Integrating Technology, Driving Growth

TechTalk

GALAXY Integrating Technology | Driving Growth

GALAXY OFFICE AUTOMATION PVT. LTD. Issue No. 120, June 2022

UPCOMING EVENTS

UPSCALE YOUR CYBER SECURITY PLATFORM

The Check Point CloudGuard platform provides you cloud native security, with advanced threat prevention for all your assets and workloads – in your public, private, hybrid or multi-cloud environment – providing you unified security to automate security everywhere. Do join us for this exclusive event with Checkpoint and Galaxy.

To register for the event
please contact us on marketing@goapl.com
Limited seats only

Event Timing

17th June 2022

7:00 pm - 10:00 pm

MD SPEAKS

Anoop Pai Dhungat
Chairman & Managing Director

Dear Readers,

Towards the end of last month, BroadCom reached a deal to buy VMWare for about $ 61 billion, making it one of the larger deals in the tech space. It is expected that the Broadcom software group will rebrand and operate as VMware, incorporating Broadcom's existing infrastructure and security software solutions. We look forward to working as closely with Broadcom as we did with VMWare to bring the best solutions to our customers.

The past year has seen an incredible rise in the salaries of skilled resources, leading to a significant increased cost of implementing and maintaining new solutions. Solutions that can be rapidly deployed and maintained using limited resources by leveraging automation are the need of the hour. At Galaxy, we bring you a host of such solutions in the realms of Data Centre, Cloud, Security and Application Development & Modernisation. Please reach out to us for more details on these solutions and how we can help you save time and costs without compromising on quality.

Happy Reading.

APDhungat

Future Is Now

Dream hacking: How companies are planting ads into our subconscious

Digital marketers are wildly bullish on dream tech - playing ads right before people sleep to influence dreams - and 39% of consumers are open to the technology too, according to a survey.

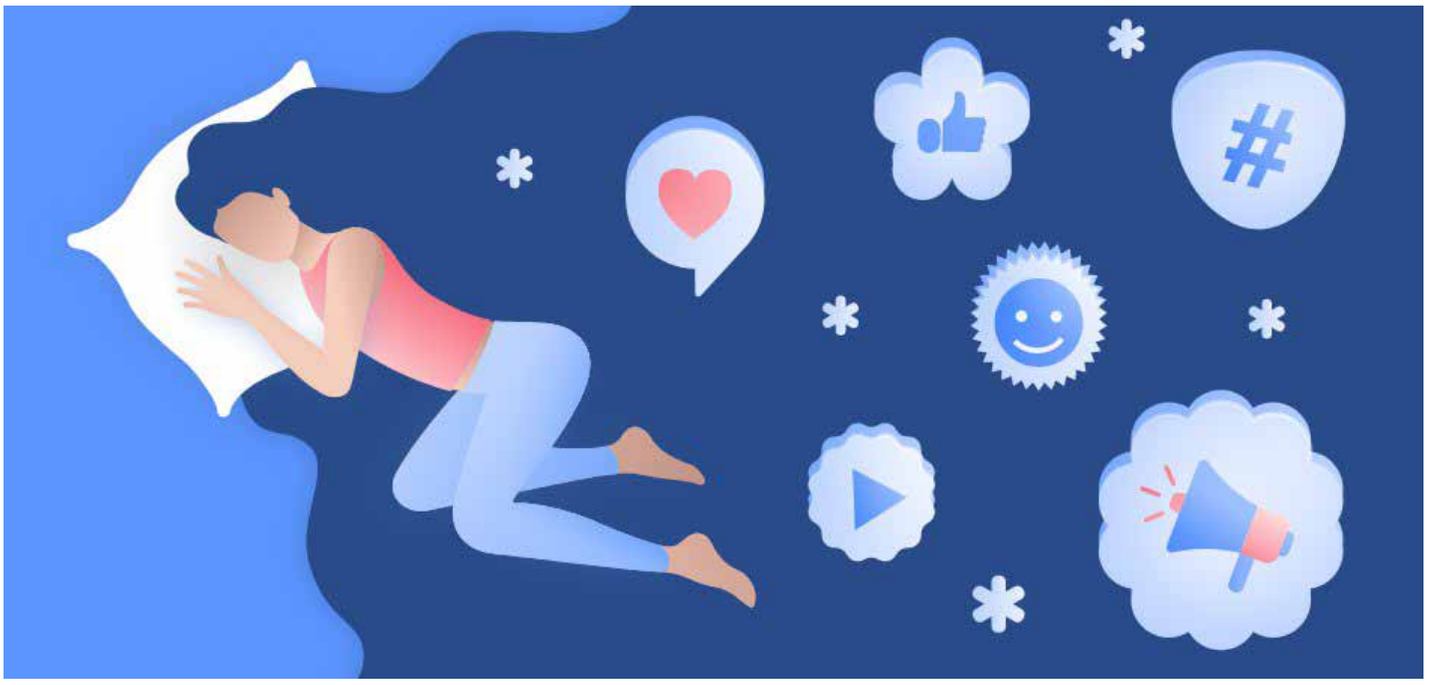
The American Marketing Association-New York's 2021 Future of Marketing Survey canvased the marketing technology landscape relative to 2019's report. Overall, consumers are beginning to accept new marketing technology, but worried about privacy.

