



## CEO Jotting

**Kiran Deolalkar**

CEO, Founder Sedibuz Consulting LLP

With the beginning of a new financial year (2022-23), Sedibuz has a lot to look forward to. The financial year (2021-22) has been good for Sedibuz in terms of business and collaborations. The initial ups and downs due to the pandemic was soon overcome with increased agility to step up and look for opportunities and close them successfully. The coming year will see Sedibuz expand base to more OEMs, new tie-ups, new products, to more successful business closures. After the splash of colours of Holi, it's time to welcome the new harvest season celebrated across diversified India also as a New Year. New crops, new beginnings, new growth.

*Happy Festival!*

## Partnership Announcement with Tangentia



**Vijay Thomas**  
CEO Tangentia / Tangentia Ventures



Tangentia is pleased to announce its strategic partnership with Sedibuz Consulting. Tangentia's industry leading Agile Digital transformation expertise especially around Intelligent Automation and connectivity combined with Sedibuz's expertise in advisory services will spearhead Digital India within the Indian corporate sector with a focus on the public sector.

Tangentia has been making an impact since last 18+ years with some major global digital transformation impact stories with implementing a grocery supply chain and order management solution for the world's

largest beverage alcohol distributor(LCBO), Order Management for India's largest retailer(Reliance Retail), managing and developing RPA bots for Canada's largest Oil and Gas Company (Suncor) and many others.

Tangentia is a world-leading provider of digital transformation solutions with offices in the USA, Canada, and India. Our teams are located in 5 continents and 34+ countries, offering a "think global, act local" approach to the solutions we provide. We have built a roster of 1000+ customers in 34 countries and

13 Fortune 500 customers, 10 Billion USD in SaaS transactions. Tangentia is a platinum partner of IBM and Verified Services Partner of Automation Anywhere. In addition, other major partnerships include Microsoft, Salesforce, BluePrism, UiPath, Soroco, Dell Boomi, Google AI & AWS.

Tangentia is ISO 9001:2015 and ISO/IEC 27001:2013 certified with robust and defined procedures in place to ensure all the

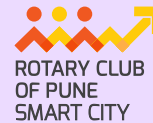
services are delivered with quality, transparency & guaranteed information security.

Tangentia India is headquartered in Goa with additional delivery offices in Trivandrum, Kerala and in Belgaum & Karwar, Karnataka with sales people in most major cities in India.

Learn more at [www.tangentia.com](http://www.tangentia.com)



"Think of giving not as duty but as privilege " John D  
We are delighted to share this month Sedibuz did its first CSR activity. We provided 10 whiteboards through Rotary Club of Pune Smart City to a girls school in Pune. Hope we spread happiness & make their learning journey easy!



## Focus Product of the Month



SUSE is a global leader in innovative, reliable and enterprise-grade open source solutions. They specialize in Enterprise Linux, Kubernetes Management, and Edge solutions, and collaborate with partners and communities to empower our customers to innovate everywhere — from the data center, to the cloud, to the edge and beyond. SUSE

puts the “open” back in open source, giving customers the agility to tackle innovation challenges today and the freedom to evolve their strategy and solutions tomorrow.

And this is exactly why many other leaders in their space bet their mission critical computing and IT management needs on SUSE.



### Interested! To Know More E-Connect

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**HARVESTER**

Managing Director, Indian Subcontinent, SUSE

## Technology Talks

**Neeraj Athalye**



### SUSE Launches Harvester (Hyper Converged Infrastructure)

#### Market Situation

HCI solutions have established their place in the infrastructure stack as a method to simplify virtualized workloads. However, traditional HCI solutions have often sacrificed efficiency for simplicity in resource provisioning. Leading to unbalanced, demanding, costly and resource-heavy environments. **(TechTarget, 2021)** Cloud-native technology will continue to power digital transformation strategies. By the end of next year, 60% of companies will leverage containers on public cloud platforms. **(Forrester, 2021)**

