Sivaram Kuppachi
CEO

ZAMSTARS

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Business Correspondent of kotak | United Bank of India

ARE YOU THE ONE?

ANEMOI TECHNOLOGIES

Position Title: Hardware / Arduino Developer

Position Location: Gurgaon, Client site

Knowledge / Skills / Abilities
- Well versed in Arduino programming and Raspberry Pi
- Experience in working with sensor network (ultrasonic sensors, IR sensors)
- Experience in working with motors, drives
- Experience in programming using ROS Library
- Experience in circuit design, PCB design, soldering
- Knowledge of Power supply

Fit Assessment:
An Anemoi Team Member is a highly motivated individual with a phenomenal amount of passion and energy for whatever he/she engages in; who respects honesty, integrity, initiative and creative approach to problem solving; An inspiration to colleagues, he/she is a tenacious, and highly driven professional with a proven record of success and with a strong empathy for people - clients, partners, colleagues or vendors.

Education/Experience: Graduate in Electronics

CompanyProfile:
We are a young IT consulting/solutions and services organisation specializing in industry specific solutions and services.
Our focussed services are on Cloud solutions, Managed services, Infrastructure Solutions
Our Products are: Precision Time Scheduling, Route Profitability, School Travel App
Our Competency: AI, Big Data, Robotics

hr.head@anemoitechnologies.com

Editorial

Evolution Of Digital Experiences With Web 3.0

*I*n the last two decades, data and content have been centralized by some of the tech giants and control almost every experience on the internet. The recent shifts toward, the ideation of web 3.0 has the potential for changing the way of interaction because of the decentralized characteristics.

The third iteration of the internet is Web 3.0 which implements blockchain technology for providing the internet through decentralized networks. Web 3.0 also includes artificial intelligence, machine learning, and the semantic web for delivering a faster and more personalized user experience. The Web 3.0 revolution focuses on collective ownership, personalization improvement, and content sharing.

In cumulation, the content arriving from businesses and institutions was driving Web 1.0. The second phase which is Web 2.0 helps users for uploading and share their content on the website themselves. Involving the third phase of the internet or renowned as web3, websites and online applications, users will be able to receive information available on the internet for providing new information and data to the users.

Usefulness includes the Decentralization of Web 2.0 of the internet stores data in centralized locations, while Web 3.0 will replace centralized social networks with decentralized applications, allowing individuals for maintaining ownership of data.

Web 3.0 requires no trust or permission allowing users for interacting directly without going through a trusted intermediary.

Web 3.0 can remain present everywhere simultaneously and is not limited to smartphones and computers as most of the applicable is the Internet of Things. The semantic Web is a foremost part of Web 3.0 and focuses on the improvement of web technologies for the generation, sharing, and connection of content through analysis based on the ability to understand the meaning of words.

Web 3 is a creator of a blurred line between the digital and the physical world with the implementation of graphics technology.

Emmanuel Christi Das
Editor
editor@siliconindia.com

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CONTRIBUTORS

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COVER STORY

Sivaram Kuppachi,
CEO

ZAMSTARS

For a Good Brand & A Great Business

COLLABORATIVE DIGITAL WORKSPACES IN ENTERPRISE COMMUNICATION

*F*acing challenges, the industrial world with its finite resources is known to be an important formation for utilizing the minimum amount of the same. The methods of digitalization and automation have been the game changers with options of meeting the challenges for showing ways to Industry 4.0 for collecting, understanding, and using massive amounts of data that are generated in the age of the Industrial Internet of Things (IIoT). The Digital Enterprise is conducting the exacts by integrating the real and the digital worlds. In consequence, the infinite amounts of data are allowing everyone to utilize finite resources with utmost efficiency and with that creating the industry more sustainable. Integrating the real and the digital worlds, it is way too possible to smear the entire value chain from design to realization, in addition to making it possible for optimizing the continuous data flow. A true Digital Enterprise is capable of harnessing the unlimited prowess of data by a gain of valuable insights for making rapid-paced and confident decisions and creating best-in-class products through efficient production.

DIGITAL WORKSPACE FRAMEWORK TECHNOLOGY

A digital workspace is a framework technology that helps in management and controls centrally of the elements of an organization which includes applications, data, and endpoints. A digital workspace is available to the users for application, whether the applications are residing on-premise or on one or more clouds. They comprise the enterprise digital resources into a single virtual location by simplifying management with the help of a single cloud-based console while providing secure remote access for an invaluable experience to both company-owned and BYOD (Bring your own device) devices. In de-coupling of the physical client device from the workspace, the type of device utilized is becoming less important as users are experiencing a consistent user experience of end-user client devices. Users are able to access to use the resources in a digitalized workspace through digital workspace client applications which are already available in the form of a range of device platforms and web-based applications, which provide a familiar interface, not in regards to device or methods of access. In the farthest of truths, Digital Enterprise is a balance between security and openness, and for protecting all the continuous, multidirectional data flows, it is necessary to incorporate a multi-level security concept at every step. In equivalent time, there is a seamless data flow between stakeholders for achievement of collaboration witnessed never before.

DIGITAL TWIN

In working with the comprehensive Digital Twin, it is possible to combine the entire production chain and if needed, it is also necessary to include the factory and plant lifecycle. The generated performance data added in the physical world enables a poriferous and open loop of optimization for production and the produced ends. The comprehensive Digital Twin is approachable for integrating every necessary component which includes a

Digital Twin of the Enterprise and can help in optimizing the performance and efficiency of the plant's infrastructure and end-product.

> ## A DIGITAL WORKSPACE IS A FRAMEWORK TECHNOLOGY THAT HELPS IN MANAGEMENT AND CONTROLS CENTRALLY OF THE ELEMENTS OF AN ORGANIZATION WHICH INCLUDES APPLICATIONS, DATA, AND ENDPOINTS

DIGITAL THREADS

Digital Threads are the pathway for the digital journey which is based on focused business workflows. The businesses connect all tasks and processes of the entire lifecycles of product and production for solving the challenges. The Digital Threads are providing digitalized processes and revolutionizing the way products are developed, produced, and optimized.

The Digital Threads provide digitalized processes and revolutionize the way products are developed, produced, and optimized. Digital Enterprises are enabling companies of every possible size and sector for integrating and digitalizing their business processes with the Digital Threads. Enterprises are requested to start with digitalization at any step, for greenfield and brownfield plants, which are based on standardized and open interfaces. The Digital Enterprise is bringing an addition of the processes that are renowned to be different from previous times. This is breaking down traditional norms and helping in bridging the gaps existing among software and hardware, IT and OT, shop floor, and top floor.

This is helping in offering great optimization potential which includes technologies for example artificial intelligence for predictive maintenance, precise condition helping in monetarization, and improved quality.

CONCLUSION

The talked about companies are in manufacturing and equipping the plants with the latest automation and digitalization solutions. Existing and new customers are getting benefitted from the know-how of the work. For acquiring the most from the digitalized workspaces in recent times, it is helpful to know that business teams or departments that can go with, understanding spaces are simple enough at face value, while once there is a start of learning, the companies, and opportunities for new workflow processes are quick in coming to light. Digital workplaces encircle digital workspaces which is an individual performance in their everyday job functions, while the digital workplace delivers the tools and communications infrastructure which are enabling collaboration for a diverse and dispersed team. In conclusion, digital workspaces, and digital workplaces are in advanced platforms and self-service Human Resource systems. **si**

siliconindia
SPOTLIGHT
NOVEMBER- 2022

I n stressing the force of standard business nature on an organization, businesses are often faced with organizational development issues. Change is constant, and organizations must evolve in order to survive, be successful, and gain a competitive edge over others. Each phase begins with a period of evolution, with steady growth and stability, and ends with a revolutionary period of substantial organizational turmoil and change. Hence, it is wise of businesses today to pave way towards greater growth under the supervision of agile leadership and business adroitness, while complying with the evolving trends and evolutions in the industry. Well, realizing this there are many corporate and business organizations exemplarily displaying their adeptness in business functions, analyzing the current and future challenges to realize their goals for expansion.

In this pragmatically evolving business world, where there are many organizations and businesses growing in new market segments or the thriving evolved business segments, be it across healthcare, Proptech, corporate wellness, electrical & instrumentation/mechanical/civil/NDT, equestrian industry, engineering solutions, dental care, home health care services, delivery companies, or more, India has been making it huge through its dynamic contributions, both national and internationally. While the boom in India's healthcare services sector isn't showing sign of slowing, the construction & infrastructure is also witnessing rapid growth, followed by other industries. Presuming the COVID-19 outbreak, India's commercial property market has experienced exponential growth recently. According to commercial real estate industry data, while the size of the worldwide commercial real estate market is more than $800 billion, India's real estate market went from Rs. 12,000 crore ($1.72 billion) in 2019 to Rs.65,000 crore ($9.30 billion). India's real estate market is predicted to grow to $1 trillion by 2030, from $200 billion in 2021, and account for 13 percent of the nation's GDP by the year 2025. It is similar and gradual for other industries as well. With such prowess, there are many leaders in diverse sectors who have contributed in this growth leveraging their quality products, services and solutions to the target audiences.

Acknowledging their dexterity in business across significant sectors, in this issue of Siliconindia magazine brings you a 'Spotlight – November – 2022' list featuring a few companies which were selected by comprehensive examination by industry CEOs, VCs, CXOs and Siliconindia editorial board. We truly expect these institutions to meet your needs and we assure you that the list is prepared as we recognize the valuable contributions of the industries in the ever- expanding and competitive market.

