


Periscope

Claritus Newsletter

Issue 2.0 | March 2024





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Director's Column

Mmaneesh Batra

Dear Readers!

It is with great pleasure and excitement that I introduce to you the second edition of Periscope, our esteemed newsletter crafted to illuminate and inspire. As the Founder and Director of Claritus, I am immensely proud of the strides we have taken in pioneering excellence within the realm of technology and cloud solutions.

In this edition of Periscope, we embark on a journey delving into two critical pillars of modern digital infrastructure: **AI - Copilot and Cloud Security**. Just as a skilled navigator charts a course through turbulent waters, our AI solutions stand as a beacon, guiding businesses through the complexities of cloud management with unparalleled precision and ease. **To delve into the intricacies of Copilot and Cloud Security, Claritus will be happy to organize demo for your teams on AI, Azure AI, Copilot and Adobe AI Firefly.** We aim to equip you with the knowledge and tools necessary to fortify your defenses and navigate the cloud with confidence.

To our cherished clients, I extend my deepest gratitude for entrusting us with your digital aspirations. Your unwavering support fuels our passion for excellence and drives us to continuously raise the bar. To our dedicated team members, your commitment and expertise form the bedrock of our success. Your tireless efforts embody the spirit of Claritus and propel us towards a future brimming with promise.

I would also urge you to explore Claritus Online Store on www.claritus.store.

In closing, I invite you to immerse yourself in the pages of Periscope, where knowledge meets inspiration, and innovation ignites possibility. Together, let us embark on this journey towards a brighter, safer, and more connected future.

Warm Regards



Who We Are

580+ Clients | 280+ Highly Skilled Team | Pan India Presence

Since 16+ years, Claritus has been creating solutions that not only solve problems but make long-term impacts on your business. We combine proven methodologies to create memorable experiences for our clients, across the globe. We are committed to delivering value through our cutting-edge solutions and outstanding customer service.

We strongly believe in

Clarity: strive for clarity in our strategy coupled with transparency in our execution

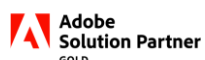
Innovation: Riding on the continuous evolution of technology

Technology: We live and breathe technology and 'think digital' is at the core of every solution we offer

Our Business Verticals

- ✚ **Digital Transformation** – Blockchain | Power Platform
- ✚ **Welkin** – Cloud | Licensing
- ✚ **Upsurge** – Talent Acquisition | Staff Augmentation
- ✚ **Government** - Licensing

Our Online Store: www.claritus.store



Welkin Matrix 3.0 & 4.0

Enlighten. Fortify. Innovate

An Exclusive Security and Co-Pilot Symposium

February 2024

Success Stories



Claritus organized a Microsoft Security and Co-Pilot event, organized at Microsoft Office(s) in Bengaluru and Mumbai in February, 2024.

After the successful Welkin 2.0, **Claritus extended the series of Welkin-Matrix 3.0 & 4.0** event centred around navigating the ever-evolving landscape of Security Architecture and Threat Modeling and the collaborative future of tech, hosted in a great facility provided by Microsoft. With a focus on insights, innovation, and collaboration, attendees immersed themselves in a wealth of knowledge. Another interesting session was on MS Co-Pilot, which talked about how Microsoft will be in the forefront to enable customers with the Next GenAI solutions. There was an enthralling participation from 85 customer organizations.

Featured Speakers

Sujay Kanjilal – CEO of Claritus Management Consulting Pvt. Ltd., kickstarted the event by introducing Claritus and the solutions & services we provide

Ashutosh Patnakar – A Cloud Solutions Architect, Microsoft, is focussed on planning and implementing SaaS based enterprise grade Cloud Security, Enterprise Mobility, Information & Data Protection and Identity & Access Management solutions for businesses across verticals.

Amit Anand – A Security specialist, Microsoft India, involved in consulting and architecting solutions on Modern Workplace and Security.

Highlights

1. In-depth discussions on proactive security measures and the fusion of AI with security protocols.
2. Networking sessions fostered meaningful connections among attendees, paving the way for future collaborations.

In continuation to the symposiums, let us take you through the benefits of the power of AI – the Copilot for Microsoft 365.

Copilot

Focus on what matters most
Harness the Power of AI



Watch the tutorial:

<https://bit.ly/49cUTTK>

Generative AI represents a massive market opportunity with potential to reshape the anatomy of business by delivering automation to remove repetitive and time-consuming tasks, allowing workers to focus more time on strategic work.

A whole new way to work

Copilot for Microsoft 365 works alongside you in the apps used every day delivering increased productivity and creativity as you are set free from repetitive tasks so you can focus on the work that matters most - like serving your customers and growing your business - all with the peace of mind coming from our commitment to security and responsible AI. It helps grow your business—with freedom from repetitive tasks and the peace of mind that comes with Microsoft's commitment to security and responsible AI. The transformational powers of AI are made possible by the Microsoft Cloud, which is unique in both the breadth and the depth of its cloud solutions. The Microsoft Cloud is one of the biggest differentiators for how AI drives innovation across your organization.