The next-gen of HCI solutions need to aim to deliver the familiar simplicity and functionality of existing HCI but also be capable of efficiently managing containerized workloads, storage and network requirements across any environments. IT environments are increasingly becoming more complex and organizations need to have adequate tools and strategies in place to manage the security, governance and orchestration of their environments. **(Techwire Asia, 2021)**

#### Customer Expectations

Top reasons for Kubernetes adoption include accelerating deployment frequency (59%), increasing automation (54%), and reducing IT costs (46%) (Container Journal, 2021). If a company has Kubernetes already, and they want to run a mix of containerized and VM-based workloads, Harvester is potentially a good fit for them.

Cloud consumption continues to grow with Gartner predicting global cloud services will grow by 26.1% in 2021 and by 2021, 70% of all enterprise workloads will be deployed in cloud infrastructure **(VentureBeat, 2021)**.

Traditional hypervisors are not ready for this reality. Harvester understands concepts like multi-cloud deployments and CI/CD so is engineered for this cloud-native future.

By having Kubernetes in place, enterprises have access to an eco-system of tools, processes, and operational models that can be leveraged from Harvester. By integrating Harvester with this eco-system, customers can benefit from significant operational savings without compromising performance, and accelerating their time to market **(Gartner, 2021)**.

#### Why SUSE

Harvester is built by the SUSE Rancher team and has extensive experience bringing the latest, cloud-native solutions to market including Rancher plus CNCF Sandbox projects, Longhorn and K3s.

Harvester integrates natively with SUSE Rancher, a market leader in the container management space. This gives users the opportunity to simplify their infrastructure operations by managing both their virtualized and container workloads within a single platform. Harvester and SUSE Rancher helps

bridge a gap between legacy IT stacks and new cloud-native environments. SUSE will offer commercial support for Harvester alongside SUSE Rancher by the end of 2021.

Harvester is 100% open-source and is built on a foundation of open-source tech including Kubernetes, Kubevirt, and Longhorn. It provides enterprise-grade, turn-key features without the costly overheads and offers experienced Kubernetes users a solution that easily integrates into their cloud-native environment.

### Key HCI Use Cases

- Managing on-prem VMs - Harvester can be utilized as an alternative/replacement to costly commercial/legacy HCI solutions as it's 100% open source and free. SUSE will also provide commercial support subscriptions for enterprises looking for additional help. Harvester can also be an alternative for legacy virtualization solutions like ESX, KVM, or Xen. It's also an alternative for OpenStack customers that tried to do HCI but failed due to its complexity.
- HCI workloads at the Edge - For organizations that operate container applications at the edge and/or in remote locations (factories, IoT, telco, etc) Harvester as an HCI solution can help users centrally manage their infrastructure workloads and clusters with its integration with Rancher
- Hybrid cloud operations - Many enterprises are taking advantage of turn-key Kubernetes offerings in AWS and other cloud providers that can make Kubernetes simple easy push-button service. Harvester would be a suitable fit for these customers

looking for simplicity in both cloud and on-prem management solutions

- Consolidate containers and VMs operations - Some applications like OracleDB or MySQL don't lend themselves well to containers. Harvester provides a way to include these in the cloud-native toolset despite them not being containers.

### Key Kubernetes Use cases

- Building new cloud-native apps: fast and scalable, mostly customer-facing to compete in the market
- Modernizing and scale infrastructure efficiently: where the cost of running applications is optimized, scalable, and resilient. This can include running new containerized apps alongside legacy, VM-based infrastructure.
- Rearchitect or modernizing core business apps: containers help to redesign traditional monolithic apps that have become too big or complex.
- Distributed edge computing in manufacturing, retail, transportation, automotive, banking, etc. Improved connectivity and device intelligence have expanded where complex applications can run, like elevators, wind turbines, drones, video surveillance cameras, cars, ships, trains, etc..
- AI, ML, and analytics on bare metal infrastructure, for greater performance, compared to virtual machines. After years of heavy investment in data lakes, enterprises want to harness AI and ML to gather insights and predict rather than react to market inflections. Containers help run these algorithms more efficiently.