Noufel A. N.,
Founder

Vikaas Wahi,
Founder & Director

Dr. Arun Hampapur,
Founder & CEO

Sivaram Kuppachi,
CEO

Vinodh Talapaneni,
CTO

Ashonal Pereira,
Co-Founder & CEO

Sabyasachi Bhattacharya,
Founder Director

Anjana Bhattacharya,
Founder Director

Vamsi M.,
CEO

Zameer Kazi,
Founder & Director

Praveen Jen,
Founder & Director

THE ROLE OF AI IN IGAMING

By Dmitry Belianin, CCO, PMI

Dmitry is an experienced marketing strategist and leader in the sports betting industry with over 15 years of experience in both marketing and gaming.

Dmitry Belianin,
CCO

Artificial Intelligence has become an integral part of people's day-to-day life. From activities like making internet searches more relevant to conducting complex surgical procedures at hospitals, AI has created value across industries including iGaming. iGaming has been known for the comfort and experience of its users. With the growing reach of the iGaming industry, industry leaders are turning to artificial intelligence to provide their users a unique and safe experience on their platforms. To put this in perspective, according to a study, the integration of AI and virtual reality in the global gaming industry is expected to grow at a compound annual growth rate of 12 percent during 2020-2025. India is also expected to catch up with these numbers soon, especially with the launch of the new 5G technology across major cities. 5G will allow technologies like AI/ML to run smoothly on the respective platforms, thus creating a demand for a more immersive and interactive experience from the iGaming operators.

SIGNIFICANCE OF AI IN IGAMING

One of the areas in that AI is being used is user safety and building trust among players. With the help of AI, iGaming platforms are able to detect usage patterns in terms of which network they usually log in from, when they log in, and detect if any fraudulent activities take place.

Platforms are also using AI to further secure their algorithms, conduct safe payment transactions and likewise. AI also plays an important role in providing a personalized experience to every user. For example, collect data on which games they enjoy more and suggest similar suggestions to them. Another critical example would be - based on the users playing patterns in online casinos, the iGaming platform can increase or reduce the risk-and-reward dynamic in real-time, while parallelly guaranteeing transparency, security, and safeguarding fair-play conditions, on their respective platforms. Something like this wouldn't have been possible without AI.

WITH THE HELP OF AI, IGAMING PLATFORMS ARE ABLE TO DETECT USAGE PATTERNS IN TERMS OF WHICH NETWORK THEY USUALLY LOG IN FROM, WHEN THEY LOG IN, AND DETECT IF ANY FRAUDULENT ACTIVITIES TAKE PLACE

The data generated by the AI algorithms, also help iGaming companies in making informed decisions. For example, it can help generate data like player access location, online slots, spins, and more. Such data helps the iGaming operators in making critical decisions like which market they can explore, what type of games a particular demographic enjoys, and during which hour. Accordingly, the operators can launch new games and experiences, throw relevant suggestions to the user base,

and most importantly, enter new markets. The AI-empowered business intelligence also helps the operators to run the relevant and personalized campaigns for users. Another example, of how the intelligence provided by AI and Big Data helps the operators, is by identifying which platform the players are using, which operating system, or the browser they are accessing from. This intelligence helps in optimizing the games and provides a smoother and richer experience to the players. Moreover, with help of AI and ML, the relevant reports are automatically generated with recommendations on the next steps. This helps the stakeholders in making better decisions.

WHAT TO EXPECT IN THE FUTURE

With current technology, the iGaming business has a lot of opportunities. This began with the advent of VR and AR, which allow players to experience the thrill of being present even when they are not physically there. With the prices of AR/VR headsets becoming more affordable, players will ask for a more immersive experience from iGaming platforms. Metaverse might also play a significant role in the coming times. Powered by AI, Metaverse will add an extra thrill to players by allowing them to put their 'game face' on. In the future, more iGaming platforms might extend their services to something more immersive and interactive.

CONCLUSION

While AI has already become an integral part of iGaming industry, with 5G being launched in India, more players will be open to platforms that run on complex technologies like AI. The technology makes the gaming experience safer and more personalized. It also helps the iGaming operators in taking more informed decisions. Furthermore, in the coming years, AI/ML will become a critical part of the business as the industry witnesses demand for AR/VR and metaverse experiences. ◾

ZAMSTARS

For a Good Brand & A Great Business

Sivaram Kuppachi,
CEO

ilos in any business process can hold your team back—whether it is a breakdown in communication between branding, marketing and sales, or simply various functions that just do not work well together. Too often, these elements are treated as something separate from each other. As a result, businesses lose out on opportunities to amplify their branding, marketing and sales efforts and support initiatives across the full marketing and sales organization. Breaking down these silos can help maximize a brand's results and prevent the business from missing critical opportunities along the way. Branding, Sales and Marketing teams have traditionally operated in silos, but now more than ever, this is not a viable strategy. It is no longer possible for these three functions to remain distinct and achieve peak performance. A corporate veteran carrying close to 30 years of experience in the industry, Sivaram Kuppachi, observed the troubles associated with disparate marketing strategies and set out on an endeavor to change it for the better. Sivaram laid the foundation of Zamstars to break these silos and make these growth functions work cohesively to achieve business outcomes and growth. The idea was to identify the qualitative and quantitative measures that run across the branding, marketing and sales of an organization, and evaluate a solution to holistically benefit the business.

While Design is the key to Customer Experience, factoring business acumen and developing systems albeit in design, communication and sales enablement is a key proponent to make a Good Brand, which is always a Great Business
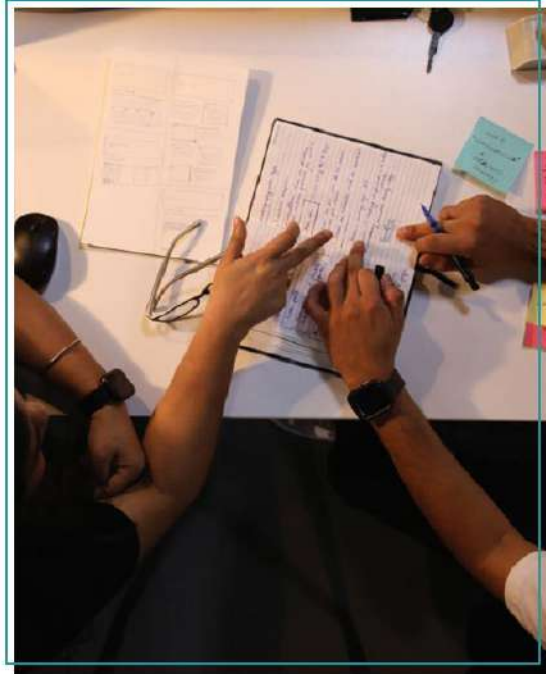
Vinodh Talapaneni,
CTO

Zamstars is a business-led, design-centric customer experience consultancy with competencies in brand, marketing and sales enablement. As of today, Zamstars has served over 300 brands across the globe in the service areas of branding, digital marketing, and sales enablement. This dynamic service provider has delivered more than 300K Marketing Qualified Leads to its customers and has been instrumental in generating revenue of over US$ 40 Million. Laying emphasis on design, Kuppachi says, "While Design is the key to Customer Experience, factoring business acumen and developing systems albeit in design, communication and sales enablement is a key proponent to make a Good Brand, which is always a Great Business. Hence, we are set up as a Business-led, Design-Centric Business Consultancy firm. Our core strength is our Execution prowess in what we do. While strategizing for brands is our key work, we take pride in taking this strategy to execution to drive the outcomes".

Even though it has zero debt, and is a largely employee-owned company, Zamstars has registered remarkable growth since its inception. This year, having completed eight years in the industry, Zamstars has penetrated the US Market by expanding its portfolio of services to front-end development

A DEFINITIVE APPROACH TO EXECUTION & STRATEGY

Zamstars' approach to delivering branding, marketing and sales enablement services involves comprehending a business in its entirety. The company firmly believes that every business should be well-constructed enough to deliver value to its employees, customers, business partners, and vendors. As a result, Zamstars focuses on creating a compelling brand experience that is cohesive, immersive and cognizant of its stakeholders' emotions, needs and the environment. The firm is capable of picking up clients' existing business communication and transforming it into distinctive assets that are emotional, informational and instructional with a clear call to action, finally culminating into a conversion generating streamlined revenues.

Every function-branding marketing, and sales, has a dedicated framework built in-house. Employees are trained in these frameworks while onboarding. At Zamstars, every employee interacts directly with the brand and the frameworks help them carry out key decisions.

Furthermore, the Zamstars team works with brands and businesses on an Outcome-based Model wherein a portion of Zamstars' fees is directly linked to mutually agreed business outcome metrics of the clients. The design-centric customer experience consultancy has successfully demonstrated this engagement model with B2B SaaS product clients, Technology Service compa-

nies and clients from the Education, F&B, and Hospitality industries. At the same time, Zamstars stresses on execution, more than strategy. These two attributes of Zamstars have been a key differentiating factor for the firm in the industry.

INTRODUCING THE ADVANTAGES OF TECHNOLOGY

Zamstars has developed two solutions in-house- Zamalytics and Zam S Cube. Zamalytics is an in-house analytics tool that provides a detailed analysis of clients' online campaigns across various platforms. Zam S Cube is an in-house CRM tool, which helps simplify the sales function and supports cross-selling and up-selling. These in-house solutions greatly augment the effectiveness of the existing portfolio of services under branding, marketing and sales. As part of its continuous learning mechanism, Zamstars leverages an entire suite of digital technologies running from Meta to Google. The firm also deploys cutting-edge technologies like Angular, React, Ruby on Rails, PHP, AWS and more to develop frontend and backend applications with various APIs/services integrations. Besides, Zamstars has assimilated newer learnings and built capabilities to offer

services encompassing Brand Strategy to Brand Experience, Website UI and Development, Front End Application development, Digital and Social Media Marketing and SEO Services dovetailed with Market Research and Market Development services. Zamstars also have dived into creative immersive customer experiences using the metaverse platform.

