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President, ISODA

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# Hello Fellow ISODA Colleagues!

As we look forward to the calendar year end and the festivities that ring in the New Year, we all are learning things on a day to day basis. ISODA continues to prove that it is a great platform to learn, network and work together for the overall benefit of the community.

Largely unseen but known informally, many members are working together in various capacities for mutual benefit in business. TechSummit as a platform has also helped members immensely and we are entering a phase where the TechSummit team is working diligently to deliver yet another successful season. We are sure there are a lot of new things to look forward to at Kuala Lumpur. You would have received the invitation to register for the TechSummit 8. I strongly urge you to utilize TechSummit as a platform to find new alliances for growth.

This issue of Interconnect carries a couple of very interesting articles around Cloud and Security. We have more news from South on their second Regional Meet. And in the run up to TechSummit, we will have one page dedicated to it for a few months.

We request you all to continue supporting InterConnect and we always welcome feedback and suggestions from you.

Have a good year!

### Become an Isoda Member

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Regional Update - South:

Date: 16.11.2017

## South Regional Meet

### Agenda

- Welcome to all members
- Sponsor Presentation – Polaris Office
- Internal Meeting
- Vote of thanks
- Networking Dinner



The second South Regional Meet was held on 16th of November in Chennai and was attended by 12 members. South has shown great growth in the number of members attending the Regional Meets and kudos to the team for ramping up so quickly.

TechSummit 8 was of huge interest and it was discussed in detail. Another topic of keen interest was new member enrollment. Our colleague, Rakesh Chawla of Century Computers organized Polaris Office as a sponsor. Mr. Mark Anderson, MD, Polaris Office presented market opportunities and capabilities to members. The session was very well appreciated.

Kabilan, Regional Secretary – South, thanked everyone for their keen interest and participation.



# South Regional Meet



## Welcome To ISODA TechSummit 8!

Every Year we take a step ahead with our existing partners creating transformational space and to experience the evolution in multiple avenues and possibilities.

This year we would like to move a step further for our 8th tech summit, by adopting widespread adoption of Tipping Point at Kuala Lumpur, Malaysia. The Tipping Point is the critical point in an evolving situation that leads to a new and irreversible development. Marketers see it as a threshold that, once reached, will result in additional sales. In some usage, a Tipping Point is simply an addition or increment that in itself might not seem extraordinary but that unexpectedly is just the amount of additional change that will lead to a big effect. At TechSummit 8 we intend every member to reach the point beyond any local ability to control it from spreading more widely. A Tipping Point is often considered to be a turning point.

Look Forward to seeing you in Kuala Lumpur!!

Regards - Team ISODA

[REGISTER NOW](#)

ISODA TechSummit 8 | Date - 1 to 4th Feb 2018

Venue - Kuala Lumpur

Early Bird Discount up to 5th December 2017

Double Occupancy INR 42,000 + 5% GST & Single Occupancy INR 55,000 + 5% GST

Registrations From 5th December 2017 to 12th December 2017

Double Occupancy INR 47,000 + 5% GST & Single Occupancy INR 60,000 + 5% GST

- \* This invitation is non - Transfrable.
- \* Registration would be complete once we have received the payments.
- \* TechSummit registration charges are Non-Refundable.
- \* The Fund transfer has to be directly to the ticketing agency, Bank details will be mentioned in the email.



**Mr. Rajesh Singh**

**AVP Sales and Alliances, WebWerks**

## Partners Growth on Cloud & Evolving Technologies

Today's IT Channel continues to undergo a transition along with the rest of the industry. The IT Channel firms and the end user companies are experiencing a drastic change in the way they approach IT and the overall business operations. This has triggered the ways in which the customers procure IT goods and services, new types of competition from the Ecommerce players and the forward march of

cloud computing and mobility and the way the consumerization of IT is happening. In effect the IT channel has to up its game, morphing in some cases from a strategic reseller of products – (particularly hardware) to a multifaceted provider of services and solutions.

While some IT Channels continue to maintain status quo, most will and are initiating plans to shift their business model to start embracing a hybrid approach, and adding services component alongside a product based revenue stream.

For those moving down the path of business transformation, the cloud would be the primary driver.

