

TechTalk



Issue 74th, August 2018

Galaxy Wins “VMware Partner of the Year” Award for Second Year in a Row!



VMware Inc. is a leading global provider of cloud computing and platform virtualization solutions and services. They are a leader in cloud infrastructure & digital workspace technology, accelerating digital transformation for evolving IT environments in enterprises.

Galaxy Office Automation Pvt. Ltd. is proud to win '**Partner of the Year Award for End User Computing FY18**' at the recently conducted **VMware Partner Leadership Forum 2018**. This is a national award based on our performance over last one year, in promoting VMware's End User Computing solutions to leading customers across various enterprise verticals in India.

Galaxy's relationship with VMware is now over 10 years old and still growing with time. We have received this award second time in a row, and this is a source of great motivation for us. Today, we are a '**Solution Provider Premier Partner**' with VMware, and have also recently become the first MSP (Managed Services Provider) partner for VMware in India. We can now offer EMM [i.e. Enterprise Mobility Management] as a service to our customers.

Congratulations to Galaxy's Enterprise Mobility team as well as Coverage and Inside Sales teams for this remarkable achievement!

IN THIS ISSUE

Future is Now	2
<i>This Foldable Electric Vehicle Is the Future of Urban Driving</i>	
<i>The Future of Augmented Reality in the Enterprise</i>	
Technology Focus	3
<i>It's 2018 - Every Company Already 'Does Mobility,' No Matter What!</i>	
Tech News	4
<i>"See the Future - IT Security Seminar" Hosted by Sophos & Galaxy</i>	
<i>Here's how WhatsApp Will Make Money!</i>	
Special Focus	5
<i>You lead the all-flash array market. And you, you, you, you and you..</i>	

M.D. Speaks



"Dear Readers,

Recently, India's telecom regulator chief issued a public challenge to hack into his private data and cause him some harm. Though quite a few hackers managed to extract some data and correlate it with his Aadhaar card number that he made public, no one could really harm him. They managed to put Rs.1 into his account but could not take anything out! In the meantime, UIDAI advised people to refrain from posting their Aadhaar numbers on social media. So, what was the end result of this challenge?

The worrisome part is that some of the hackers managed to get his Gmail password. That too, by answering a security question about his frequent flier number. And guess where they got this from? From the airline itself. Using the data gathered from his online profiles, the hacker was able to convince the airlines staff that he was indeed the flier and had forgotten his frequent flier number, and managed to get them to tell him the number. The ease with which personal data is available on the internet enables anyone with the time and inclination to gather and then co-relate the data to then hack into personal information is just scary. India definitely needs stronger data protection laws than they have at present. Information like date of birth, parents' names etc. handed over to government or private agencies as part of mandatory requirements, find their way on their websites. I would advise everyone to be very careful about their passwords and security questions they set up on various sites. Try to keep different passwords and security questions. And don't base any of these on commonly available data like date of birth, place of birth, mother's maiden name etc. because all that is available somewhere on the internet.

Stay safe and happy reading."

M.D. Rangat

The Future is Now

This Foldable Electric Vehicle Is the Future of Urban Driving



Traffic congestion in Israel is on record as being the worst in the western world, and any resident or person who travels there on a regular basis will tell you that finding a parking spot is an exercise in futility. A number of proposed solutions have been put forward to try and minimize the number of traffic jams and lack of parking. This includes the imposition of congestion charges, ride-sharing and car-pooling initiatives like Gett, AutoTel, parking apps, and even flying cars.

City Transformer, an automotive startup based in central Israel, has come up with its own solution – an electric city vehicle featuring a folding mechanism that allows it to be narrowed to as little as one meter wide. This feature allows the car to manoeuvre the city better and park more easily. In fact, four City Transformer vehicles can fit in one standard parking space, according to the company. The Tel Aviv municipality will launch a pilot program next year that will see as many as 50 City Transformer vehicles being tested on the streets of the notoriously crowded city.

Although the project started simply as a rough idea for a foldable car to make parking easier, City Transformer Chief Innovation Officer and co-founder Uri Meridor tells it is now “more of a holistic solution for personal mobility in cities.” Instead of focusing only the actual folding mechanism, he explains, they now also focus on the riding experience of the vehicle itself. This adaptation will include adjusting the settings of the vehicle and sharing personalized recommendations for music and activities in the area. The company says it created the vehicle with autonomy in mind and that the vehicle has autonomous capabilities and will one day be able to be self-driving.

