracle also introduced its Platinum Services in India, targeted at helping customers optimize the value of their technology investments.

Oracle Platinum Services are aimed at providing the highest level of service in the industry such as 5 minute issue response, 15 minute restoration or escalation to development; 30 minute joint debugging, 24/7 monitoring, quarterly patching and system updates, proactive services to anticipate, identify and remediate issues.

According to company, the services are delivered at no extra cost and are exclusively available on Oracle Exadata, Exalogic and SuperCluster based on certified configurations.

HP launches new servers for SMBs

HP HAS ANNOUNCED its new and enhanced ProLiant servers to help small and mid-sized businesses (SMBs) accelerate business results by simplifying the deployment, management and maintenance of their IT infrastructure.

The new HP ProLiant MicroServer Generation 8 (Gen8) is designed to provide simplified setup, management and maintenance with innovative HP Smart Technologies. The HP MicroServer offers centralized, anywhere, anytime data access to employees to boost productivity and collaboration through data sharing—and it is small and quiet enough to sit on a desk.

Further expanding the HP ProLiant server portfolio, HP also announced cost-optimized solutions for micro and SMB clients that provide the reliability, flexibility and scalability needed to accommodate current and future business needs. New solutions include the HP ProLiant ML10, DL320e Gen8 v2 and ML310e Gen8 v2.

"Small and mid-sized businesses require innovative server solutions that meet their specific business needs and price points to

remain competitive. These new HP ProLiant servers are easy to use, highly reliable and cost-effective to maintain, enabling our SMB customers to boost business performance, save time and cut costs," said Vikram K, Director, ISS, HP India.



Virtustream, SafeNet to enable secure virtualization and cloud migration

VIRTUSTREAM, INC, a cloud software and Infrastructure as a Service (IaaS) provider and security solution player SafeNet have expanded their existing relationship to offer secure virtualization and cloud migrations for customers across high-risk industries and organizations in need to protect sensitive data and move to virtual and cloud environments securely.

“Virtustream has made strong security a core part of their enterprise class cloud. We’ve worked closely over the last year to ensure our solutions are well integrated so that organizations can easily reap the benefits of the cloud, without losing control over their data,” said Chen Arbel, Director- Business Development, SafeNet.

“We provide protection regardless of where the data resides, affording separate security administration duties, enforcing granular controls, and establishing clear accountability with audit trails and compliance reporting. And we make it possible to easily scale the use of encryption in very large, dynamic cloud environments,” he said.

Providing enterprise key management and comprehensive virtual machine



protection across physical, virtual and cloud environments, the expanded relationship allows Virtustream to incorporate SafeNet’s unified encryption and control solution namely SafeNet KeySecure and SafeNet ProtectV into its IaaS offering.

This expanded relationship affirms the seamless integration between SafeNet and Virtustream that has already successfully incorporated SafeNet Authentication Manager, which provides strong two-factor authentication to Virtustream’s cloud solutions. With the new integrations, the Virtustream IaaS provides cloud service providers and enterprise IT organizations with a complete crypto framework for public, private and hybrid cloud deployments from authentication

to encryption and key management.

“Security is a top priority for us and our customers. By partnering with SafeNet, we can now offer our customers, many of whom operate in highly regulated industries such as financial services and healthcare, the solutions they need to meet their stringent security and compliance requirements,” said Gregsie Leighton, Chief Security Architect, CISSP, Virtustream.

“Together with SafeNet’s trusted reputation and market-leading data protection portfolio, we are providing customers with all the cost, management and business benefits of moving to the cloud, while ensuring they can maintain full control and oversight of sensitive data assets,” Leighton added.

According to Leighton, SafeNet ProtectV not only encrypts all their data in the virtual data center or cloud and physical servers they reside on, but it also offers a unique solution for enabling encryption of the entire virtual machine and associated storage volumes, including the operating system partition.

“No data is written to a system partition or to storage without first being encrypted,” he concluded.

Essar Group deploys IBM solution for HR operations

ACCORDING TO IBM, the Essar Group has implemented its power systems to optimize group’s Human Resource Management System (HRMS).

The Mumbai headquartered group has presence in steel, energy, power, communications, shipping ports, logistics and construction with over 75,000 employees in 25 countries was looking for a technology provider to enhance the overall user experience for their staff across the group.

