

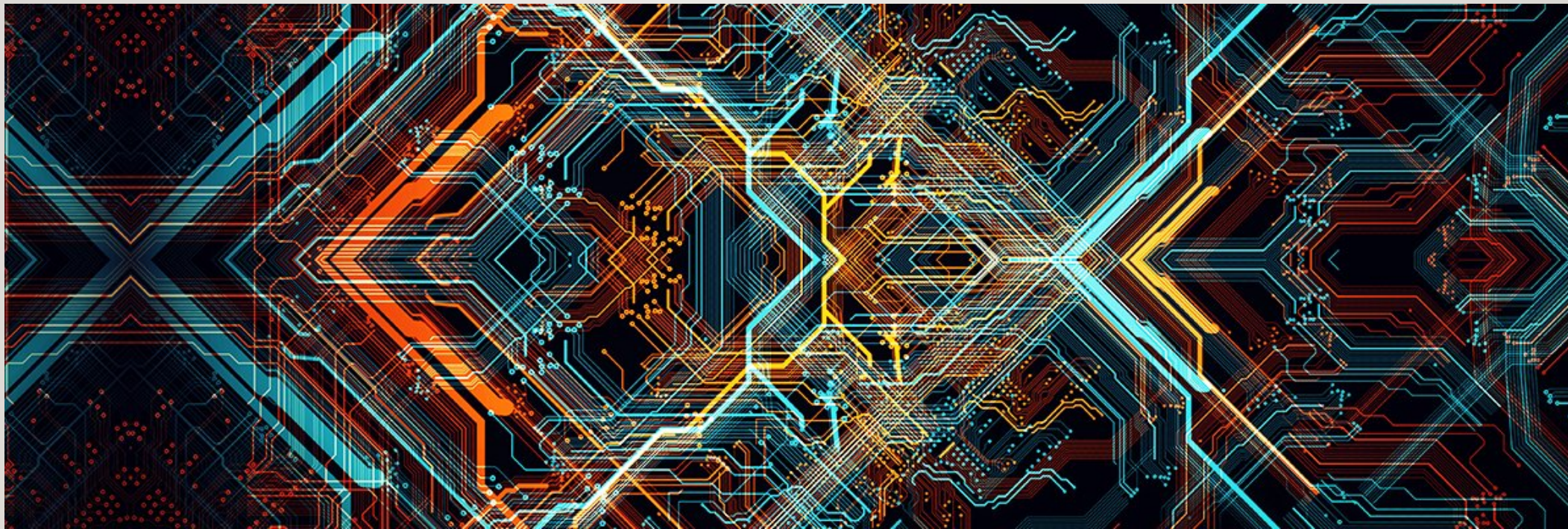


Southern India Information Technology Fair '19

10TH

SOUTHERN INDIA INFORMATION TECHNOLOGY FAIR (SIITF)

13TH (FRIDAY), SEPTEMBER 2019, HOTEL LE-MERIDEIN, BENGALURU



THEME : THE NEXT REVOLUTION IN ENTERPRISE SECURITY



INTRODUCTION

- The world has undergone a rapid transformation as far as business transaction and communication considered. As more and more businesses are moving into the cloud computing movement, the growth of data storage is exponentially increase. A research predicts, worldwide data creation will grow to an enormous 163 zettabytes (ZB) by 2025. That's ten times the amount of data produced in 2017. By keeping data security and cost factor in the mind, most of the industries prefer Hybrid Cloud Solutions rather than moving only to a private cloud. Therefore, they can partially keep their critical data with them and shift the rest of the cloud.