## Summary

Open, interoperable hyperconverged infrastructure - Hyperconverged infrastructure (HCI) doesn't need to be expensive or complex and with Harvester it's

not. Harvester presents organizations with a modern HCI solution that is feature-full and purpose built for cloud-native environments. Consolidate your virtual machine workloads and Kubernetes clusters with Harvester.

## At Workplace

**Dhruv Khanna** - CEO and Co-founder of Desksight.ai & Data Resolve Technologies

### Why Data Leak Prevention?

In today's world, Data is the core of an organization. Be it small-scale or large-scale organizations, data breaches are the most common issues that we are currently facing. Even after we use various methods to prevent our data from leaking, we end up in the same loop of our data being unsecured.

One such example took place where “A third-party data breach has exposed at least 10,000 records held by the British Council, a public sector organization that provides English language courses worldwide.” **(Source: portswigger.net)**

Now if see such a situation could easily be prevented and productivity loss could also be eliminated. That's why cyber experts suggest having a DLP (Data Leak Prevention) solution for the enhanced security experience, that provides high-risk alerts and analysis the threat so that you know what's cooking around you.

A DLP gives you the ability to customize the solution the way your organization works, the no of employees, etc. So switching to a DLP enhances the overall organization's wellbeing by minimizing threats and giving you assurance of the security of your organization.

Our DLP Product inDefend

So our DLP Product inDefend offers both cloud & on-premise-based data leakage prevention platform that protects against data compromises and data thefts.

Our latest Client Acquisition is the largest Life Insurance Company in Sri Lanka. After switching to inDefend as a DLP solution they have enhanced their efficiency and productivity without compromising on data security as they are well aware of the threats that can affect operations and confidential data of clients.

### Some highlighting features of inDefend are:-

- It has a unified platform that reduces the cost to manage end-points across multiple OS.
- The management dashboard offers an organization-wide risk score at the zone, process, and department level.
- The best part about inDefend is the customer rule builder, where you can customize your rule sets according to your organization's needs.



- inDefend also provides complete visibility over employee activities and information about, how sensitive content is shared internally and externally.
- Apart from this, inDefend provides a unique workflow analysis that enables you to manage access permissions for employees across the world.
- It also records and maintains live screenshots of employee crimes for legal proceedings.
- Also, the information that can be shared with external parties can be prevented with an in-built encryption stack.
- inDefend generates a full-fidelity report of employee behavior on digital assets and

their productivity.

- It also protects trade and financial secrets from falling into competitors' hands by providing maximum transparency over every employee regardless of the organizational strength.

### About Data Resolve Technologies

Data Resolve Technologies is Asia's fastest-growing Data Security Company with 300 + clients in 5 countries, an emerging player in the area of Cyber Security and intelligence for Enterprises. It is focused on addressing insider data theft and data leak with security analytics via endpoints, from in-premise and on-cloud platforms, with products christened as "inDefend – Solution for Insider Threat.

### At Workplace

**Venkataraman Subramanyan**

Director, Sales Effectiveness & Execution Excellence  
Tripura Multinational Pte. Ltd.



### Q0 Planning – Failing to Plan is Planning to Fail

Most companies embark on a new fiscal in April. Keep your hand on your heart, and tell me if you have a solid plan as you move into the new fiscal? By the way, how will you know if you have a good plan? Allow me to share 5 ways you could assess if you have a good plan:

**Your plan retires market potential:** Most annual plans look back on your current fiscal performance and take a conservative growth number on top – this is lazy planning. The first aspect of any plan is to assess the full market potential for all of your offerings. In fact, in addition to all the whitespace that you can address, it should also adopt a Blue Ocean approach to identify all areas where your competition is not present. Your fiscal

planning measure should be a % of the market potential that

you are planning to retire next fiscal – without an indexation to market potential, your fiscal plan becomes an impotent extension of your previous fiscal.