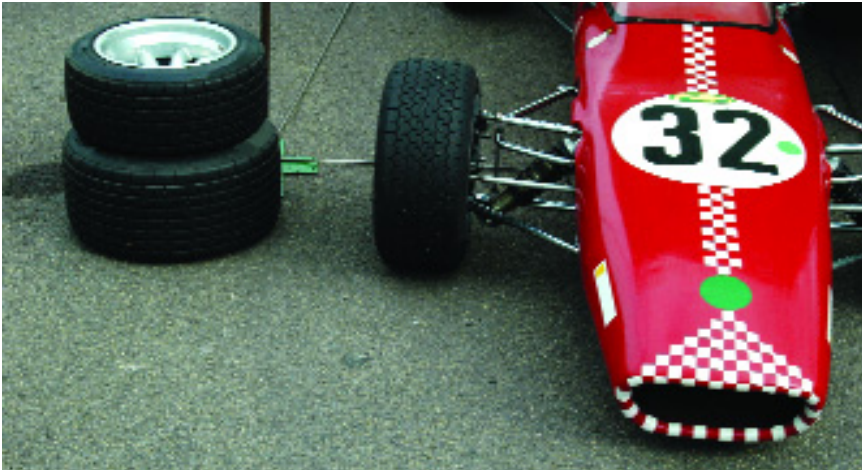
IBM helped Essar minimize business

impact during migration, which may require changes to project duration and downtime among others. IBM has provided PowerVM and PowerHA cluster software for flexibility, scalability, ease of use and manageability.

“We believe in giving the best to our employees who are the most valuable asset to the company. IBM Power Systems provided us with successful restore driving higher availability capabilities, especially with backup/recovery. We are extremely



happy to partner with a technology leader like IBM2,” said Jayantha Prabhu, Chief Technology Officer, Essar Group.



Juniper builds networking infrastructure for Lotus F1 team

LOTUS F1 TEAM, the fourth spot holder in the Constructors' Championship after the first seven races has built a mission-critical network infrastructure using Juniper's portfolio of switching, security, wireless LAN, routing and application software solutions to improve flexibility and enhance performance.

In addition, Lotus F1 Team has deployed Juniper's QFabric technology in its two data centers to flatten the network architecture to reduce latency and improve performance, creating a mission-critical, carrier-class private cloud environment.

The LAN (Local Area Network) connectivity across Lotus F1 Team's headquarters campus in Oxfordshire, UK provides a reliable, high-performance fixed and wireless network platform to power vital, data-intensive functions such as the company's research, development and design suite, wind tunnel facility and engineering shop.

"From the design concept of each season's car, through component engineering and production to testing, qualifying and competing at each race,

we have to deliver innovation and excellence with no margin for failure, error or delay. Our network underpins the entire operation, so we need a partner who is equally innovative and reliable, and who can secure the highly valuable data we share across the team," said Patrick Louis, CEO, Lotus F1 Team.

"Juniper enables Lotus F1 Team to build the best network so we can strive to be the best Grand Prix team," added Louis. In the future, Juniper will also provide LAN, WAN (Wide Area Network) and remote connectivity trackside at grand prix races globally and during testing sessions.

"Trackside conditions are particularly challenging with heat, dust, vibration and the need to build and tear down a reliable, secure network infrastructure quickly in a new location every couple of weeks or so," said Sean Dolan, Senior Vice President-EMEA, Juniper Networks.

"We are very excited by the prospect of Juniper's technology operating in this environment and playing a part in Lotus F1 Team's 2013 campaign and beyond," added Dolan.

Cairn India selects Polycom for better access to remote project sites

POLYCOM INC, A GLOBAL provider of open standards based unified communications and collaboration (UC&C) said that Cairn India Ltd., has selected its RealPresence video collaboration solutions to enable seamless connectivity with project sites, offshore oil rigs and customers overseas.

The high definition audio and video technology has enabled Cairn India to speed up critical decision-making and improve team meeting experiences throughout the company.

Cairn India is primarily engaged in oil and gas exploration and production, producing more than 23% of India's crude oil. With several teams spread across multiple project sites, including most in remote locations in India and overseas, the ability to collaborate on mission-critical projects is part of the daily business operations for the company.

With the growing need of collaboration between corporate headquarters, teams and operations in isolated sites, Cairn India decided to partner with Polycom's open standards based secure video collaboration solutions.

Cairn India deployed Polycom's video collaboration solutions including the HDX 8000 room system and Open Telepresence Experience (OTX) at the company's Gurgaon head office in New Delhi and other operational sites across the country, to enhance the company's existing UC environment and collaboration capabilities. The complete solution is powered by the PolycomRealPresence Platform software infrastructure.

Jet Airways contact centers to run on IBM analytics

IBM HAS ANNOUNCED the extension of contract with Jet Airways, to provide a comprehensive solution for customer contact centre operations, including improved analytics capabilities and IT infrastructure refresh.

Under this agreement, IBM will provide contact center and back office services to Jet's 11-business lines covering its domestic and international reservations, Jet Privilege program, cargo, re-issues, refunds and helpdesk services.

The solution not only includes implementation of an Interactive Voice Response (IVR) system to improve service levels but also advanced analytics technologies to provide increased revenue through insights gained while managing the contact centre. A revenue increase by Rs 20 crore and substantial cost savings is expected as a result of this project.