DIGITIZATION



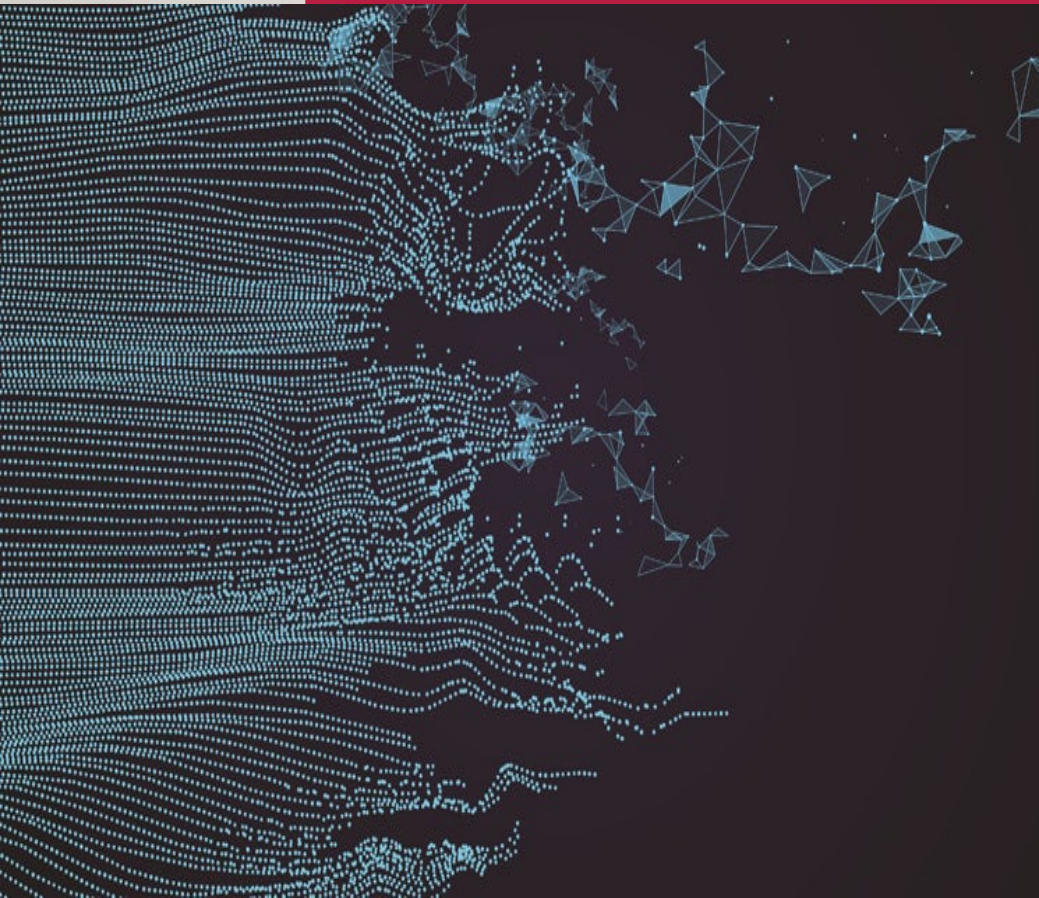
VOLUME- VARIETY-VERACITY-VELOCITY

- Cyberattacks are the fastest growing crime and predicted to cost the world \$6 trillion annually by 2021. Cybercrime costs include damage and destruction of data, stolen money, lost productivity, theft of intellectual property, theft of personal and financial data, fraud, forensic investigation and deletion of hacked data and systems. This dramatic rise (in damage costs) only reinforces the sharp increase in the number of organizations unprepared for a cyber-attack.





CHALLENGING TIMES AHEAD



- Now consider that CISOs, CIOs, CFOs and even CEOs are being held accountable for cyber security and have had to leave their posts after major cyber incidents. The inevitable conclusion is that too much is at stake, both personally and economically and that executives – irrespective of their specialization in HR, Finance, Technology, Legal, or Business – have to understand cyber risk, how it affects their jobs, and what their role is in defending against it.



INCREASING THE ROLE OF CIO

- As the emerging technology is disrupting the Industry, CIOs need to break from the traditional expectation of creating a separate IT strategy that "responds to and aligns with" the business strategy. The CIO is not creating a strategy for the IT department, rather he is guiding the use of information and technology enterprise wide, regardless of who owns or controls the assets. Cybersecurity has to be the Part of Your Digital Transformation Strategy.
- Digital technologies are constantly changing the way businesses get things done. Cybersecurity remains a major concern. The CIO acts as the voice of information and technology in the enterprise strategic planning process, helping other business leaders understand opportunities and threats that often go unconsidered when IT is an afterthought.



BY 2020

MANY NEW THINGS TO DISRUPT YOUR INFRASTRUCTURE



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- Over 25% of identified attacks in enterprises will involve IoT, though IoT will account for less than 10% of IT security budgets.
- IT-sponsored information security programs will suffer three times as many significant breaches as those sponsored by business leaders.
- Security skill management programs that include experimental recruitment and talent retention practices will rise to 20%.
- 25% of IT security organizations will restructure based on the influence of cyberphysical systems and the Internet of Things (IoT).
- 60% of digital businesses will suffer major service failures due to the inability of IT security teams to manage digital risk.



DIGITAL TRANSFORMATION- MAJOR CONCERN



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- When it comes to digital transformation, what happens in marketing impacts IT, and vice versa. For this reason, CIOs and CMOs must merge their unique perspectives of opportunities and risks, as well as the user and customer experience, to help the business fully realize the potential of its digital platforms.
- Digital transformation strains the responsibilities of IT and the CIO. When CIOs and CMOs work together with a common objective and with technologies that offer a seamless experience between the customer and the enterprise, they will together likely bring about a digital transformation for their organization that will disrupt their industry.





ATTENDEE PROFILE OF 9TH SIITF 2018

- Total audience size of 125
- CIO- 20
- CTO-10
- CISO- 15
- CEO- 18
- SI/SPs- 30
- VARs – 20
- Vendors- 15

Audience from various verticals attended including Pharmaceuticals, manufacturing, ITeS, Automobile, Media and Government /PSU sector

Event attendee Profile -2018



FLASHBACK SIITF-2018



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PANEL DISCUSSION SESSION-2018

EMERGING TECHNOLOGIES BRINGS NEWER OPPORTUNITIES



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CONTACT US:

Corporate Office:

Kalinga Digital Media Pvt. Ltd

VAR House, A84a/3-6, Rose Apts. Paryavaran Complex,
IGNOU Road, New Delhi-110030

Tel.:+91-11-41656383 . Fax: +91-11-46061809

Regional Offices:

Mr. Anil Kumar – R.M.- West-Mumbai-+91-8108017479

Mr. Ashok R Dash - Marketing Manager- North +91-11-9821934688

Mr. Sunil - Kolkata- B.M.-+91-11- 8100298033

Mr. Parthiban -Chennai- B.M.- +911-9840055626

Mr. Kamlakar- Bengaluru- B.M. - +91-9886280836



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