FUTURE ROADMAP: ONBOARDING MORE TALENT & EXPANDING TO MORE GEOGRAPHIES

Even though it has zero debt, and is a largely employee-owned company, Zamstars has registered remarkable growth since its inception. This year, having completed eight years in the industry, Zamstars has penetrated the US Market by expanding its portfolio of services to front-end development. This is a natural extension of Zamstars' brand and brand design projects, where it develops the front end for these brand services/products. For Zamstars, its people are its greatest capital. In the near future, the firm intends to continue to invest in Human Capital thereby ensuring that the learning and growth of its associates are aligned with the Outcome model that Zamstars constructs with its customers. ◘

WHAT ROLE DOES CLOUD COMPUTING PLAY IN TODAY'S BUSINESSES? HOW IT HAS ALLOWED THE IOT INDUSTRY TO INNOVATE, CREATE, AND LAUNCH NEW PRODUCTS THAT ARE CHANGING THE WORLD?

### By Ramanujam M.S., IT Director - India, Equiniti India

Ramanujam has been associated with the firm for 11+ years with a strong IT background that spans 19 years working in various technologies.

Ramanujam M.S., IT Director

Cloud computing is a great enabler for today's businesses for a variety of reasons. It helps companies, particularly small and medium enterprises jumpstart their operations sooner as there is very little lead time needed to stand up a full-fledged in-house IT infrastructure. Secondly, it eases the financial requirements by avoiding heavy capex and turning the IT costs into an opex model. Even more advantageous is the opex costs can be scaled up and down dynamically based on demand thus optimizing IT costs.

I think Cloud computing became a catalyst for the IoT industry and the proliferation that is seen today probably may not have happened in the absence of Cloud integration. Typically, IoT devices like sensors generate huge amounts of data that require both storage and processing thus making Cloud platforms the perfect choice for building IoT-based solutions. In an IoT implementation, apart from data assimilation there are some fundamental aspects like security, managing devices, and more. that needs to be considered and Cloud platforms take over some of these implementation aspects enabling the solution provider to focus on the core problem.
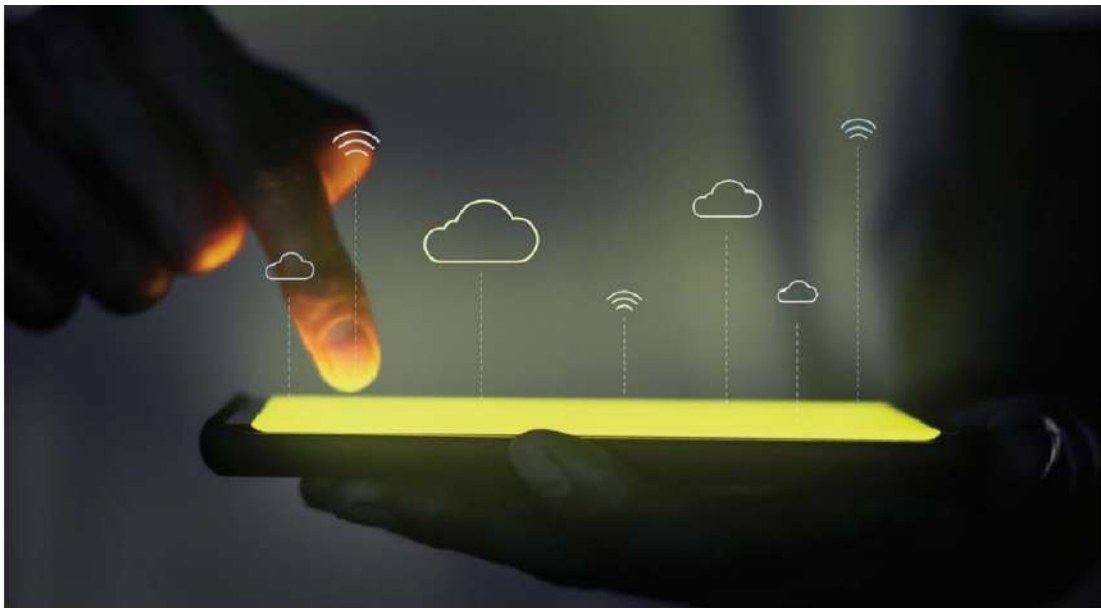
CLOUD COMPUTING BECAME A CATALYST FOR THE IOT INDUSTRY AND THE PROLIFERATION THAT IS SEEN TODAY PROBABLY MAY NOT HAVE HAPPENED IN THE ABSENCE OF CLOUD INTEGRATION

An interesting case study of how IoT and Cloud technologies can help to create innovative solutions was presented in a Microsoft conference few years back. It's a solution developed to monitor the pollution levels in Ganges which is a project sponsored by Central Pollution Control Board.

HOW DISRUPTIVE DIGITAL TECHNOLOGIES ARE GAINING TRACTION IN THE FINANCIAL SERVICES INDUSTRY?

When we talk about disruptive digital technologies in Financial Services industry, perhaps Blockchain is the one that stands out immediately. The concept of DLT (Decentralised Ledger Technology) has been around for some time and there's lots of interest in leveraging this technology primarily for transparency and efficiency reasons. After an article by Reserve Bank of India in 2020, many Indian banks responded to this initiative by starting to look at opportunities that involve DLT. For e.g. State Bank of India tied up with JP Morgan to use their Blockchain technology.

Adoption of Blockchain could simplify Inter-bank payment settlement and perhaps could be extended in future to cross-border payment settlements across different DLT platforms. It could also be used for settlement of securitized assets by putting them on a common ledger. Another application is using DLT for KYC whereby multiple agencies (like banks) can access customer data from a decentralized and secure database. In fact, EQ uses Blockchain in its product offering to privately funded companies and PEs for Cap table management.

The next one is probably Artificial Intelligence (AI) and Machine Learning (ML) which is predominantly being applied in Financial Services industry in managing internal and external risks. AI-based algorithms now underpin risk-based pricing in Insurance sector and in reducing NPAs in the Banking sector. The technology

helps banks predict defaults and take proactive measures to mitigate that risk.

In the Indian context, Unified Payments Interface (UPI) and Aadhar-enabled Payment Service (AePS) are classic examples of disruptive products in financial services industry.

HOW EFFECTIVE NETWORK SECURITY ACTS AS A GATEKEEPER IN PREVENTING UNAUTHORIZED ACCESS AND HELPING BUSINESSES TO OPERATE SMOOTHLY?

In today's connected world where much of the commerce happens online, it's imperative businesses focus on security to safeguard them from threats in cyberspace. The recent approach to Network security is 'Zero Trust model' which basically means never trusts any user/device unless verified. In this model, mutual authentication happens between the two entities in multiple ways, for e.g. using User credentials followed by a second factor like an OTP and sometimes application authentication happens through a digital certificate. The process also uses analytics and log analysis to detect abnormalities in user behaviour and enforce additional authenticating measures while sending alerts at the same time. This is something many of us might have come across when we try to connect to an application from a new device that the application is not aware of. The security mechanism might enforce additional authentication whilst sending an alert to us. Nowadays, businesses also use innovative methods of authentication like biometrics, voice recognition, and more. and some of these are powered by AI/ML.

HOW FINTECH PLAYERS ARE LEVERAGING ARTIFICIAL INTELLIGENCE TO BRIDGE THE GAP IN MSME LENDING?

I think MSME lending (maybe Retail Lending too) is one of the segments significantly disrupted by technology. In a way, it has opened unconventional options for MSMEs to attract capital both for capex and working capital requirements. There are products ranging from P2P lending to Invoice Discounting offered by FinTech companies which is opening up a new market place. There are FinTech players interested in lending in this space and they use AI/ML models to predict probability of defaults and assess credit risk and appropriately hedge against them.

ADWINGS CONSULTANCY & SOLUTIONS:

Adding Wings to your Dreams by Imparting Skills & Improving Lives

Sabyasachi Bhattacharya,
Founder Director

lobal business patterns have undergone a sea change over the last few decades, and India must keep up with these changes to meet global needs. These developments in the workplace stemmed from several changes. Traditional skills must be converged with new competencies in computers, design, management, and information systems, among others. The Indian workforce, however, is not yet ready to deal with these rapid changes with the large portion of the workforce – be it artisans or professionals in other fields failing to meet the demands of the industry. This lack of technical and psychological abilities is cause for serious concern. The skill gap affects business, which is evident in the dearth of India's export capacity. Some global trends that represent the underlying idea of the dynamics of the employment-education sector include FDI infusion which is sure to boost employability & skill development and the inclusion of mainstream skills in the educational system. Integration of traditional learning with digital in rural India, academy-industry partnership

& course alignment, and lifetime learning skills are among others. Also, the present generation of India has realized the importance and scope of entrepreneurship, and more students are interested in starting their dream ventures. This is encouraging because there is a greater demand for competent workers as there are more businesses, especially in high-growth industries like textiles and apparel. To adhere to such needs, the 2010-born company, Adwings Consultancy and Solutions Pvt. Ltd., has facilitated innumerable trainees to establish their business by providing technical assistance. Some technical assistance includes project management & project administration, quality assurance & testing, enterprise architecture & business architecture, business process modeling & business process management, and marketing products & services. Started as a proprietary company by offering corporate training solutions and soft skill training in Kolkata, it has grown to become a substantial and influential organization at the heart of skills development in critical knowledge skills in India.