As IT channel responds to the changes in the industry driven by cloud computing, they are discovering which business model fits their current practice. IT channel partners' ability to get the best results from collaborating in a cloud computing ecosystem will depend on several factors including how well they evaluate their customers' needs, their companies' overall cloud capabilities and their ability to stay abreast of latest IT trends

## Different cloud opportunities for IT Channel:

Public cloud services include various “as-a-Service” offerings – including software (SaaS), platform (PaaS) and infrastructure (IaaS) – where customers are accessing a shared platform.

Private cloud services refer to hosted services where separate servers and other resources are dedicated to individual customers.

The biggest question the IT channel partners face is deciding which market to go after?

The IaaS and BCDR (backup and disaster recovery (DR) market is a natural for cloud. Like most cloud services, it plays hand-in-hand with the move to virtualization that's been going on for quite some time. Virtualization has made it far easier for companies to have backup instances of their server environment ready to go at an off-site location.

Given that many companies, especially small to medium sized businesses, can't afford to have a second, physical data centre for backup, the cloud becomes an attractive option. Suddenly, SMBs can have the same level of backup and recovery as their enterprise brethren, at a fraction of the cost.

Enterprise companies, too, are looking to cloud-based backup and DR as a less expensive option to running multiple data centers, as well as to expand the reach of their backup and DR efforts.

In similar vein, the clients are also looking at options of having Cloud Server instances to be used for running their workloads, without worrying about the uptimes, scalability, performance, and most importantly the CAPEX.

Regardless of the business models that channel firms are embracing around cloud, the bigger question over the last few years has been about monetization. In other words, how to turn cloud into a sizeable revenue stream, generate profits and satisfy and retain customers. Channel partners are seeing their businesses disrupted as cloud computing takes much of the installation expertise required out of setting up the solution. Cloud computing not only simplifies customization but also spreads costs out over several billing periods resulting in continuous revenue stream. Also add to this Partner's own managed services portfolio viz., OS & DB, Network, Security Management and monitoring services, and we have a winner in hand.





**Mr. Krishnakant Mathuria**

**Managing Director, Know All Edge Networks Pvt. Ltd.**

## Countering Advance Threats in Current Day and Age

Currently, companies are struggling and their networks get breached, because most of the solutions work in silos and there is no mechanism to share information at each layer in an automated way making Networks vulnerable to attacks or have solution for Network-Wide Attack Detection. Know All Edge has developed practice in which our security team does assessment of the entire customer Network for 3-4 weeks using Anti-APT appliance and get the copy of the entire network traffic

and using advance engine analysis, sandboxing technology and leveraging Global threat intelligence drives rapid assessment and response we are able to identify Malware, ransomware, C&C, attacker activity across protocols and all ports, the stage and criticality of the attack and all the attack vectors and thus creating the visibility for the zero day / targeted attacks.

## Our Practice

Further we consult them as to how using APT solution we can make rest of the security solutions more robust by correlating threats found locally with global intelligence, identify Malware characteristics, origins, variants, related C&C, IP's, Attacker profile providing them Indicators of Compromise (IoC's) and reduce the attack surface and pinning down the attacks further. Also using API's we automate the delivery of signatures of the targeted attacks to various security devices like IPS, NGFW, Email, Web and Endpoints. We believe that security threats are all pervasive and we have a holistic approach towards security, developing expertise across all layers from Advance Threats, NGFW, IPS, WAF, Datacenter, Web, Mail and all the downstream solutions like Endpoint, DLP, Encryption, MDM thus delivering a connected threat defence strategy for our customers as in today's time breaches have cost in thousands of millions of dollars in ransom, regulatory fines, loss of reputation and Intellectual property with recent examples of Sony, Hitachi payments systems, Deloitte, Uber being breached. It makes customers of all sizes take notice and having a security policy and invest in Advance solutions as number of attacks increase all the time.

## Know All Edge & ISODA

Know All Edge Networks is a charter member of ISODA since past 3 years and part of the ISODA family, ISODA has been an excellent platform to connect with the industry peers and share ideas with like-minded professionals, leveraging members collective experience to grow faster and further.

## About Know All Edge Networks Pvt. Ltd.

Know All Edge Networks is a pioneer and leading provider of Enterprise Security, Networking, Availability & Infrastructure solutions. We are specialized in solving complex business problems for our customers solutions that provides them smarter ways to be more productive and competitive. We best understand our customers' needs and efficiently provide the most effective solutions to meet those needs, by adopting best practices in Information Technology Domain.