What caught my eye in the survey was dream-tech, which was opposed by 32% of consumers, supported by 39% with the remainder falling in the don't know category. Given this dream-tech concept wasn't around in 2019, the favorability rating is a bit stunning. Here's how favorability among consumers stacks up across marketing channels.

Add it up and consumers are accepting of personalized ads (54% in favor); IoT devices (53%) and AI assistants (60%). Virtual reality headsets are viewed favorably by 61% of consumers and augmented reality devices checked in at 49%. In other words, dream-tech is off to a good start with consumers even if the definition of it remains a bit murky. The report also looked at marketers' expectations and what technologies would be adopted at scale. The kicker: 77% of marketers declared that they would deploy more dream-tech in the next three years. That tally topped smart speakers and IoT devices.

I can't wait to see how this consumer vs. marketing adoption off dream-tech plays out. Here's a guess: Facebook figures out who looks at the app before bed and hits you with something to influence your dreams. Congressional hearings will ensue - again - but at least Facebook is used to it.

One area of agreement was data collection and how it's a privacy issue. Consumers would limit data collection to email, age and name and marketers generally agreed. Marketers were more comfortable with collecting location than consumers. Fifty-four percent of marketers want to collect location data and only 41% of consumers want to part with it.



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Data Fabric

Data fabric is an architecture that facilitates the end-to-end integration of various data pipelines and cloud environments through the use of intelligent and automated systems. Over the last decade, developments within hybrid cloud, artificial intelligence, the internet of things (IoT), and edge computing have led to the exponential growth of big data, creating even more complexity for enterprises to manage. This has made the unification and governance of data environments an increasing priority as this growth has created significant challenges, such as data silos, security risks, and general bottlenecks to decision making. Data management teams are addressing these challenges head on with data fabric solutions. They are leveraging them to unify their disparate data systems, embed governance, strengthen security and privacy measures, and provide more data accessibility to workers, particularly their business users.

These data integration efforts via data fabrics allow for more holistic, data-centric decision-making. Historically, an enterprise may have had different data platforms aligned to specific lines of business. For example, you might have a HR data platform, a supply chain data platform, and a customer data platform, which house data in different and separate environments despite potential overlaps. However, a data fabric can allow decision-makers to view this data more cohesively to better understand the customer lifecycle, making connections between data that didn't exist before. By closing these gaps in understanding of customers, products and processes, data fabrics are accelerating digital transformation and automation initiatives across businesses.