The Working Process

Adwings' vision is encapsulated in achieving desired results by extending its development effort beyond the factory. The company works in partnership to understand the client's and artisan's needs. It also has a crystal-clear understanding of design development initiatives and delivers high-impact training interventions. It works to develop & implement robust reinforcement programs and track & measure for continuous improvement & sustainability. Adwings' core emphasis always revolves around linking skill training with the textiles & apparel industry, world-class learning & development, sustainable rural employment, fiber-to-fabric manufacturing capabilities, a modern & engaging work environment, natural & craft-based products, and more. The competent team of management, designers, and artisans are championing the cause of traditional Bengal Handlooms, Kantha Embroidery, Terracotta Art, and Handicrafts, among other things. The company's proven mettle also lies in maintaining the highest ethical standards in all its dealings with customers, business partners, people, and the community.

Today, Adwings is India's leading manufacturer of traditional folk & ethnic fabrics and garments. The company has a niche customer base from all over India, and it is skyrocketing that it is hard-pressed to meet the demands. Adwings is in the process of skilling 500 trainees in the trade to augment its considerable workforce. The company has developed strong in-house skills in R&D, which have resulted in path-breaking new designs. Its designs of fabric and garments are in-house, and it has some most talented artisans and designers on the production team. "We have created a tremendous impact on the apparel market, thanks to our designers. We have developed a unique style, reflecting the Indian tradition of craftsmanship on a contemporary canvas. To attract the global segment, we have transformed original folk art motifs into stylized forms which are unique, contemporary, yet timeless", says Anjana Bhattacharya, Founder Director, Adwings Consultancy and Solutions.

Working at Par with the Industry

Creativity, technical know-how, commercial awareness of the textile industry, research & data handling capacity, critical analysis & interpretation of materials, quality control, trends & direction, and ethics & customer satisfaction are among the skill sets needed in the textile and apparel manufacturing industry. To provide its clients with the best-in-class service, Adwings never compromises on adopting these skills. The company firmly concentrates on its five soul elements

Anjana Bhattacharya,
Founder Director

— Production, Punctuality, Punctiliousness, Price, and Synergy that help it stand out from its competitors. Adwings is also keen on embracing and adopting new technologies such as IoT, Rapid Data Analysis for Quick Adaptation, Mobile Commerce, Online Vector Editors, 3D Printing, and Novel & Experimental Fabrics.

Adwings' loyal cadre of clients stands out. After a decade, the company still wows some of its biggest clients, including Manjusha, The West Bengal State Handicrafts Cooperative Society Limited, Sasha Association for Craft Producers, Bengal Home Industries Association, Bangasree Bengal Handloom & Handicrafts, and Jharcraft, to name a few. Its Kantha design has been exhibited at the Philadelphia Museum of Arts and Fashion and Costume Museum Palazzo Morando of Italy. "Our clients are mostly high-end boutiques across India and celebrities. Their demands mainly consist of new and unique designs. We meet their demands by creating designs for them. We analyze the need for perfection and customize it to perfection", says Anjana Bhattacharya. For a clear plan, Adwings has a crystal-clear mindset. The company plans to establish a yarn manufacturing unit to make it completely vertically integrated. With several other plans, it is also looking forward to creating a platform to help revive the traditional folk arts and crafts of India.

ADVEL COMMUNICATIONS:

Delivering Meaningful Data Through Leveraging Technology

**Vikaas Wahi,
Founder & Director**

The rapid advancement of information technology has made the world more accessible and efficient in its penetration into the market. Individuals can easily get information onto their mobile/laptop screens and act on it in the current scenario. Technological determinism eliminates traditional methods of communicating with the world as well as feedback. On a lighter note, acting with information appears to be simple, but it requires special care to transport on a deeper level. Extensive research, content positioning, marketing background, understanding of multiple mindsets, and analysis of various types of information by context necessitate a high level of involvement and prior knowledge.

Advel Communications operates on a similar premise, with the sole goal of providing 360-degree marketing communication solutions to its diverse clientele while utilizing cutting-edge technology. This company's mission is to provide symbiotic growth for the business through T-shape assistance modules. This private organization serves a wide range of categories and industries for its global clients, including B2B, B2C, product-or service-based businesses, private and government entities, and others. The goal of the company is to provide and comprehend end-to-end marketing process solutions to clients all over the world.

Advel Communications' key domains are digital marketing, social media marketing, creative content, market tech solutions, branding, ATL & BTL, process outsourcing, strategy, and consultancy. Advel Communication's commitment and results-oriented approach to every project distinguish the company in the market, attracting clients from all over the world.

> **Our teams would analyze the client's requirements, research the project, and come up with a blueprint of the plan of action. This is the major reason why our clients choose us over the other players in the market**

Changing Scenarios because of the Pandemic

As is well known, several sectors witnessed major changes as a result of the pandemic. Many businesses

were compelled to experiment with many trial-and-error approaches to get their business back on track. To address these concerns, Advel Communications began updating and educating its teams with cutting-edge technology and work culture. This program helped not only its employees to be more efficient. As a result of this, this firm focused on the basics of the business and aligned the marketing and digital marketing solutions around customers' requirements regardless of different disciplines such as digital marketing, social media marketing, branding campaigns, positioning, paid or organic; keeping customers at the center of the company's solutions. We have the capacity, team, domain experience, and focus to deliver unbiased and result-oriented marketing solutions.

Advel Communications does not focus on applying the same approach as a solution for all its clients. Every customized solution needs strong background research and a distinct plan. To elaborate more on this, the Founder of Advel Communications, Vikas Wahi, says, "If you have a hammer in your hand, all the problems look like nails. We don't follow this approach. As we cover the entire spectrum of marketing and technology solutions, along with a consultative approach, we devise customized and performance-driven solutions for our clients that impact their sales, improve productivity and reduce costs, or all of the above. So our teams would analyze the client's requirements, research the project, and come up with a blueprint of the plan of action. This is the major reason why our clients choose us over the other players in the market".

Advel Communications constantly strives to have accuracy in its services and projects with its highly qualified team of employees. The employee base at

Advel Communication is highly driven by the concept of technology advancement and they constantly innovate ideas to cater to employee betterment. The persistent rejuvenation of upgrading workflow is enhancing the integrity of the firm and has earned the respect of some high-profiled companies in India and the international market such as; Samsung, Reckitt & Benckiser, Johnson & Johnson, Tata Motors, FICCI, SIAM, NASSCOM, Government of India, Lions Clubs International-USA, Dettol, Accove, Apollo Hospitals, IFFCO, TOKIO, Elsevier, Nuremberg Messe-Germany, Monash University-Australia, Price Waterhouse Coopers, Thomas Cook, The British High Commission, Edu comp, Birla Group, Epson, Aptech, and more.

The company's journey from its inception is an amalgamation of constant learning and applying it to real projects. The constant strive to deliver standard service is driving this company fruitfully in the competitive marketing technology and communication market and overseas markets as well. "We have been growing aggressively ever since our establishment. Though the pandemic created some uncertainty in our operations in the beginning, we were quick to adapt to new changes and restarted our work with a fresh set of plans of action. The concept of working from home made our team a little extra productive when the world was on the edge of getting accustomed to the new normal way of working. Our new strategy in our operations and fertile principles have earned us a good customer base in India, the US, UAE, and Australian markets, enabling customers on their digital transformation journey. Since our inception, we have grown by 30 percent on average, and by more than 200 percent during the pandemic", signs off Vikaas Wahi, Director, Advel Communications.

AUTONOMOUS MOBILE ROBOTS: AN ESSENTIAL INGREDIENT IN MANUFACTURING 4.0 ERA

By Rajnish Gupta, Vice President & Head for India and Sub-Continent business, Zebra Technologies

A stalwart industry leader with around two decades of hand-on experience in leading industries through their leadership board.

Manufacturers are no strangers to industrial robots. They were among the earliest adopters, with automation central to their Industry 4.0 ambitions. Although autonomous mobile robots (AMRs) are an important part of the journey toward building smart factories, many manufacturers are still slow to adopt AMRs, mainly because they have struggled to define the direct and indirect return on investment (ROI). While addressing the nation during India's 75th Independence Day recently, Prime Minister Narendra Modiji set a target of making India a developed nation by 2047.This target makes it quite evident that India's digital transformation is on the fast track. For example, the Indian government is encouraging domestic manufacturing through initiatives like the Production Linked Incentive Scheme (PLI) scheme and the Make in India programme. The role of AMRs is going to be critical in ensuring the success of these initiatives, as AMRs will help increase operational capacities across manufacturing plants.

As reported by The National Association of Software and Service Companies (NASSCOM) in India, the market for AMRs is expected to grow at 13.5 percent at a compound annual growth rate (CAGR), with

Rajnish Gupta,
Vice President

certain segments projected to grow multifold within the next 2 to 3 years. As reported by ABI Research, more than 49 million 5G connections are expected in the manufacturing and industrial sector worldwide by 2030. With the impending commercial rollout of 5G in India, it is expected that production monitoring and feedback systems in manufacturing plants will be enhanced. Further, 5G will also boost the speed of operations, improve reliability and safety, and reduce maintenance cost for ecosystem players. Amongst the key features, 5G will overall enable industry players who are already prioritizing the deployment of AMRs to fast-track their operations.