**Your plan aligns to how you are different:**

If you are not different in the eyes of your customer/ consumer, you deserve to be commoditized. As part of your fiscal planning process, please spend time with your best customers and consumers to understand how they articulate how you are different from your competition – it is just not articulating how you are different, the key factor to understand is how much your

customers are willing to pay you more, for how you are different. In a way, your differentiator is your “value wedge”. When you focus on your fiscal planning, do think about how you are able to monetize your value wedge. The question for you to answer is “How are my differences showing up in my customer's P&L? Or how are my differences accelerating my ability to capture market share?”

**Value addition across virtual teams and channels is clear:** A plan is only as good as its alignment across teams and channels. In large B2B sales organizations, there are sales teams and virtual teams – your fiscal plan should be landed on every person's commitments, with complete clarity on how much each person puts their shoulder to the wheel. It still surprises me how many organizations have obfuscated accountabilities with no orchestration guidelines on how people will work together and how they will be measured on end results. Beware of the plan where there are several people riding on the National quota, and not on individual contributions.

In the case of B2C organizations, we need to think about the value-addition at every stage of the channel to the consumer, and a measurement of each distributor/retailer's retirement of their territory potential. Another element to factor in, is the contribution of insights from Marketing to focus your sales efforts.

**You have a robust 4 quarter rolling pipeline:** The net result of a good plan is a

solid pipeline. The reason I say Q0 planning, is to give us the headroom to identify potential, and also qualify these opportunities in Q0 (1 quarter prior to Q1). This pipeline prevents organizations to “fall off the cliff” at the end of every fiscal and endure poor seasonality of business in Q1. Some innovative organizations have also pushed out their fiscal calendar by a month, so that their quarter-ends end 1 month into the next quarter (Q1 = May to July and so on)

**Your sales plan aligns to your business strategy:** The sales function exists to serve the organizational strategy and care should be taken to ensure that the two of them align. Some of the questions to address here are: How are my salespeople able to articulate our corporate strategy in a simple way? How does my compensation align to what we need to achieve in the market? How are your business's strategic levers translating into account and territory plans? How do we hire and develop talent that helps us retire market potential faster?

I hope that the above pointers help you think deeper into the importance of Q0 planning. While this is not a comprehensive treatise on fiscal planning, I have sought to highlight some of hygiene factors that will help you prioritize your efforts. These pointers come from almost three decades of Sales Leadership and Field Experience, and I am only happy to have the opportunity to share my learnings and learn from yours. We are only as good as our network!!

## Women's Day Talk

### Archana Nair

Executive Assistant , Sedibuz

A woman adds color to the surroundings along with donning many caps.

When she juggles her caps and surroundings, all that she asks for is continued support and understanding from her family, colleagues and peers. This encourages her to strive more and give the best of best. She is an epitome of love, dignity, resilience, anger and many more adjectives. Life is magical when a woman is around. I am blessed to be a woman.



### Kanika Khatri

Digital Marketing Manager, Sedibuz

"The path from dreams to success does exist." - Kalpana Chawla. I see the changing world, where people and management understand, respect and value the work of women. Companies are easing out their policies to offer us flexibility. This in long term will be an asset for companies who are adapting, they will earn loyalty, dedication and focus. Together we will create a better world for women of today and for the generations to come.



### Brototi Nag

Inside Sales Manager, Sedibuz

Gender equality is an ongoing struggle that touches the lives of women and their families everywhere. I am glad to be a part of Sedibuz team where the mentors are supportive in all aspects. Our leadership team extend their mentorship beyond the workplace. This mind set of helping and supporting each other is transferred throughout the company from colleagues to customers and partners.



### Mallika Singh

Inside Sales Manager, Sedibuz

I always wanted to be in touch with the corporate world as it helps me to grow in many aspects but at the same time I wanted to be around my kids. At Sedibuz I enjoy both as I can do my work with ease at any time ,I learn new things every day, and everyone is very much helpful and supportive here.