Data fabric architecture

By leveraging data services and APIs, data fabrics pull together data from legacy systems, data lakes, data warehouses, sql databases, and apps, providing a holistic view into business performance. In contrast to these individual data storage systems, it aims to create more fluidity across data environments, attempting to counteract the problem of data gravity—i.e. the idea that data becomes more difficult to move as it grows in size. A data fabric abstracts away the technological complexities engaged for data movement, transformation and integration, making all data available across the enterprise. Data fabric architectures operate around the idea of loosely coupling data in platforms with applications that need it. One example of data fabric architecture in a multi-cloud environment may look like the below, where one cloud, like AWS, manages data ingestion and another platform, such as Azure, oversees data transformation and consumption. Then, you might have a third vendor, like IBM Cloud Pak® for Data, providing analytical services. The data fabric architecture stitches these environments together to create a unified view of data.

Data fabric vs. data virtualization

Data virtualization is one of the technologies that enables a data fabric approach. Rather than physically moving the data from various on-premises and cloud sources using the standard ETL (extract, transform, load) processes, a data virtualization tool connects to the different sources, integrating only the metadata required and creating a virtual data layer. This allows users to leverage the source data in real-time.

Advantages of data fabric architectures

While it's clear that data fabrics can improve overall productivity, the following benefits have also demonstrated business value for adopters:

Intelligent integration: Data fabrics utilize semantic knowledge graphs, metadata management, and machine learning to unify data across various data types and endpoints. This aids data management teams in clustering related datasets together as well as integrating net new data sources into a business's data ecosystem. This functionality automates aspects of data workload management, leading to the aforementioned efficiency gains, but it also helps to eliminate silos across data systems, centralize data governance practices, and improve overall data quality.

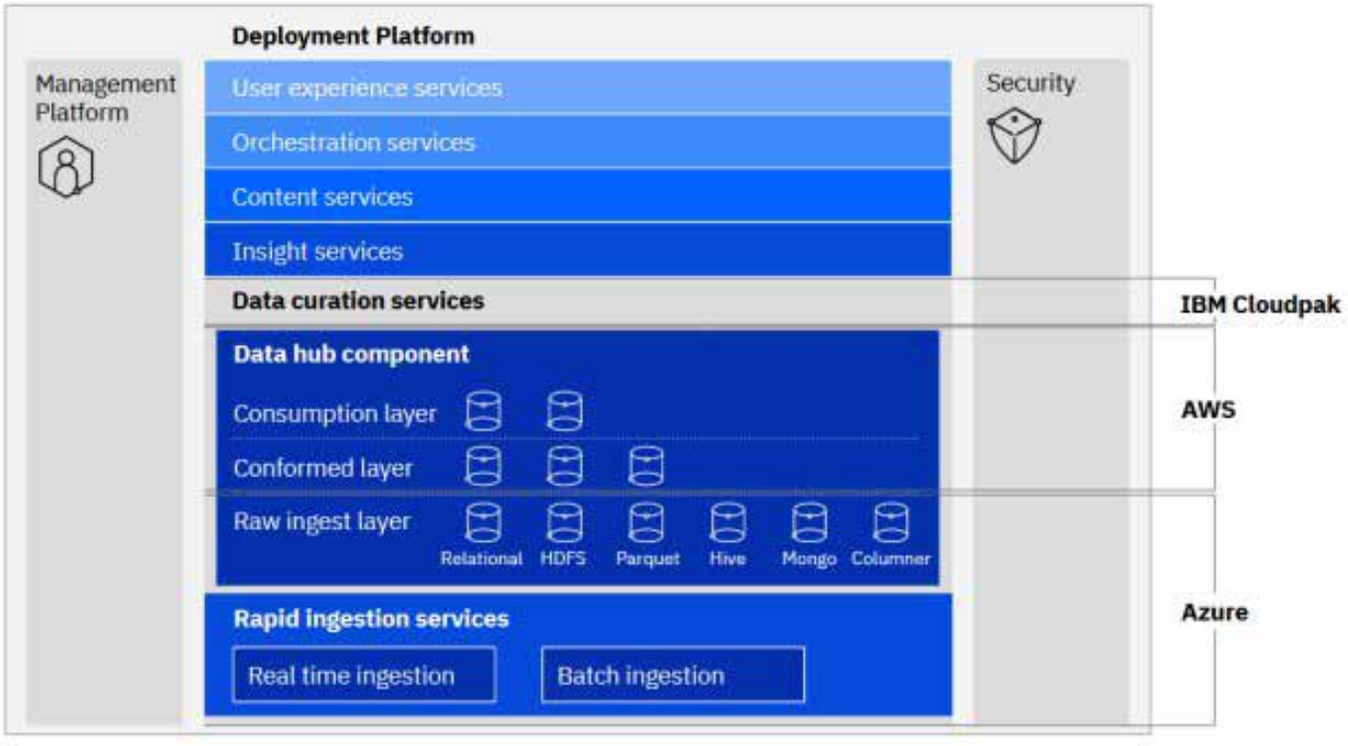
Democratization of data: Data fabric architectures facilitates self-service applications, broadening the access of data beyond more technical resources, such as data engineers, developers, and data analytics teams. The reduction of data bottlenecks subsequently fosters more productivity, enabling business users to make faster business decisions and by freeing up technical users to prioritize tasks that better utilize their skillsets.