AMRS ARE OFTEN PRIORITIZED OVER AGVS IN A MANUFACTURING FACILITY

In a manufacturing facility, AMRs are generally more agile than autonomous guided vehicles (AGVs). AGVs only have collision avoidance capabilities and are restricted to well-defined travel lanes. AMRs, on the contrary, have advanced navigation technology and obstacle avoidance technologies that enable them to map a manufacturing facility, and dynamically plan the most efficient paths between destination points and a worker's current location. So, instead of having to go to a designated meet-up point (as in the case of an AGV) to drop off or pick up items, workers can stay where they are, and an AMR will meet them there.

As such, workers can call upon AMRs for on-demand retrievals and deliveries or to transport small parts and items from one work cell to another throughout a production environment. Once the AMR arrives for a pickup, workers can quickly handoff work-in-progress (WIP) parts or materials and direct their focus to their next task. The AMR will then ensure the items get to the right place on time. Likewise, on the receiving end, the worker can stay focused and productive until the AMR arrives.

In storage, packing, staging, and loading areas, AMRs can also run picked or packed goods, allowing workers to stay in their zones and enabling teams to manage tremendous workloads without going home tired every day. Also worth noting is the fact that AMRs can make the onboarding of employees easier by meeting pickers in aisles and guiding them through pick lists. AMRs can quite literally tell workers what to grab from a shelf or location using voice commands delivered through headsets or visual instructions provided on heads-up displays, wearable mobile computers, or AMR-mounted tablets.

> # AS REPORTED BY THE NATIONAL ASSOCIATION OF SOFTWARE AND SERVICE COMPANIES [NASSCOM] IN INDIA, THE MARKET FOR AMRS IS EXPECTED TO GROW AT 13.5 PERCENT AT A COMPOUND ANNUAL GROWTH RATE [CAGR], WITH CERTAIN SEGMENTS PROJECTED TO GROW MULTIFOLD WITHIN THE NEXT 2 TO 3 YEARS

RETHINKING THE MEANING OF 'SMART FACTORY' WITH AMRS

Many manufacturers today are still experiencing production capacity mired by a lack of worker augmentation and workflow automation. Because whenever someone leaves their designated station to go retrieve or deliver materials or items, work essentially stops. Even if it only takes 30 seconds to make the round trip to meet an AGV or conveyor, minutes of productivity can be lost over the course of the day and days over the course of a year. Overall production and fulfillment capacity declines, along with revenue potential and customer satisfaction. That is why AMRs are and should be a key part of the journey towards smart factories or factories of the future. In the future, we can expect to see more AMRs rolled out in factories and warehouses as more business leaders, engineers, and IT specialists aim to remain relevant and competitive in a Manufacturing 4.0 Era.

BLOOM VALUE INDIA :

AI for Healthcare FinOps- Enabling Healthcare Providers to Optimize Finance & Operations using Data

Dr. Arun Hampapur,
Founder & CEO

Data has become the life blood of the modern enterprise. From Marketing to Customer Engagement to Supply Chain and HR, data is being used by enterprises to better understand their customers, optimize their supply chain and manage the business. Of all the industries that leverage data, the healthcare industry stands to gain the most but also poses the biggest challenge to analytics and AI technologists. The complex nature of healthcare services, the combination of the human and cost elements makes the use of data both desirable yet difficult. Bloom Value is an AI Solutions startup, launched by Healthcare and IT industry leaders, to bring enterprise optimization capabilities to Healthcare Providers FinOps.

Bloom Value was established in 2021 and is headquartered in Norwalk, CT, US with technology development center in Bengaluru. Bloom's mission is to enable healthcare providers (hospitals, clinic groups, specialty care groups and service providers) to leverage their data to address financial and operational challenges while creating rapid targeted value.

Dr. Arun Hampapur is the Founder & CEO of the company and brings together a highly experienced team of data engineers, data scientists, physicians, healthcare business and services experts. The core team includes Sampoorna Hegde, Chief Innovation Officer and head of India Operations, Dr. Arvind Conjeevaram, Chief Clinical Research Officer, Dr. Venu Kondle, Chief Population Health Officer and Robin Brown, VP of Sales and Business Development.

The Challenge of Efficient and Effective Healthcare Delivery

Healthcare Providers (hospitals, clinic groups) who annually cater to thousands of patients, are the main clients of Bloom Value. Healthcare providers are challenged with delivering compassionate care, while dealing with advancing medical technology and complex business models across private payors, government health schemes and self-pay care consumers.

Bloom Value's mission is to help healthcare providers optimize their services, reduce costs and increase revenue. For instance, Bloom Value's Care Consumer Engagement Optimization solution uses data, analytics and AI technologies to help hospitals proactively monitor and engage patients. Bloom is assisting providers to proactively create a watch list of at-risk patients including

their engagement preferences. The providers care coordination team uses this watchlist to proactively engage high risk patients, through telecalls thus preventing acute episodes for the patient. These types of data driven solutions have significant impact on the patient's health outcome while simultaneously improving the revenue and margins for the healthcare provider. In addition to Care Consumer Engagement Optimization, Bloom has AI Solutions tailored to the following areas

• **Risk Contract Optimization Solution** – This solution enables risk bearing providers and insurance providers to effectively manage costs while delivering quality care to patients.

• **Revenue & Claims Compliance Solution** – This solution enables hospitals to audit the quality of claims and identify outliers leading to increased revenue and lower risk of payor audits.

• **Workforce Optimization Solution** – This solution enables healthcare providers to align their staffing and scheduling to the workload and revenue projections.

Implementing solutions like Care Consumer Engagement Optimization involves bringing together a variety of data sources, process models and applying analytics, machine learning and AI technologies in the context of the client. Bloom Value has developed several AI accelerators which specialize in contract management, patient engagement, provider management, and revenue optimization. These accelerators are combined into AI Solutions which can be tailored to the needs of the provider organization. The services of the company are rolled out in three stages – collaborative innovation, rapid onboarding and configuration, and transformation support services. Collaborative innovation involves engaging the client in design thinking sessions to identify the burning questions and challenges of the healthcare provider. The collaborative innovation approach ensures that the healthcare providers get rapid solutions to their immediate challenges, while Bloom's platform driven approach enables ongoing innovation. Bloom's approach ensures that the client's team is engaged in the transformation journey. While most tech companies end their involvement with the delivery of the technology, Bloom's collaborative innovation approach provides end to end support to the clients from discovering their questions through applying data driven action to transforming their processes. This comprehensive approach enables the company to offer quick, cost-effective, and targeted solutions, resulting in a win-win situation for all the stakeholders. This unique approach differentiates Bloom Value from its peers.

Healthcare Enterprise Optimization – the Game Changer

There are several providers of healthcare data analytics and AI technologies, however, Bloom's top-down solution approach with exclusive focus on enabling financially driven transformation of healthcare providers is a key differentiator. This focus enables Bloom to not only develop technology capabilities, but also ensure value through collaborative innovation and scale delivery capabilities. In today's rapidly changing environment, most businesses need to rapidly respond to changing environment. Bloom's patented enterprise optimization technologies ensure that healthcare providers continue to rapidly optimize their finance and operations while providing high quality compassionate care to patients. **si**

HONEYCOMB CREATIVE SUPPORT :

A New-age Marketing Agency to Make Your Brand Stand out in the Digital World

**Noufel A. N.,
Founder**

With startups witnessing massive growth in the past two decades, the advertising market has seen an exponential surge due to massive investments by brands in digital media. Just behind TV advertising, the share of digital advertising in India is seen at 33.4 percent - being the key medium for digital-first brands and consumer tech companies - with a projected growth of 15.2 percent in 2023 and 15.7 percent in 2024. However, digital marketing encompasses an array of verticals and services, and brands usually partner with trustworthy agencies to outsource digital communication planning and execution.

Honeycomb Creative is a leading marketing communication services provider, dedicated to producing engaging and effective content utilizing graphic design, video production, and web design & development, amongst others. Started in 2008, Honeycomb helps brands & businesses find their voice to communicate with their target audience with confidence through a wide range of services. Their evolution as 360-degree marketing communication solutions & services has made it possible to cater to digital marketing needs across industries that include lifestyle corporates, IT companies, SMEs, colleges, art galleries, photographers, and e-commerce companies. Talking about the dynamic world of digital communication, Noufel A. N., Founder of Honeycomb Creative Support says, "The method of communication has gotten simpler and more practical thanks to digitalization. Anyone today may launch or manage a company, even from a distance. All they need is a solid skill set, access to modern technology, and the internet. However, the most important factor is content, every company requires quality content to succeed in the marketplace. We at Honeycomb handle all of a company's branding-related activities, and assist in addressing the marketing problems that each organization faces".

Building 360-degree Marketing Solutions

With over 14 years of experience in the industry, Honeycomb is a Bangalore-based 360-degree marketing & creative communication agency, driven by the mission of helping brands reimagine their digital footprints by combining its expertise in Marcom, Design, and Technology.

Starting with only one vertical of service and four people in 2008, as years passed the firm has achieved

exponential growth. Today Honeycomb boasts of five service verticals running flawlessly, driving with a team of 110 members and providing best-in-class marketing solutions to big companies across the globe. Using new-age communication methods, the team at Honeycomb helps their clients achieve their marketing objectives with services like digital marketing, video production, graphic design, and website development. The firm has also developed a print division called Photostop where they cater to well-renowned photographers, interior designers, and architects with high-quality archival/fine art/giclee printing.

The team at Honeycomb believes in creating unique identities and communication for their brand partners, therefore they follow the rule of doing in-depth research and competitor analysis, allowing their teams to come up with marketing strategies that would really help businesses to be invincible in the market. With a commitment to producing purpose-driven campaigns for clients, Honeycomb has managed to carve a name for itself in the domain with a highly reputed client base in both domestic and international markets across B2B and B2C sectors.