City Transformer vehicles take up the space of a regular car on the road but shrink to the size of a motorcycle to fit into narrow traffic lanes and parking spots. As the sides of the cars compress, the cockpit doesn't actually fold, and the driver can even begin folding the vehicle as he is driving on low speed. Using the folding mechanism, the car saves up to 75 percent parking space, the company says. While total length of the vehicle is 2.35 meters it reaches a width of 1.44 meters in driving mode and compresses to 1.0 meters in parking mode.

With movement in cities increasing every day, drudging up both traffic problems and pollution issues, vehicles need to be both efficient and eco-friendly. City Transformer, for its part, says its vehicles reduce both air and noise pollution, and combined with low emissions, the efficient use of space, the potential to be fully autonomous, and the adherence to high-standard safety regulations, could make it the ideal car for city driving.

The Future of Augmented Reality in the Enterprise

Research shows that with promise for consumer AR growing in the coming years, vendors are working on potential applications for the enterprise market too. They also found that the augmented reality hardware market is ripe for innovation and transformation.

Customer Experience Driving AR Development

The research shows that Augmented Reality [AR] and Virtual Reality [VR] will be the next innovative technologies to improve and impact retail and marketing sectors. Consumer demand for a better shopping experience is enabling ecommerce and digital marketing vendors to build better customer experiences using VR and AR. Already, automotive companies and travel agencies are effectively using VR as a marketing tool with virtual test drive and a 360-degree view of vehicles that are attractive marketing tools for consumers. Similarly, 360-degree video of travel destinations and virtual tours before buying a travel package or airline tickets are great platforms to assist travel ticket sales. Furniture and home improvement stores have been early adopters of VR in the retail segment.



Current and Future AR Sales

AR technology is used in a wide range of markets including commercial, gaming, retail, and e-commerce already. Some of the key players in the space are Immersion, Magic Leap, Apple, Sony, Microsoft, PTC, Google, Infinity Augmented Reality and Samsung Electronics. There is a growing audience interest as well as estimated market growth. The Causes for stagnation in sales of technology using AR such as headsets is that currently, products offered only address a small market of those interested in using the technology for gaming.

Long Term Future of Augmented Reality

Long term, new digital standards for AR will be adopted as it becomes both content and interface, seamlessly joining the current disjointed and noisy sea of screens each of us inhabit. This technology is on the edge of becoming XR (Extended Reality). XR starts with the combination of virtual and augmented realities, using VR to experience your environment and using Augmented Reality to change how you would like it to look. XR offers greater interaction with the physical world using AR and VR so that they are not just viewing the world virtually but also altering corresponding points in the real world. It is the combination of immersive technologies and the ability to change the physical world around a user that will be important. In the short term, it's going to be mobile AR that takes the lead because this means that everyone will have an AR device in their hands. As the applications develop for mobile, people will start to see the need to bring this experience to a headset.

Technology Focus

It's 2018 ... Every Company Already 'Does Mobility' ... No Matter What!

Does your enterprise not use EMM solutions, custom apps, or even have a 'Mobile CoE' [i.e. Center of Excellence]? Guess what, your company has still gone mobile!



Over the last several years, much of the end user computing industry has been going on about topics like BYOD, Enterprise Mobility Management [or EMM], and "mobile first." However, during this time, many companies did not "go mobile" in a big, formal way.

It may have been a deliberate choice, or an unconscious one. Either way, these companies likely didn't "go mobile" for pragmatic reasons.

For example, perhaps:

- They didn't have a use case for custom apps.
- They didn't find a pressing security or management need for MDM, MAM.
- They felt that they weren't affected by the "consumerization of IT."
- Or they were just a small or medium organization, and more conservative.

It's 2018, and even very traditional, small, or slow moving companies - ones that may not have EMM, custom apps, or a formal mobile strategy exhibit the following traits:

- Almost everybody uses a mobile device for work, whether BYOD or paid for by the company.
- They use plenty of consumer-oriented apps for critical functions. Think LinkedIn, travel apps, Evernote, and social media (for marketing teams).
- They use mobile clients for enterprise SaaS products (even though the mobile clients may not have been the primary reason why companies adopted these products).
- While some of us in the mobility space have been debating the evolution of endpoint devices, plenty of ordinary users have been working from personally-owned iPads and Surfaces for years.