Jet Airways wanted to streamline its operations and bring in technology expertise which would increase its flexibility and scalability to gain competitive advantage and strengthen leadership position.

IBM solutions will help Jet Airways improve its customer service by lowering the total cost of ownership through the implementation of IVR and automation, which in return will derive higher revenues with the use of advanced analytics technologies. IBM will also rebadge Jet Airways existing contact centre personnel.

"Three years ago, we engaged IBM to help us transform our core IT infrastructure to keep pace with rapid business growth projections and add to our competitiveness in the market. Since then, our relationship with IBM has grown, strengthened further and today we are happy to extend this relationship to our contact centre so that our customers will benefit from IBM's high service level offerings," said Manish



Dureja, Vice President Marketing, Jet Airways.

As a strategic partner, IBM already provides a host of services to Jet Airways, including data centre operations, end user services, central helpdesk, network management services, server storage operation, and security services.

In addition, IBM is responsible for application management services for the carrier including ERP, flight operation, revenue management, roster and crew management, cargo management, customer relationship information system, aircraft maintenance and operations system, baggage

reconciliation system and sales force automation.

"In order to improve service levels to its customers and reduce the recurring cost pressures in the aviation market, Jet was looking to transform their customer care and back-office functions while ensuring job continuity for its employees," said Anuj Kumar, GM, IBM India Global Process Services.

"This deal marks a significant milestone in the longstanding relationship that IBM has with Jet Airways, and we are committed to helping them elevate their customer experience and future growth," added Kumar.

Trend Micro, Interpol join hands to fight against cybercrime

TREND MICRO INC., a global security software and solutions provider has announced its collaboration with Interpol (International Police) to support global law enforcement programs against cybercrime.

Due to the complexity of the cyber-threat landscape, cybercrime investigations are profoundly different in nature to traditional crime, requiring high-level technical expertise and large-scale cross-jurisdictional investigations.

It is essential that law enforcement prioritize resources, build cross-jurisdictional and cross-sectorial collaboration in addition to developing the technical expertise, tools and infrastructure required to effectively combat threats and eventually enhance digital security.

In response, Interpol is establishing the Interpol Global Complex for Innovation (IGCI) in Singapore in 2014, which will be the centre of excellence for cybercrime toward facilitating international cooperation.

The IGCI will seek to implement an alliance with multi-stakeholders, including Internet security specialists



from the private sector to leverage their respective expertise and resources for the benefit of global law enforcement agencies fighting cybercrime.

Trend Micro will support Interpol with its expertise in mitigating cyber threats. On June 21, Eva Chen, CEO, Trend Micro met with Ronald K. Noble, Secretary General, Interpol in Lyon, France to discuss the parameters of this important endeavor.

Trend Micro will deliver training

programs to Interpol, government and/or police organizations in various participating countries and major companies that manage basic infrastructure with corresponding expertise and best practices to address emerging digital crime at the national and international level.

Training will encompass e-learning modules, classroom-based training sessions, workshops and/or professional certifications based on overall goals and learning objectives.

Snapdeal.com, Vijay Sales form strategic partnership

SNAPDEAL.COM, AN online marketplace has entered into a strategic alliance with India's largest electronic retail store chain Vijay Sales.

Under the partnership, Vijay Sales will leverage Snapdeal's marketplace platform to reach out to customers in the online space. Snapdeal.com will showcase all the popular electronics brands housed by the retailer to its 20 plus million members spread across 4000 plus towns and cities in the country. Customers can now avail the best of deals offered by Vijay Sales

through Snapdeal.

This partnership is in line with Snapdeal's goal to provide a platform with nationwide reach to large offline retailers in India. According to Tony Navin, Vice President - Business Development, Snapdeal has always focused on ensuring that its customers have access to the best brands at affordable prices.

"With this strategic partnership with Vijay Sales, India's leading electronics chain, the selection available to consumers will expand significantly, while providing

them great prices. We look forward to a building long term and meaningful partnership with Vijay Sales," added Navin.

Nilesh Gupta, Managing Partner, Vijay Sales said, "In the everchanging market scenario, we at Vijay Sales too want to leverage the power of online retail and our main thrust would be to cater to markets in which our physical stores are not present and at the same time ensure that it enhances our market penetration even in markets where our physical stores are present."

HP launches SDN fabric for cloud



HP HAS UNVEILED a data center network fabric built on HP FlexNetwork architecture, that would enable business agility for clients by delivering twice more scalability and 75 % less complexity over current network fabrics, while reducing network provisioning time from months to minutes.

Organizations are struggling with the complexity of current data center network fabric designs, which require manual device-by-device configurations and limit the performance of bandwidth-intensive applications.