Supercharged productivity

Unlock faster access to data and knowledge across your organization.

Get up to speed and complete tasks in no time with integrated cross-app intelligence working across all your data.

Quickly pull together information from multiple sources.



Amplified Creativity

Amplify ingenuity and innovation with generative AI tools that can turn your ideas

Partner with Copilot in Microsoft Word to write, edit, and summarize content.

Create custom graphics right in your document with Microsoft Designer to build your brand.



Trusted Security

Count on responsible, secure AI with a partner you can trust, into masterpieces

You are always in control as Copilot inherits your security, compliance, and privacy policies

Your data never leaves its secure partition and is never used for training.

Adobe

FIREFLY AI

Your imagination's
new best friend



Drive business results with generative AI.

Generative AI and simple text prompts, bring your ideas to life. And now you can add reference images to get the style and structure you're looking for.

Watch the tutorial to use Adobe Firefly: <https://bit.ly/4av6XRn>

Try it to Believe it.



Text to Image

Generate images from a description. Guide style and structure with reference images.



Generative Fill

Use a brush to remove objects or paint in new ones.



Text Effects

Apply styles or textures to words and phrases.



Generative Recolor

Generate color variations of your vector artwork.



Text to Template

Generate editable templates from a detailed text description.



Text to Vector Graphic

Generate SVGs from a detailed text description.

Cloud Integration Trends 2024



Trends for an evolving cloud landscape in 2024 and beyond

The cloud continuum represents the spectrum of computing deployment models and the continuous and gradual progression from traditional on-premises infrastructure to cloud and edge computing.

Today's businesses are extending their reach from data center and cloud environments to integrate edge computing, forming an expanding continuum of computational capabilities. The cloud continuum represents the spectrum of computing deployment models and the continuous and gradual progression from traditional on-premises infrastructure to cloud and edge computing.

There are three major trends to watch for in 2024 and beyond as businesses navigate the evolving cloud landscape:

Driving Consistency across the cloud continuum

Customers are building distributed IT estates to improve the predictability of costs and performance, gain control over data, provide high availability and drive cost efficiency. 47% of the companies have a multi-cloud strategy and the rest are taking a hybrid approach. A research predicts that by 2025, 75% of enterprise generated data will be created and processed at the edge. Companies will be prioritising consistent management and operations across a heterogeneous IT landscape. This will entail adopting a uniform approach for managing, operating and updating the OS, Kubernetes clusters, and applications by leveraging OS Kubernetes management platforms, automation and DevOps practices.

Improving developer productivity throughout the cloud continuum

1. Free developers from operational tasks by leveraging platforms that address cross-cutting concerns such as background administration and security, as well as offer out-of-the-box support for shared tools and services including CI/CD, logging, monitoring and service mesh.
2. Provide a frictionless experience to developers to get started with coding on both local desktop machines, and remote environments on the cloud.

The advent of AI-powered coding assistants such as GitHub Co-pilot will add a new dimension to developer productivity i.e. developer innovation. As much of the mundane coding is done by these assistants, developers can focus on the creative and innovative aspects of software development like creating intuitive features and user experiences.

Zero Trust Security Spanning The Cloud Continuum

Slightly over a decade ago, protecting the traditional IT estate was straightforward: incorporating physical security, traditional networking and firewalls, and reasonable identity and access management tools. This increased the attack surface radically as the infrastructure expanded beyond the tightly controlled data centre to encompass cloud and edge.

In 2024 and beyond, we expect companies to invest in cloud native security solutions that protect applications from zero day attacks at runtime. Such solutions will ensure that even though malicious code may be present in the systems, unauthorised access to privileged resources, remote code execution and data exfiltration by threat actors will be blocked.



Cloud Security News

Cloud security market to reach \$62.9 billion by 2028

The cloud security market experienced substantial growth due to the rising adoption of multi-cloud environments, the expansion of DevOps practices, and increased utilization of AI and ML for cloud security among many factors.

The global cloud security market size is projected to grow from USD 40.7 billion in 2023 to USD 62.9 billion by 2028 at a CAGR of 9.1% during the forecast period. The retail and eCommerce industry is experiencing the highest CAGR in the cloud security market due to the increased adoption of cloud technologies for digital transformation. Data protection has become a priority, with more sensitive customer data and financial transactions being processed in the cloud. Year 2020 accelerated the shift towards online shopping, boosting the adoption of cloud technologies in this sector. To tap into this growth opportunity, cloud security providers should customize their solutions to meet the specific needs of their clients.

By type, Visibility and Risk Assessment hold the largest market size in the Cloud Security Market due to their critical role in enhancing overall cloud security. As cloud environments grow in complexity and scale, organizations face challenges in effectively identifying and managing potential security risks. By conducting thorough risk assessments, businesses can prioritize security measures, allocate resources efficiently, and proactively address potential threats. These capabilities are essential as they empower organizations to stay ahead of evolving cyber threats and maintain a robust security posture in their cloud deployments.