## Thought Incubator

**Manisha Mone** - Counselor, Licensed NLP Practitioner,  
Sports & Positive Psychologist

### Superwoman Syndrome

I remember as a child my most favorite superhero was “**Superman**”. I just loved the way he had superpowers to handle everything. Over the years the term Superman became synonym to anyone who could juggle or handle all the tasks perfectly and efficiently. This term slowly diversified itself into women clan too. Yes! The new age woman donned this new title with pride and grace. But gradually this title turned into a syndrome, and this is becoming the new epidemic of this new era that is silently catching up in women. In today's fast-paced lifestyle, many women are often caught up in what is appropriately called the “**Superwoman Syndrome.**” These women are constantly striving to accomplish everything possible in a perfect manner and have not learned how to put themselves as a top priority. These are the women who attempt to perform perfectly multiple or conflicting roles or go overboard in one role.

Today, woman is progressing and making her mark in every field. The higher education, social reforms, technology, broader perspectives, social acceptance have made a woman stronger than what she was and have given her wings to fly. It's the result of societal changes that allowed women to explore having a career, however, it did not re-delegate the responsibilities of managing their personal and family life. Beyond that, women have had to excel at levels higher than men to get the same recognition at the workplace, which has caused them to aspire to a level of perfectionism.

The more she tries to perform her roles perfectly, the more stress she produces. Sometimes, she keeps adding roles as if “**more**” is somehow better. No one wants to be mediocre or average. Nobody wants to be of average ability, average intelligence, average potential, or average looks. So, Superwomen push themselves to excel. Many talented, creative, and passionate women have stepped into the role of a Superwoman. The Superwoman Syndrome affects a woman psychologically, physically, and emotionally. When they cannot excel in every area, their self-worth diminishes because it is dependent on productivity or output. This syndrome has become a big concern because these women stretch themselves in becoming perfect workers, perfect mothers, and perfect homemakers. They set impossible goals which create havoc and have adverse effect on the health.

Many women don this title and successfully enjoy it too. But research has shown that a substantial number of women trying to be superwoman are continuously stressed or anxious. This Syndrome is not confined to certain age group or economic group, it affects women at different ages, at different career stages, at different economic levels, and with different intensities. This may lead her to go in a semi-depressed state day by day. The key factor is she is unhappy from within, and she does not know how to lighten her load.

What is the solution to this? It is very simple, like they have chosen to put on the Superwoman cape, they also have a choice to

take it off easily. This does not mean she should not give her best or stretch herself to excel. The only factor that needs to be considered is that the “**Stretch**” should not be so hard that it will break her. They can get off the treadmill by keeping life simple, making priority lists for day-to-day tasks, and very importantly learning to say “**no**” to time waster tasks without feeling guilty. Live with the “needs” and not complicate lives with the “wants”. Ask for help more often and delegate tasks whenever possible. Most importantly find some “Me time” for themselves doing the activity they love. Indulge in taking good care of yourself

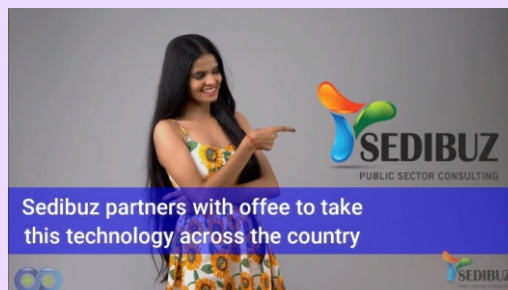
without feeling guilty. Learn to pay attention to the “**Now**”.

There are so many benefits that will come from stepping off the treadmill and enjoying life without having to do it all. Women need to throw away their Superwoman costumes. They have the potential and ability to become woman with less stress and openness by keeping life simple and just do the best that they can do without the compulsive need to be perfect and have more concern for their own well-being.

***They must learn to rejoice in their womanhood!!***

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