Technology Focus

Better data protection: The broadening of data access also doesn't mean compromising on data security and privacy measures. In fact, it means that more data governance guardrails are put into place around access controls, ensuring specific data is only available to certain roles. Data fabric architectures also allow technical and security teams to implement data masking and encryption around sensitive and proprietary data, mitigating risks around data sharing and system breaches.

That said, this is just one example. There isn't one single data architecture for a data fabric as different businesses have different needs. The various number of cloud providers and data infrastructure implementations ensure variation across businesses. However, businesses utilizing this type of data framework exhibit commonalities across their architectures, which are unique to a data fabric. More specifically, they have six fundamental components, which Forrester (link resides outside of ibm.com) describes in the "Enterprise Data Fabric Enables DataOps" report. These six layers include the following:

- Data Management layer: This is responsible for data governance and security of data.
- Data Ingestion Layer: This layer begins to stitch cloud data together, finding connections between structured and unstructured data.
- Data Processing: The data processing layer refines the data to ensure that only relevant data is surfaced for data extraction.
- Data Orchestration: This critical layer conducts some of the most important jobs for the data fabric—transforming, integrating, and cleansing the data, making it usable for teams across the business.
- Data Discovery: This layer surfaces new opportunities to integrate disparate data sources. For example, it might find ways to connect data in a supply chain data mart and customer relationship management data system, enabling new opportunities for product offers to clients or ways to improve customer satisfaction.
- Data Access: This layer allows for the consumption of data, ensuring the right permissions for certain teams to comply with government regulations. Additionally, this layer helps surface relevant data through the use of dashboards and other data visualization tools.



https://www.ibm.com/in-en/topics/data-fabric

Digital Rights Management Solution

Digital rights management (DRM) is a systematic approach to copyright protection for digital media. The purpose of DRM is to prevent unauthorized redistribution of digital media and restrict the ways consumers can share content.

DRM solutions are software programs created to help companies protect and control their valuable digital content, whether it's documents, videos, images or audio files.

Seclore's EDRM solution enables organizations to control the usage of files wherever they go, both within and outside of organizations' boundaries. Featuring dozens of pre-built connectors for leading enterprise applications (EFSS, DLP, ECM, ERP, and email), Seclore automates the protection of documents as they are downloaded, discovered, and shared to accelerate adoption.

Key benefits and features of Seclore's solution include:
Here is how Seclore works to protect information:

- Permanent file security that remains effective both inside and outside the firewall and instant, remote document expiry.
- Protection of any type of file and the ability to utilize any device or native application to work on protected files.
- Highly granular usage permissions to reduce security loopholes, including view, edit, copy, lockdown of cut/paste to a non-protected document, blocking of screen captures, and continuance of usage controls when a file is changed to a different format.
- Real-time logging and reporting of all usage activities by users, including real-time alerts regarding unauthorized usage attempts.
- Over 40 pre-built connectors with enterprise systems ensures that files are automatically protected as they are discovered by DLP, downloaded from ECM and ERP systems, and shared via file-sharing systems or email.