Shedding light on the process of creating differentiated communication of digital-first brands, Noufel A. N. mentions, "We are a client-centric, creative, and future-ready agency that focuses on giving voice to various businesses to communicate their brand message through our extensive variety of digital marketing solutions. These traits are enough for us to be different from other competitor agencies in India. We breathe life into brand stories by creating mind-boggling content through audiovisuals, in the form of captivating videos, graphic designs, and digital strategies".

Prepared for Growth

Through showcasing the utmost passion and ethics in all the projects Honeycomb undertakes as an agency, the firm has been successful in acquiring good recommendations, client retention, and high-quality service over the years. In a span of 14 years, the agency has been able to build a repertoire of a reputable client base that includes brands like Titan, Infosys, Bosch, Edwards Lifesciences, Levi's, Randstad, ITC, Decathlon, Allergan Aesthetics, Paperboat, Ogilvy, Urban Ladder, Louis Philippe, Little Elly, and more.

Talking about future plans for the agency and how a company culture of creative expression has worked in favor of Honeycomb, Founder, Noufel concludes, "In contrast to other organizations, we support artistic independence, which helps to break through barriers and thinking beyond the box. We nurture a team of experts with decades of combined expertise in their individual skill sets, always working to develop purpose-driven communication that connects with the audience. This has indirectly helped us grow as an agency as well. As one of the leading marketing and communication agencies in India, We now have plans to skyrocket our business growth with a turnover of Rs.100 Cr by the year 2025". si

ADOPTION OF DATA CLOUD IN FINANCIAL SECTOR

By Rinesh Patel, Global Head of Financial Services Industry, Snowflake

Rinesh Patel is Global Head of Financial Services Industry at Snowflake, where he is responsible for developing the financial service value proposition and supporting their customers' transition to cloud. Rinesh has been in the financial services industry for over 20 years in a variety of banking, consulting and business leadership roles.

Rinesh Patel, Global Head

The industry sector is now at an inflection point. Driven by a challenging regulatory landscape, inflationary pressures and the need to look to new modes of revenue generation, financial organizations are looking at digital transformation to leverage the opportunities that data and technology innovation can provide.

Financial services organizations however run into a number of data and technology challenges as they look to modernize their infrastructure and operations. They have siloed and duplicate architecture, competing content stores and data models, and differing levels of governance, authentication and access controls that result in costs and challenges with how firms can effectively manage and use data for analysis and insight. Business leaders and teams find it challenging across a number of use-cases, where data challenges need to be addressed. Firstly, firms will need to get further understanding of their customer data, but currently have limited access to customer 360 views. Another challenge is that many firms find that data is either lacking or inadequate to build their ESG metrics to measure their risk exposures. Thirdly, many firms experience the regulatory reporting burden, when managing volumes of data requirements set by the regulators, in response to changing regulations. By utilizing Snowflake's Financial Services Data Cloud, companies can gain the performance, simplicity, flexibility, and concurrency needed to leverage and monetize vast amounts of valuable, untapped data.

Snowflake enables companies in the financial services industry to address all of these issues. By invoking a single

data platform to power financial service business workloads globally, Snowflake helps customers' source data (internal and external data), aggregate data, apply and share data in a secure and governed manner. Today, Snowflake is helping 1000s of the world's largest financial institutions - banks, insurance companies, data providers and more - embrace these challenges, and evolve their businesses.

In every aspect, technology is an enabler. Now-a-days customers are becoming more data-driven, more data-rich, and looking for a more personalized experience. Customers want to know how to use financial services organisations like banking or insurance. It gives an opportunity to these organisations to understand their customers through the lens of data. These financial organisations are incorporating, analysing, and onboarding more and more data to support that rich customer experience. To this end they require really strong, robust, scalable technology capabilities.

Previously, data was not necessarily thought of as an asset by either customers or businesses. Hence, it wasn't cared for or governed, nor was it serviced or supported like any other asset. But now, data is essential to be able to support, serve or understand any customer and therefore we need to invest in it. Owing to the sensitive nature of data, it is important to provide the right governance, security, privacy, and controls around its usage and storage.

ROLE OF DATA IN DIGITAL TRANSFORMATION JOURNEY

Today, data is the lifeblood of decision-making. And to unlock any opportunity or mitigate risks, the experience

SNOWFLAKE ENABLES COMPANIES IN THE FINANCIAL SERVICES INDUSTRY TO ADDRESS ALL OF THESE ISSUES BY INVOKING A SINGLE DATA PLATFORM TO POWER FINANCIAL SERVICE BUSINESS WORKLOADS GLOBALLY

around data should be made friction-less. To this end, the physical movement of data is required in large volumes via mechanisms like API, XML and FTP. And when you physically move data, you also physically build the challenges that come with that. How do I store it? How do I transform it? How do I govern it? Therefore, for every

dollar spent on data, organizations are spending typically eighty cents managing that data. The expectation is to democratize it and make it more accessible. That means no ETL (Extract-Transform-Load). Allow it to be distributed and discovered by teams more seamlessly. And in this era, we're really ushering in a new type of experience. Data sharing allows organizations to share data securely, taking away those data management challenges by effectively bringing a new experience that allows organizations to get access to that data without some of those data management complexity. Hence, it's really transforming that data experience through leveraging data collaboration tools.

CLOUD SECURITY FOR FSI FIRMS

The acceleration to cloud is neither limited to any industry nor to any geography. It means that the US (United States), Europe and Asia are all moving to the cloud, whether you are a financial services firm, retail or health care. Despite industry specialty, everyone is moving to the cloud. It is essentially to support a richer data experience for consumers. In India, many organisations are either moving or have moved to the cloud and financial services are no different. During my last visit to Mumbai, I found the same intent and acceleration happening in the Indian markets. This is because the consumers here are also looking for more data-rich self-service, analytical experience.

FUTURE OF CLOUD MARKET IN INDIA

India is a huge market opportunity for the Data Cloud owing to the sheer amount of data that would be generated and needed to be analysed for businesses. There is huge demand from organizations to move to the cloud to support the internal users and also their external consumers. I think we'll see a real acceleration from Indian businesses in the next few years to start their cloud journey to deliver the experience that customers are really after. ◼

INCREFF

Increff is a growth partner to brands and retailers. We significantly improve inventory efficiency, allowing 6-8 inventory turns as against 2-3 turns, resulting in a revenue improvement of 20-25% and margin improvement 4-5%

IMPROVE INVENTORY TURNS BY 2–3X THROUGH BETTER MERCHANDISE PLANNING AND EFFICIENT FULFILLMENT

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Reduced inventory holding from >120 days to <80 days

Increase full price sell through rate by 15%

Revenue increase by 20-25% an margin improvement by 4-5%

Increff ASSURE - State of the Art Multichannel Fulfillment Platform

Increase pure online rate of sale by 300%

Manpower cost reduction by 20-25%

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MANCUNIANZ: A One-Stop Shop For All Digital - Content & Marketing Needs

Today the digital marketing industry is expected to grow from $346.12 billion in 2021 to $383.67 billion in 2022 at a compound annual growth rate (CAGR) of 10.8 percent. The industry is flapping its wings across all sectors and industries in India, given the digital era we live in. The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow businesses to communicate and form a transaction anywhere and anytime. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. This also includes communication through text or multimedia messages. Digital content and marketing have become common techniques, and consumers now expect and rely on them as a way to learn about brands. It has become easier with the widespread presence of digital marketing to create and experiment with marketing tactics on a given budget. However, the technical aspects play a major role when it comes to communicating the brand motive with the target consumers. For this, the strategic inputs need to be accurately placed to be able to cut through the competing brands.

For most brands, the most challenging aspect is managing it all from different vendors. There is so much that goes into Digital: Content & Marketing like web design & development, web & mobile apps, AR-VR-MR, branding, digital & social media marketing, influencer marketing, online press releases, content production, digital brand films, webinars, content & performance marketing and many more. Going to different vendors and having their expectations met precisely is a lot of hard work for the clients. Started in Jan 2020, Mancunianz is a global player and a one-stop shop for all digital: content & marketing needs.

Led by a Creative Team of Experts

The agile & versatile team at Mancunianz is the one to be credited for, that goes miles to meet the client's expectations. Client expectations change with the fast-pacing environments that demand creative content and beyond-the-box solutions. Digital marketing can be a tricky concept, no 'one-fits-all' strategy works out the best for all clients. The industry type, the target consumers, the brand motive and much more goes into a custom-made strategy formulation that is carefully crafted to suit the client's business model and helps him communicate with his customers.

Ashonal Pereira,
Co-Founder & CEO

"The process starts with establishing a deeper understanding of the client's expectations and goals. To comply with the same, the creative team of experts at Mancunianz ensure that the goals are properly communicated. Then, comes the core content part that forms the epicenter of everything that follows. However, simpler the process of content creation may seem, there is a lot of creativity that goes into it, for the brand to stand out among its contemporaries and yet deliver its motive to the target customer. Branding, website/app design & development, digital & social media marketing, influencer marketing and so on, are all aspects that are taken care of at the company's end to showcase creative content. Then comes digital marketing, for it all goes vague if tactical measures are not adopted to make the content reach the target consumer. Social media marketing, digital marketing campaigns, content & performance marketing, and influencer marketing among the many are the major tactics today that target a larger demographic, given a larger participation audience on digital platforms. Generating prospective leads becomes easy and consumer loyalty coupled with brand advocacy is the target for brands to build an emotional

connect with the consumers for repeated purchases", says Ashonal Pereira, Co-Founder & CEO of Mancunianz.

