



TECHNOLOGY FOR FUTURISTIC WORKPLACES

CONSUMER CONNECT INITIATIVE

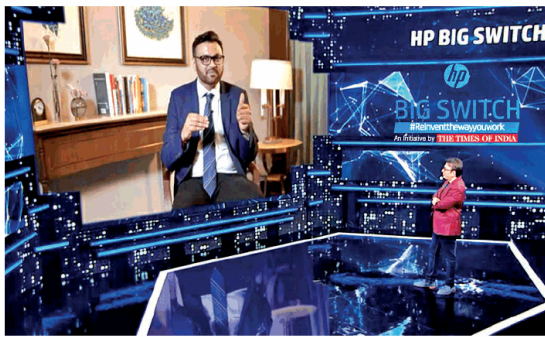
TECH IS EVERYWHERE

"Technology is redefining the way we engage as humans. For instance, cricket has gone on to become a truly immersive experience, thanks to drones and the numerous cameras. And it is not just visuals, today there are several AI-enabled cricket games that users can access on their smartphones. Technology is indeed everywhere!"

— **Brett Lee**,
Australian former international cricketer,
commentator and cricket analyst.



to upgrade the foundational cybersecurity infrastructure. Hence, it is no surprise that cybersecurity ranks among the top of the priority list for companies. More and more businesses have started evaluating different digital and automation solutions. "Businesses run on data. Hence, the security of the data is intrinsic to a company's survival. Technology plays a pivotal role in bolstering cybersecurity. In these uncertain times, companies have realised the fact that investment in technology is crucial. Moreover, the work-from-home-culture has given a bigger boost to the significance of cybersecurity. As for SMEs and MSMEs, sensitising them about the risk and fraudulent activities is essential to raise awareness about potential risk and to educate them on how they can safeguard themselves," says Ajay Trehan, founder and CEO, AuthBridge on a concluding note.



times, and we call it the 'new now'. This has challenged CIOs and IT managers and, it changed the work arena. Now, research shows that as many as 77 per cent of end-users prefer a hybrid work model. We have seen exponential growth in conferencing. People are connecting from home beyond office networks, keeping IT people on their toes. Work has forever changed, and it is important to empower people for the evolving nature of work."

According to Patel, we depend on technology more than ever to keep us collaborative and productive. Supporting and enabling all of this is IT, the real hero.

aspects today is that we are only as secure as our weakest link."

Today cyber-attacks come in many forms. Therefore, it is increasingly important for companies to protect their data from these ever-evolving threats.

"It is important to understand the changing threat landscape and how to protect and secure against the new threats. Organisations must take risks to survive. It is important to do it securely. Most of the organisations that spend a lot of money on cybersecurity get exposed since they do not have a clear security strategy," adds Cole.

A QUANTUM LEAP FOR ALL

Ever since the inception of Make in India in 2014, crafting a favourable business market for Small and medium-sized enterprises (SMEs) and Micro, Small and Medium-sized Enterprises (MSMEs) has always been the government's priority. Both SMEs and MSMEs must thrive, as the country plans to be among the top five economies of the world.

With digitisation, the SMEs and MSMEs are keen to re-purpose their business operations and practices to make India self-sufficient. Brisk progress and exemplary innovations across industries are getting noticed.

This move towards digitisation is



OFFICES IN THE NEW NORMAL

Companies are bracing themselves and upgrading their security infrastructure to meet new challenges in the rapidly changing world around us. HP Big Switch, in collaboration with The Times of India, organised a digital conference where experts spoke on the changing landscape of work

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The role of cybersecurity has become indispensable, globally as well as in India. With the increase in the frequency of cyber-attacks, the spotlight has shifted to cybersecurity technologies and the use of scalable and flexible solutions that

can help secure digital transformation.

In light of this crucial situation, tech gurus shared their inputs at HP Big Switch, in collaboration with The Times of India. In this collaborative platform, experts discussed unlocking fresh possibilities in the new normal.

A WHOLE NEW WORLD

The world is nothing like what it was, same time last year. As remote operations became the new normal due to the pandemic, companies that were well equipped with the right technology did extremely well this year. Hence, organizations across sectors are now realising the importance of digital transformation and are building a robust cybersecurity infrastructure.

Ketan Patel, MD, HP India Market, shares, "These are unique

"Customer initiatives in the new normal have changed and hence HP's flagship event needed to be reimagined this year. We integrated VR extensively to break the clutter and ensure our customers got a differentiated experience despite attending remotely," says Prashant Jain, Chief Marketing Officer at HP (India market).

Explaining further on the importance of technology and cybersecurity, Dr Eric Cole, cybersecurity expert and founder and CEO, Secure Anchor Consulting says, "Over the last 12 months, organisations have switched to a remote workforce. One of the things that we need to recognise in our critical position as CIOs, CTOs, or chief information security officers is that this new mode of work is to continue for long. So, one of the biggest