The point is simple. Today, every organization has gone mobile, no matter what! But more importantly, if you think mobility isn't important to your organization, well, I just don't agree with you, or your company is incredibly unique.

Enterprise mobility is like the dot-com boom

Think about the world wide web: The dot-com boom of the 90s has a lot in common with the mobile boom of the 2010s, and mobility is just about to the point where it's as established as the web. When the original dot-com boom was happening, everybody was talking about the web—how to use it, how to monetize it, and what it means for IT. But today, nobody says "Hey, what should our web strategy be?" Instead, it's just automatically part of everything we do. Mobility is getting close to the same place. Soon, nobody will talk about "mobility strategies" anymore; mobility will just automatically be part of everything we do!

Galaxy Office Automation Pvt. Ltd. leads other players in industry in promoting Enterprise Mobility Management products, solutions and services. These include Mobile Device Management [MDM], Mobile Content Management [MCM], as well as Mobile Application Management [MAM]. We work with leading enterprises across all verticals to understand their business model, cater to their user preferences and transform the way they conduct their business operations bringing in efficiency that leads to higher information security and productivity, that comes with savings in time, resources and costs.

Tech News

“See the Future - IT Security Seminar” Hosted by Sophos & Galaxy

This seminar was conducted at The LaLiT in Mumbai, and witnessed an encouraging response and participation by senior technologists from enterprises across various industries.



As per a recent Sophos survey, over 67 percent of all Indian organizations were victims of the recent ransomware attacks. What's more shocking is that, close to 40 percent were hit by ransomware twice! Undoubtedly the threat landscape is changing in India with threats getting stealthier and coordinated, making them difficult to defend against. Therefore, in order to stay a step ahead of crooks, IT security technology needs to be predictive and automated in its threat response. This can happen only if the networks and endpoints constantly share threat information in real time, to synchronize remediation efforts.

Keeping this in perspective, Sophos and Galaxy jointly conducted the “See The Future” seminar on IT Security in July 2018 at The LaLiT in Mumbai. The event was

commenced by Sunil Sharma - Managing Director of Sophos Security, who presented an overview about Sophos portfolio of security products and solutions. A session about next generation IT Security solutions was presented by Rishi Sharma from Sophos, while Abhishek Sharma from Galaxy gave a briefing about Galaxy's Security solutions, and how Sophos and Galaxy can join hands to deliver value to customers.



It was an interactive session on Emerging trends in cyber Security attended by various CIOs and CISOs and received good reviews. This again re-iterates our commitment to proactively solve customer issues and help them stay ahead of the learning curve.

Here is How WhatsApp Will Make Money in Future

Unlike Facebook and Instagram, WhatsApp did not have any business model to make money until now. Recently, Facebook revealed the first business model for WhatsApp through which it will generate revenue.

Last year, WhatsApp announced tools for businesses to help people and businesses communicate with each other. WhatsApp is expanding these tools to enable new ways for businesses to connect with people. Here's how people can connect with a business:

- Request helpful information: When you need a shipping confirmation or boarding pass, you can give your mobile number to a business on their website, on their app, or in their store to send you information on WhatsApp.
- Start a conversation: You may see a click-to-chat button on a website or Facebook ad to quickly message a business using WhatsApp.
- Get support: Some businesses may provide real-time support on WhatsApp to answer questions about their products or help you resolve an issue.



Here's how WhatsApp will make money:

Businesses can respond to messages from people for free if the response is made within 24 hours. After 24 hours, businesses will have to pay to send messages to people. To prevent spamming, businesses can send messages only to people who contacted them first. I think this is a great idea which will benefit both businesses and consumers.

Consumers will prefer WhatsApp to get quicker response from businesses and businesses will try to answer them within 24 hours to avoid fees. WhatsApp also has an Android app called WhatsApp Business which was built with the small business owner in mind. With the app, businesses can interact with customers easily by using tools to automate, sort, and quickly respond to messages. Even late messages sent by businesses through this app will remain free.

Special Focus

Featuring Gartner's 2018 Magic Quadrant on Solid State Arrays

NetApp has now jumped into second place behind Pure, whereas another frontrunner - HPE, has taken a lead on IBM and ahead of Dell EMC.



The 2018 magic quadrant for solid-state arrays looks pretty much like 2017's with most vendors – seven – in the leaders' box and five spread around the other three quadrants.