Mancunianz helps its clients with all aspects of creative content creation & onward digital platform-based marketing. The in-house team of experts and their diverse expertise across all sectors of the industries makes it possible to meet the client's expectations each time. Brand advertisement, event marketing & media planning are also some of the roles that the company majors in.

"

The ultimate goal is to be recognized as a leading player with a global infrastructure as India continues to be the powerhouse for creative content production

Planning To Indulge in Strategic Tie-ups, Global Expansion & PR Activities

Started in Jan 2020, before the pandemic hit almost all sectors, it was difficult for Mancunianz to maintain physical touch with the clients and its own team, as the onboarding was online. However, COVID-19 did strengthen the digital marketing sector as all businesses moved online, and began operating digitally. This helped the company acquire more clients domestically and internationally. Mancunianz was initially started to address the gaps in the existing industry that failed to address the exact client's expectations of creativity and to explore the opportunities that lay within it. Most of the big players are targeting domestic clients but Mancunianz plans to target international markets and expand to newer horizons. Starting with four co-founders and building a team of 80+ people since inception, has been a dream run for the company and it further targets growth with expansion plans in the future.

The vision for Mancunianz is to have a global presence and build an international infrastructure. It further plans to indulge in PR activities and strengthen its core, both on the product and the services front as well. It wants to build teams and grow with its clients. It wants to continually invest in its resources to take the lead and offer businesses the ROI they expect. **si**

SCHOOLMART:

Revamping Learning Experiences at Schools

Vamsi M., CEO

S chool is the second home! It lays the foundation of one's life by empowering and nurturing them, boosting their confidence, and teaching several life skills. As much as we understand the strong relationship between school and a child, it's crucial to ensure that your kid's school is a Happy Place. School and enjoyment might sound like a contradiction, but they do not have to be. With

Schoolmart, it is possible to make kids enjoy schooling and the learning process. The CEO of Schoolmart, Vamsi M. says, "One essential thing old-fashioned schools neglect is that 'kids love to play'. Most people spend their first job slaving away at a local restaurant or department store. But, if you're like Schoolmart, you will leave old fashioned classrooms, labs, libraries, or even office rooms. We are a kid's friendly school

infrastructure company offering gamified experiences that let kids learn the way they wanted to".

Being a single platform for all school innovations, the main motto of Schoolmart is to bring change in learning outcomes through ambient school infrastructure. Backed by seasoned architects, edtech professionals, school innovators, and sports enthusiasts, it is a one-stop shop for all school infra and tech needs. Speaking of the company's expertise, the founder remarks, "Setting up a complete school needs 100+ vendors, however, Schoolmart reduces the burden to the maximum extent with our in-house manufacturing facilities and ability to customize the products as per school's need.

A League of its Own

Since its inception in 2016, the company has always been striving for innovation in school architecture, school technology, and the design & execution of labs, libraries, ICT labs, sports infra, dining areas, and recreational spaces. Over the past six years, the company has evolved considerably and the team has been involved in some incredible projects. Under the able leadership of Vamsi M (founder) and two other partners, Schoolmart has expanded its operations in GCC and Africa regions as well.

In the wake of the pandemic, when education witnessed a great digital transition, Schoolmart introduced the concept of PHYGITAL [physical + digital] schools. Starting from

Schoolmart's strategic manufacturing and innovations partnerships would raise to 200+ all across the world

a reputed school chain in Lucknow, Schoolmart's architects and innovators are transforming several schools across the country into 'Phygital' schools. "Digital transformation in schools is no more a choice, it is the need of the hour, and fortunately it is a billion dollar opportunity as well. The PHYGITAL schools are equipped with newly introduced personalized technology, nano courses, flipped classrooms, animated tuitions, phygital furniture, phygital labs, discovery pod, English village, Mathematica (most of these are gamified environments using technology)".

With the aid of technology and unconventional methods, Schoolmart's DISCOVERYPOD aids science learning in a gamified approach. With ENGLISH VILLAGE, the company aims to use an interactive teaching approach to make English classes more interesting. Moreover, to facilitate an interactive math environment MATHEMATICA has been developed by Schoolmart.

So far, Schoomart has served more than 200 clients including schools, NGOs, and government departments. The company is gearing up to launch gamified content mapped to the demands of National Education Policy (NEP) 2020. Right from phygital classroom solutions to introducing BALA concepts (BUILDING AS A LEARNING AID), expanding to Vietnam, and increasing partner schools across India; the company has a lot of aspirations for the near future.

Embracing Innovations

Schoolmart has always been at the forefront of innovation! Imbibing in immense research activities, the dextrous team of the company has travelled extensively across the world to study the best schools, infrastructure, and learning methodologies. The team highlights, "Most of our products are innovative and uniquely designed to offer student-friendly environments. From design to execution, Schoolmart offers out-of-the-box solutions to influence student performance. All of our solutions are focused on creating environments that are interactive, while reducing stress on educators. si

NEW & EXISTING TECH SET TO TAKE CENTRE-STAGE IN 2022

By K Rajiv Bhalla, VP & MD, Barco India

With more than 22 years of senior leadership experience in Technology Organizations, Rajiv is an industry veteran who has a deep understanding of the B2B and B2C aspects of the business.

How will we remember 2021? The year almost gone by will always be known as the year people learnt how to survive amidst the pandemic while staying on course with their lives. From hyper-connectivity to smart homes, technology became a mainstay in all sectors as people continued their lives through the digital medium. In this regard, 2022 will be a landmark year in terms of disruptive technology and some of the major trends to look forward to will include seamless collaboration, environment and sustainability, edge computing, artificial intelligence and machine learning, disruptive connectivity, augmented reality and virtual reality, and of course, the all-pervasive cloud.

SEAMLESS COLLABORATION & HYBRID WORK

While various organizations had already begun pivoting towards offering employees the option of working from home a couple of days each week, COVID-19 catalyzed the workplace ecosystem and ushered in the era of hybrid work. Several surveys, including Barco's survey on future workplaces, reveal that employees are not really keen on full time remote work any longer – they are looking at working from office for a few days each week while enjoying the freedom to work from home when it suits their needs. And this trend is being enabled by seamless collaboration devices which ensure that hybrid work is as efficient as in-person collaboration, if not more.

ENVIRONMENT & SUSTAINABILITY

COVID-19 has prompted people to relook at the way they treat nature. Not only are people more aware now, but organisations are also stepping up to do their part for environment and sustainability, keeping in mind the worrisome climate changes on a global scale. 2021 saw companies prioritize environmental social governance and there is no doubt that the movement will gather steam in 2022. Global companies are also pledging to lower their carbon footprint and we are also seeing the emergence of eco-scoring on products. This score tells customers how much their products are impacting the environment, making them a part of the environment sustainability journey.

EDGE COMPUTING

As with all disruptive technology, edge computing is playing a part in making data assimilation and processing faster and more seamless. Enabling data processing at a place proximal to where the data is being created, edge computing ensures that devices can function faster, given the quicker turnaround in data processing and transmission. And, with the influx of internet of things and artificial intelligence, the edge computing industry is gaining greater scope, with studies predicting that, by next year, the global edge computing market is expected to reach \$6.72 billion dollars.

AI & ML

These are terms which have been doing the rounds since the last couple of years but it is only post-pandemic that they have really gained weight and prominence for the way they enable industries to achieve excellent performances. Indeed, if not for AI and ML, several of the companies which adapted to the hybrid new era would have gone out

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of business. Similarly, ML enabled companies to process copious amounts of data and come out with actionable insights, thus helping them tailor their services to the requirements of the hybrid new world. And both these markets are set to grow exponentially in 2022, with novel use cases and widespread adoption across industries.

5G

Many countries already have access to disruptive connectivity and lag free communication, thanks to 5G, and India is not far behind. With 5G will come minimal latency and the potential to enhance almost every segment and industry, given the proliferation of digital into all walks of life. With India already boasting of a variety of 5G-ready devices, it is just a matter of time and, it is possible that the time could be 2022.

AR & VR

We have all heard of how gamers boost their performance through the adoption of AR and VR but now, these technologies are set to step out of the gaming shadow in a pronounced manner. The pandemic saw people stuck in their homes, using VR and AR to access services such as shopping, virtual travel, and so on. Further, these innovations are also being used to train and skill people remotely, thus empowering the workforce. In fact, surveys state that, by next year, the global AR and VR market could reach a size of $209.2 billion dollars, thus indicating the potential inherent here.

> ## 2021 SAW COMPANIES PRIORITISE ENVIRONMENTAL SOCIAL GOVERNANCE AND THERE IS NO DOUBT THAT THE MOVEMENT WILL GATHER STEAM IN 2022

CLOUD ECOSYSTEM

People no longer look at physical devices to store their data, almost everyone has moved to the cloud. And, 2022 is going to be the year of the hybrid cloud, which will see enterprise IT architectures becoming more and more all-pervasive. With companies setting out to offer cloud as a service, there is no stopping this technology from booming in the months and years ahead. While 2021 was the year of disruptive technology enabling all aspects of our lives, 2022 will be the year wherein all these technologies will be perfected. More use cases will arise, helping people and companies realize the benefits and inherent potential of these companies. There is no questioning the fact that, in 2022, the sky is the limit when it comes to technology and innovation. And, these trends are going to, undoubtedly, take centre-stage. si

ZACO COMPUTERS: Going Extra Mile to Provide Quality IT Solutions & Services

Zameer Kazi,
Founder & Director

A reliable IT infrastructure is a key requirement for the success of any company. While OEMs (Original Equipment Manufacturers) provide both hardware and software services, they are expensive for many SMEs (Small and Medium Enterprises). In this dynamic and innovative market, Zaco Computers Pvt. Ltd. offers a viable alternative. Zaco is a Mumbai-headquartered IT company, founded in the year 2000, and a pioneer when it comes to providing economical and reliable IT infrastructure maintenance services and IT solutions in India and abroad. The company is a well-established brand in supplying affordable IT Equipment and server rental services. Zaco is a pioneer in providing cost-effective third-party IT equipment maintenance services currently having more than 5000 clients globally including small and medium businesses to giant corporates.