First, you protect a file on your computer. Then you can share the protected file any way you like by email, file-sharing service, USB drives, or using a CD or DVD including placing a file in a 'hot folder' where the file automatically adopts the rights assigned to the folder. You can also connect Seclore Rights Management to your enterprise systems and automatically protect documents as they are downloaded, discovered and shared. The granular usage controls are permanently enforced, regardless of what device or platform the recipient uses to access the file.

Seclore features automatic tracking and monitoring of files access and usage wherever they travel or reside. Ready access to consolidated data about who viewed the file, what they did with it, what device was used to access the file, and when, makes it easy to address regulatory compliance and audit reporting requirements.

Seclore provides data centric security by following the 4 W's:

- **WHO:** Lets you control who can access the shared file/sensitive data. It can be with users within or outside the organization.
- **WHAT:** Lets you decide what the recipient can do with the shared data.
- **WHEN:** Lets you control the period for which the recipient can have access to the shared data.
- **WHERE:** Lets you add IP and device-based restrictions to access the shared data.

Seclore ensures security stays with the information wherever it goes and however it is transported. It provides a mechanism to meet conflicting security and collaboration goals together. Information is constantly transmitting data back about its usage to ensure it is secured.

Digital Rights Management Secures Data for an Organization

Galaxy partners with Seclore to provide solutions that helps client protect their data at all points. To talk to our experts, email us at marketing@goapl.com

Tech News

WhatsApp to launch customer-business chat feature

WhatsApp is launching a new service for businesses to communicate directly with their customers. The messaging system is one of several platforms where Meta has launched more shopping-focused features. Cloud-based software that enables apps to communicate with each other, will open up WhatsApp to more businesses and will be free for smaller firms. Meta chief executive Mark Zuckerberg said the development would help companies customise their experience. "The best business experiences meet people where they are," he said at the announcement of the new service. "Already more than one billion users connect with a business account across our messaging services every week. "They're reaching out for help to find products and services and to buy anything from big-ticket items to everyday goods." The service uses an API (application programming interface) - software that allows two apps to talk to each other. In this case, it would enable customers to click on, for example, "customer service" on a company website to launch a WhatsApp conversation.

Businesses will be able to build a customised dashboard to chat with shoppers and offer customer services more easily. The API will allow businesses to engage in customer-service chats on the service, which generates revenue for Meta. By charging on a per-message basis, it is one of the key ways the usually free WhatsApp can make money. Tens of thousands of businesses have previously been set up on the non-cloud version, including Vodafone, BMW and KLM. Meta, which bought WhatsApp for $19bn in 2014, said businesses would not be able to message people on WhatsApp unless they had requested contact. WhatsApp also said it was planning to provide optional paid features as part of a new premium service. Those features, which are currently being developed, will include managing chats across up to 10 devices and click-to-chat links that businesses can share with customers

https://bbc.in/39Yw9FQ

5G to accelerate the next wave of IoT applications

IoT and 5G applications are being used in everything from sensors to artificial intelligence to big-data analysis, which makes everything not just connected but also smart. 5G will enable enhanced mobile broadband (eMBB) services and create huge potential for new value-added wireless services through a wide range of new use cases. These new use cases include fiber-equivalent Fixed Wireless Access (FWA) services, massive Internet of Things (IoT) services, and critical IoT – enabling new applications in the automotive, manufacturing, energy & utilities and healthcare sectors, among others.

5G has been designed to increase speed, reduce latency and improve flexibility of wireless services creating an ocean of opportunities for people and businesses, spurring innovation across industries and making IoT an integral part of the economy. The high speed and ubiquitous connectivity offered by 5G will help control devices remotely in applications such as smart vehicles, transport infrastructure or remote medical care where real time network performance is absolutely critical. Not only will this help in connecting and managing the growing number of machinery sensors or consumer durables, but also add value to IoT.

These technologies together will facilitate ecosystem collaborators in refining large volumes of data from the IoT platforms to convert them into smart, revenue generating data models. For IoT enabled devices, in addition to providing world class user experience with non existent lag, 5G will deliver secured connectivity with low cost, low power consumption and help massive and efficient machine to machine communication.

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