But this time NetApp has jumped into second place behind Pure. Gartner pointed out that it is too early to rate the recent Dell EMC PowerMax array with its deduplication, which the prior VMAX lacked, and NVMe technology. It noted that Dell EMC is still the largest supplier of solid-state arrays in the market, but its adoption grew at a lower rate than the market in 2017. Another cautionary note is that the integration of EMC is still continuing, and it has disrupted sales and support relationships for existing and new customers.

Of Pure, Gartner said it has often set the pace and direction of the solid-state array market. This can be seen by its movement into a new area: ready-made solutions for AI with AIRI. However, it only grew slightly faster than the solid-state array market in 2017. Gartner suggested Pure still needs to increase its international presence and expand its business within key industry verticals, such as government.

Hitachi Vantara and Kaminario tail-end the leader box – the former ahead on ability to execute and the latter on vision. On Hitachi Vantara, Gartner said restructuring, rebranding and its overall change in direction has resulted in disruptions in customer sales and support relationships, and knocked customer confidence in Hitachi Vantara as a storage vendor. The Gartnerites observe that Kaminario continues to grow its business in terms of revenue, and it successfully outperformed the market in 2017.

Huawei makes its debut, taking up a position in the Challengers' box along with Fujitsu. Gartner noted that Fujitsu concentrates on the EMEA and Asia/Pacific (APAC) markets – EMEA being the largest with 60 per cent of all Fujitsu array sales, APAC with 35 per cent, and the Americas with only 5 per cent. Gartner's view of Huawei is that, when selling outside China, it has been able to successfully leverage its reputation as a global supplier of telecommunication products to upsell its storage products in this vertical. It continues to increase its efforts to expand its reach into other geographies by partnering with system integrators, and distributors in all major regions.

X-IO Technologies survives in the Niche Players quadrant with Western Digital inheriting acquired Tegile's spot in the Visionaries' area. Tintri, now almost hors de combat due to Chapter 11 bankruptcy, has a ghostly place in the Visionaries' box too. Gartner said that customer awareness of Western Digital as a solid-state array vendor lags behind the company's larger competitors. Also its IntelliFlash brand families do not currently offer a cloud gateway or interface to public cloud storage services. Regarding X-IO, it said Toshiba will use X-IO's ISE array software on the Toshiba Flashmatrix, which is a good proof point for X-IO's array design and engineering skills. X-IO continues to promote its Axellio product, which currently can be used as an integrated system, and has future use as a high-performance, low latency NVMe-based solid-state array. The company intends these products to be the impetus behind its appeal to cloud service providers, and also to focus on micro data centres at the edge. X-IO's customers are mainly in North America and APAC, with less than 10 per cent in EMEA.

Galaxy Office Automation Pvt. Ltd. has close working relationships with many of the above OEMs and is committed to delivering value to customers with latest cutting-edge technologies and solutions.



About Galaxy

- ✚ One of the most respected Information Technology integrator of the best of breed products and solutions for Enterprise Computing, Storage, Networking, Security, Automation, Application Delivery, ERP and Business Intelligence.
- ✚ An ISO 9001:2015 organization, founded in 1987.
- ✚ Committed team of over 250 skilled professionals.
- ✚ PAN India presence.
- ✚ Trusted IT services provider to more than a 1000 companies.
- ✚ Experienced consultants certified on a wide spectrum of technologies.
- ✚ The Galaxy Technology Innovation Centre, a state-of-the-art integrated hardware and software laboratory, allows customers a hands-on look at the latest storage, backup, security, application delivery and virtualization technologies.
- ✚ Customer list includes many of India's leading corporations, banks and government agencies.
- ✚ Four business units collaborate to provide a full spectrum of services and ensure smooth projects. Together, they provide our customers with truly end to end professional IT Services.

NEWSLETTER COMPILED BY

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VISION

"To become the most preferred technology solution partner by listening to our customers, anticipating their needs and providing reliability, flexibility, responsiveness and innovative products and services. Achieving market leadership and operating excellence in every segment of our company."

MISSION

"Total customer satisfaction; through innovative insights, quality service and excellence in technology deployment."

VALUE PROPOSITION

"With our strategic partners we leverage each other's' capabilities to deliver reliable and integrated solutions to the customer. Our consultative sales approach, execution capabilities and commitments helps our customers meet a wide range of end-to-end technology needs while remaining focused on their core businesses."