Zaco Computers acts as a SPOC (Single Point of Contact) for a client's IT needs. The company is a distributor of IT hardware infrastructure and data center equipment including new and certified refurbished servers, storage and networking equipment from major brands including Dell, HPE, IBM, Sun-Oracle, NetApp, Lenovo, Cisco, Juniper, Fujitsu, and many more. The company offers several products and services on the hardware front including third-party hardware maintenance, IT hardware rental solutions, and data center storage solutions. On the software front, the company offers customized business server configurations, website development, software & application development along with advanced digital solutions like SEO (Search Engine Optimization). Zaco is even well renowned in the industry for its post-sales service to its major client base.

Invariably, clients whether large or small businesses will want to achieve maximum efficiency with the minimal budget possible. Hardware solutions are complicated, and most clients will need technical support and strong post-sales service. Zaco Computers is an ISO 9001:2015 certified company that provides EOSL (End of Service Life) and EOL (End of Life) IT equipment support with customized, flexible SLAs (Service Level Agreements). The company also specializes in providing hard-to-find server spare parts. Zaco is a very customer-centric company. With access to over half a million spare parts, around-the-clock service, and a sophisticated in-house technical research center, the company provides service through 100+ service locations. With a team of highly qualified consultants and engineers, the company takes a proactive approach to maintaining all its client assets.

Zaco Computers distinguishes itself by providing refurbished IT hardware products with an extended warranty that have been extensively tested for reliability. The company helps its clients extend the lifespan of their existing IT hardware infrastructure with installation services, existing upgrades, and crucial remote support post-installation. This helps their clients to save up to 60 percent of their overall IT costs.

Praveen Jen,
Founder & Director

Zaco Computers aims to be the IT infrastructure partner of choice. With an eye on the future, the company offers the latest customized hardware, software solutions & services and they have even opened a digital division to help manage its client's online presence.

Servers, Storage Systems and Network Equipment.

5,000+ Satisfied customers worldwide

9,00,000+ Equipment & spares tested

6,00,000+ Equipment & spares sold

6000+ Successful service calls

15 Countries served

22 years Our existence

40+ Offices & Support Centres

Contact our **IT** consultants to know more
Think IT, Think Zaco

"

Zaco Computers distinguishes itself by providing refurbished IT hardware products with an extended warranty that have been extensively tested for reliability

Zaco Computers has many success stories. A recent example of it is that of a major pharmaceutical client that needed to expand its storage capacity. OEMs had proposed the latest storage system in the market at a huge cost. That being outside of its budget, the client approached Zaco for a solution. They ended up with an alternative storage solution that was 78 percent lower in cost than the proposed OEM solution. The delighted client also gave Zaco Computers a lifetime AMC (Annual Maintenance Contract) for their storage systems.

Another great example is that of an Austrian manufacturer looking for a new data center including data migration. Zaco was able to complete this work too with a savings of over 60 percent compared to a cost proposal by an existing OEM. Zaco Computers ensured a satisfied client by also upgrading the client's network equipment. Thus, in the near future, Zaco aims to extend its global footprint as the most trusted IT solutions provider in the world.

THE NOTABLE TRENDS & EFFECTS OF AI

By Ananth Vinnakota, Delivery & Product Engineering, Qentelli

Ananth is a seasoned management professional with entrepreneurial experience in Enterprise Business & Digital Transformations and manages large sized distributed engineering teams for Fortune companies.

Technology today is evolving rapidly, enabling faster change and progress. Much more has changed in recent years due to the outbreak of COVID-19, making IT professionals constantly learn out of necessity if not desire. What does this mean for you?

Learning is a constant process of proacting or reacting to a situation. The pandemic is just another event that triggered the need for learning to operate in newer work models.

IT professionals are required to develop products in a distributed environment. They must focus on the soft aspects of frequency matching with fellow teammates, which is a natural phenomenon in an onsite environment. In a consulting business, continuously adapting to newer situations for effective solutions and

Ananth Vinnakota,
Delivery & Product Engineering

communication is important. In the last two years, we have invested heavily in enhancing human-to-human interaction by developing and using efficient collaborative tools. We, however, knew that the entire team must operate at 100 percent efficiency to adapt to the situation. Working in the metaverse is requiring our teams to experience, learn and improve hybrid work culture so that it can be translated into the meta world.

AI has already received a lot of buzz in the past decade, but still, it continues to be one of the new technology trends because of its notable effects. What more can we expect from AI in the near future?

Only five percent of the most important areas are experiencing AI adoption. Today, AI is mostly focused on understanding human behaviour for commercial purposes. The next decade will see significant advances in green businesses like food processing, natural resource utilization and sustainable environment creation. AI adoption will be the differentiating factor and catalyst for green businesses. The metaverse will be the next big commercial wave with AI and VR technologies expanding in gaming, education, healthcare, entertainment, retails and logistics industries.

A study shows Robotic Process Automation (RPA) is another technology that automates jobs, and it says less than 5 percent of occupations can be totally automated. Still, about 60 percent can be partially automated. What opportunities do you foresee in RPA?

Individuals and enterprises can adopt RPA and set up automation to process higher workloads and drive consistent quality. RPA helps individuals archive files. Enterprises like banks can use RPA to identify potential fraud. RPA and AI have combined to produce intelligent automated solutions. The concept of bots handling initial customer services is widely being adopted by enterprises, and it is a huge testimonial to what RPA + AI can achieve. They have much-untapped potential, which will be unleashed in this decade in the fields of supply chain and logistics, banking and financial services, healthcare, and retail, and especially in customer service, data entry and processing for operations.

> **Today, AI is mostly focused on understanding human behaviour for commercial purposes. The next decade will see significant advances in green businesses like food processing, natural resource utilisation and sustainable environment creation**

The global edge computing market is expected to reach $6.72 billion in 2022, and this new technology trend is only meant to grow and nothing less. According to you how is Edge Computing helping in reducing the latency for End-users?

Within this decade, enterprises may be running tens of thousands of edge devices. With the number of device-business-operations, like vehicles, cameras, and IoT devices increasing, the need to manage them effectively is getting crucial. Edge computing methods distribute and manage computing capacities closer to the data generators and leverage the computing capacities on these edge devices. With the 5G network, computing tasks are moving to the devices themselves, on data warehouses, retail floors, factories, and similar systems. Although this mechanism presents a great deal of security risk, it can reduce latency for the user for processes that need to be performed quickly. For example, monitoring pipeline pressure in petroleum plants needs a quick mechanism to react if the sensor data crosses the safety threshold. In such cases, the delay in sending the data back to centralised computing where it is analysed and acted upon can lead to fatal outcomes. Edge computing where the server is set up at the edge device can be configured to shut the valve to react quickly on threshold crossings. ■

THE FLOURISHING INDUSTRY – FACILITY MANAGEMENT

By Vandana Kaushal, Head - Administration, Mercer

Vandana, an acknowledged facility management professional, holds an extensive experience of working with leading companies like LG Electronics, EXL Service, HCL, Aviva, with currently at Mercer.

Facility management is seen in new light for the past couple of years and has attracted professionals to make this function impactful and valuable. The holistic approach of facility management influences financial health of organization, employees experience, health & wellness, sustainability, security and much more. This role requires focusing on all aspects of organization and hence brings a larger responsibility on the shoulders of a facility manager. The facility managers are responsible for enabling the work environment that is best suitable for business delivery.

This function has evolved in many ways in the past few decades and its contributions play a key role in devising strategies for the success of an organization. There are international forums which advise of new trends in this area and are knowledge sharing platforms. This has not only helped in bringing international standards into practice but has standardized many processes & policies across organizations and the country.

FM activities are relevant to the various aspects and dimensions of organizations. This means that managers need to have thorough understanding of how the organization works and people's expectation to create & implement FM strategy, planners need to understand all dimensions of the organization. Four basic dimensions can be posited- the purpose of the organization, its vision, mission, objectives, core competency & goals; the processes of work, operations & projects; the environmental context, organizational behavior, culture & market, and the product(s), infrastructure, property & facilities.

A clear understanding helps shape appropriate FM strategy & plans, and supports the use of the processes & operations most suited to each organization in its existing property & facilities.

> ## THE AMALGAMATION OF CLOUD KITCHENS WITH FOOD AGGREGATORS HAS COMPLETELY REDEFINED THE F&B MARKET IN INDIA

Johnson & Scholes emphasize that each aspect in itself is important, but none is adequate alone. The manager who aspires to manage or influence strategy must be able to see a larger picture. A perception of the whole rather than just the parts, is critical.

Importantly known as the framing foundation of an organization that binds together any businesses' functional upkeep, facilities management is

Vandana Kaushal,
Head - Administration

an integral component within any business. Responsible for the overall management of an organization, it has contributed to a bigger and wider horizon of benefaction beyond its visible aptitude.

Another area with which Facility management is associated is HSE and Sustainability. The need of the hour is health and safety of the employees who are the assets of an organization. The facility management is largely responsible for congenial work environment for people, for best business output. Sustainability is of key importance for many organizations. LEED certification, Low carbon footprint and Green building status is the key requirement for many organizations. **si**

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