India actively promotes internet accessibility, driving demand for cloud security solutions. Also, policy improvements and regulatory enhancements. Moreover, unique cybersecurity risks and rising data protection awareness accelerate the demand for cloud security in the region. Furthermore, collaborative initiatives and the adoption of SASE solutions reinforce the region's position as the fastest-growing market for cloud security.

Our Wins



ICONS

> COUTURE <

EXPERIENCE

"Unlocking Untapped Potential - The Story of a Enhances Collaboration and Productivity

How We Delivered Success by providing security features of Microsoft 365 Business Premium to protect their data, devices, and users from external and internal threats"

Our client, **Stonex India**, celebrates natural marble and artists who sculpt emotions into contemporary stone art, defining a culture that resonates with timeless beauty. Stonex has evolved into a lifestyle brand guided by the philosophy of delivering enriching experiences. Our expertise in design is infused in our offerings making it more than a piece of stone, but a work of art. Established in 2001, they have an assortment of over 500 exquisite stones handpicked from

All across the world.

At Claritus, we are in the business of transformation, and we love celebrating success stories. In this edition, we proudly share the journey of how we helped **Stonex India Pvt. Ltd.** reach new heights by implementing Microsoft 365 security features.

- Enhanced Security – Oh, an absolute Yes!!** The most rewarding achievements were security, compliance and productivity outcomes. By implementing Microsoft 365 Business Premium security, we were able to secure their data, devices, applications and users from various cyber threats.
- From Splurge to Save: Navigating the Path from Expensive to Cost-Effective!** Their operational costs and complexity was reduced by moving to a single subscription-based platform that offered them the best of both worlds - the premium Office apps and the powerful Microsoft security services.
- What a Seamless Collaboration! Microsoft Teams** became the heartbeat of collaboration for our client. The integration of chat, video conferencing, and file sharing in a single platform meant that their team could work seamlessly, regardless of location or time zone. **It was a true game-changer.**
- The Ultimate Win-Win!** Our client's success story became our success story. By helping them with the ultimate security features for their organization, we were able to witness a great transformation. Claritus's mission is to deliver makeover solutions, and this case exemplifies our commitment to turning challenges into opportunities.



Gigaforce

Fortifying Business Resilience

How Microsoft Azure Information Protection and Azure RMS Transformed Gigaforce Security and Propelled Success

Our client, **Gigaforce**, delivers innovation to simplify subrogation for P/C claims executives by maximizing recoveries and preventing future losses. They simplify subrogation through intelligent automation built on decades of executive claims experience.

✚ **Achieved Unparalleled Security and Efficiency** - A Success Story Worth Celebrating

✚ At Claritus Consulting, we're thrilled to share this remarkable journey of migrating our client's workspace from Google to Microsoft 365 and implemented security posture through **Microsoft Azure**. The results were nothing short of phenomenal, not only for them but for us as well. This is the story of how a security implementation became a win-win for all.

✚ **We turn Vulnerabilities into Fortresses!** We did a successful migration with ease and reliability, without any data loss or service interruptions. The solution we deployed protected their Office 365 applications and emails with multiple levels of authentication, access rules, and device and application controls, our client's security landscape transformed dramatically.

✚ **We Streamlined their IT Management!** Efficiency was the name of the game. Microsoft Azure provided our client with a unified management and collaboration, making IT management a breeze. Their sensitive data was safe, their devices were protected, and they were in control of their digital environment.

We take pride in turning security challenges into triumphs, and we'd love to do the same for your business.

[Reach out to us today](#), and let's embark on a journey of enhanced security, efficiency, and success together.



Our New Acquisitions





Our Happy Clients

"Our collaboration with Claritus Consulting has been a delightful experience. With their expertise, managing our devices has never been smoother.

They enhanced the security by enabling Azure Information Protection and Azure RMS, our applications and enforced policies such as encryption, passcode requirements, and remote device wiping. Our systems are up-to-date and optimized for peak performance, allowing us to stay ahead.

Claritus has streamlined our operations and reduced unnecessary operational expenses. Their solutions aren't just services – they're the backbone of our efficiency".

Yogesh Kumar Gupta
Gigaforce

"Partnering with Claritus Consulting has been revolutionary for our organization. Their solutions have completely transformed our IT landscape.

Thanks to their cutting-edge technologies, our teams are now more productive than ever. High performance user experience, much streamlined workflows and seamless collaboration have propelled us forward. They provided us with an all-encompassing management framework. From infrastructure to security, everything is now under control, allowing us to focus on our core business. Remarkably, our costs have gone down using existing licenses. Their efficient solutions are delivering impressive cost savings.

We can confidently say Claritus Consulting is instrumental in our growth and success".

Amol Ahire
Stonex India



Contact Us

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Clarity | Innovation | Technology



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