HP claims to be able to address these challenges with a series of software-defined network (SDN) data center switches to deliver advanced automation capabilities and scalability for bandwidth-intensive applications such as Hadoop. The offerings include the new HP FlexFabric 12900, which is an OpenFlow-enabled core switch capable of scaling to meet the demands of increasing virtualized workloads.

According to Prakash Krishnamoorthy, Country Manager, HP Networking, HP India, for the past 20 years, data center networks have lagged in supporting new enterprise demands for cloud, virtualization and big data.

“Only HP is positioned to deliver the industry’s most complete software-defined data center network fabric with innovations that enable our customers to create a network foundation that will meet their needs today and well into the future,” said Krishnamoorthy.

By simplifying network design and operations, new HP Networking solutions enable customers to improve IT productivity by unifying the virtual and physical fabric with new HP FlexFabric Virtual Switch 5900v software.

This in conjunction with the HP FlexFabric 5900 physical switch, delivers advanced networking functionalities such as policies and quality of service to a VMware environment. Integrated Virtual Ethernet Port Aggregator (VEPA) technology provides clear separation between server and network administrations to deliver operational simplicity.

Customers can also reduce data center footprint with the HP Virtualized Services Router (VSR), which allows services to be delivered on a virtual machine (VM), eliminating unnecessary hardware by leveraging the first of kind carrier-class software-based Network Function Virtualization (NFV).

Tata Communications unveils jamvee

TATA COMMUNICATIONS HAS LAUNCHED jamvee, a multi-device compatible cloud-based video conferencing service that allows anyone to take part in a video meeting from any location via a desktop computer, laptop, tablet, smartphone or a dedicated Telepresence room.

According to the company, jamvee is a truly a global video conferencing tool for enterprises that makes video conferencing - both within and between companies - as easy as



making a traditional audio conferencing call.

Video conferencing hasn’t yet realized its true potential due to quality and interoperability issues, especially with multi-user global video conferencing. This can often be seen with the over-the-top (OTT) video communication solutions that use only the Internet to connect users.

The jamvee software application supports Windows, Mac OSX, and iOS devices - with Android support following in August 2013. Users of Microsoft Lync and other video conferencing software, as well as those with access to standard video conferencing systems such as Immersive Telepresence, can also meet using jamvee. Up to 46 participants can join each conference at the touch of a button, bringing globally dispersed teams in fast-moving businesses closer together than ever before as the bring-your-own-device (BYOD) culture continues to gather pace.

Vodafone India to deploy Cisco's IP networking solutions



CISCO HAS ANNOUNCED that Vodafone India will be deploying its end-to-end networking solutions to evolve to a complete Internet Protocol (IP)-based architecture in India.

The networking firm will provide the telco with a multiservice convergence platform to serve Vodafone's residential, business and mobile customers with a single network infrastructure, thereby lowering its capital and operating costs. Vodafone will also be able to deliver newer data services at faster mobile broadband speeds to its customers, enhancing their experience.

Vishant Vora, Director - Technology, Vodafone India said, "With the growing market dynamics and radical changes in consumer behavior, there's a need to anticipate market requirements and act

now to stay competitive and provide best-in-class services to our customers," said Vora.

"We are investing in technology and getting IP-fication of our backhaul networks done. It will further enhance our customers' experience. We look forward to working with Cisco, as it has extensive hands-on experience in many markets and the most comprehensive portfolio of broadband solutions in the industry," he added.

Jeff White, Senior Vice President, Sales India and SAARC, Cisco, said: "We are delighted that Vodafone has chosen Cisco on their journey to a complete IP-based network infrastructure. This win is testimony to our commitment to local innovation and our ability to address our customers' unique requirements."

HCL Infosystems, Sanovi to offer DR as a Service

HCL INFOSYSTEMS LTD and Sanovi Technologies have announced their partnership to offer Disaster Recovery services to Indian enterprises. With this pact, Sanovi becomes a HCL Blu Enterprise Cloud partner as the technology provider for DR Management solutions. The Sanovi Cloud DRM (Disaster Recovery Management) powered Disaster Recovery as a Service on the HCL Blu Enterprise Cloud platform will be available to organizations across the country to meet their business objectives.

The partnership will enable large, medium and small enterprises to be disaster-proof through real-time monitoring, automated IT disaster recovery processes and comprehensive reporting.

The Disaster Recovery as a Service (DRaaS) will be available on HCL Blu Enterprise Cloud Infrastructure which includes operations related to server, network and database installation, management and monitoring.

The service is not only for customers whose primary data center is hosted with HCL Infosystems but also for others who have their primary data centers in-house or with other data center providers. Customers with both virtual and physical servers can avail this service. Sanovi and HCL Infosystems will collaborate in joint go-to-market initiatives, marketing, promotional efforts and training.





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right for you. Why compromise? Remember your UPS is only as good as its battery.