

Periscope

Claritus Newsletter

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Director's Column

Mmaneesh Batra

Dear Claritians!

Wishing you all a very Happy New Year.

It brings me immense pleasure to welcome you to the very first edition of our newsletter. This marks a significant milestone in our journey, and I'm thrilled to have you join us on this exciting venture.

Claritus has always been driven by a commitment to excellence, innovation, and our community. This newsletter is an extension of that commitment – a platform where we can connect, engage, and share valuable insights and updates with each of you.

Our team has poured their dedication and passion into curating content that we believe will enrich your professional journey. From industry trends to company news and success stories, we aim to deliver a holistic experience that resonates with you.

As we embark on this new chapter, I want to express my gratitude to all our employees, clients, partners, and stakeholders. Your unwavering support has been the cornerstone of our success, and we are excited to continue growing together.

Here's to the journey ahead, filled with insights, inspiration, and connection.

Wishing you all a productive and fulfilling reading experience.

Warm Regards



Who We Are

550+ Clients | 200+ Highly Skilled Team | Pan India Presence

Since 15+ 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

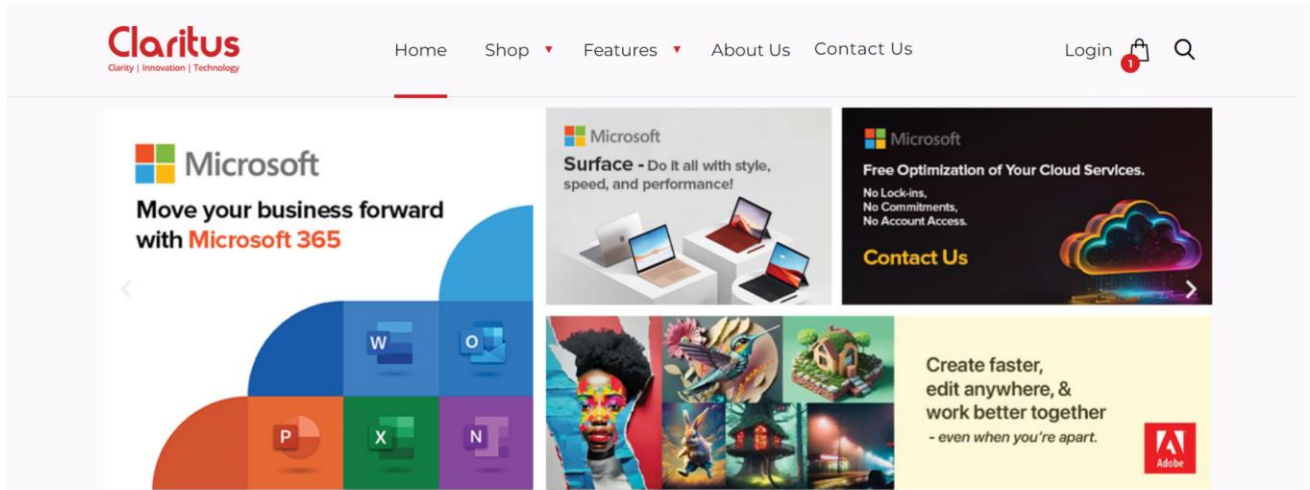
Our Business Verticals

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



BIG ANNOUNCEMENT

Our Online Store is LIVE!



Boost Productivity with Powerful Tools, All in One Place!

Microsoft Business

Bring your business ideas to life with the tools you need to create, connect, and get more done from anywhere.

MS 365 Business Basic	MS 365 Apps for Business	MS 365 Business Standard	MS 365 Business Premium
Monthly ₹ 129.60 Yearly ₹ 1,296.00 ₹ 1,283.00	Monthly ₹ 566.40 Yearly ₹ 5,664.00 ₹ 5,607.00	Monthly ₹ 696.00 Yearly ₹ 6,960.00 ₹ 6,890.00	Monthly ₹ 1,660.80 Yearly ₹ 16,608.00 ₹ 16,442.00
(Annual subscription—auto renews) GST extra as applicable	(Annual subscription—auto renews) GST extra as applicable	(Annual subscription—auto renews) GST extra as applicable	(Annual subscription—auto renews) GST extra as applicable
Buy now	Buy now	Buy now	Buy now
Try free for one month	Try free for one month	Try free for one month	Try free for one month

[VIEW ALL PRODUCTS](#)

Microsoft Enterprise

Help people and teams do their best work with the apps and experiences they rely on every day to connect, collaborate, and get work done from anywhere.

Office 365 E1	Office 365 E3	MS 365 E3	MS 365 E5
Monthly ₹ 753.60 Yearly ₹ 7,536.00 ₹ 7,461.00	Monthly ₹ 1,732.80 Yearly ₹ 17,328.00 ₹ 17,155.00	Monthly ₹ 2,712.00 Yearly ₹ 27,120.00 ₹ 26,849.00	Monthly ₹ 42,530.00 ₹ 4,253.00 Yearly ₹ 42,960.00 ₹ 42,530.00



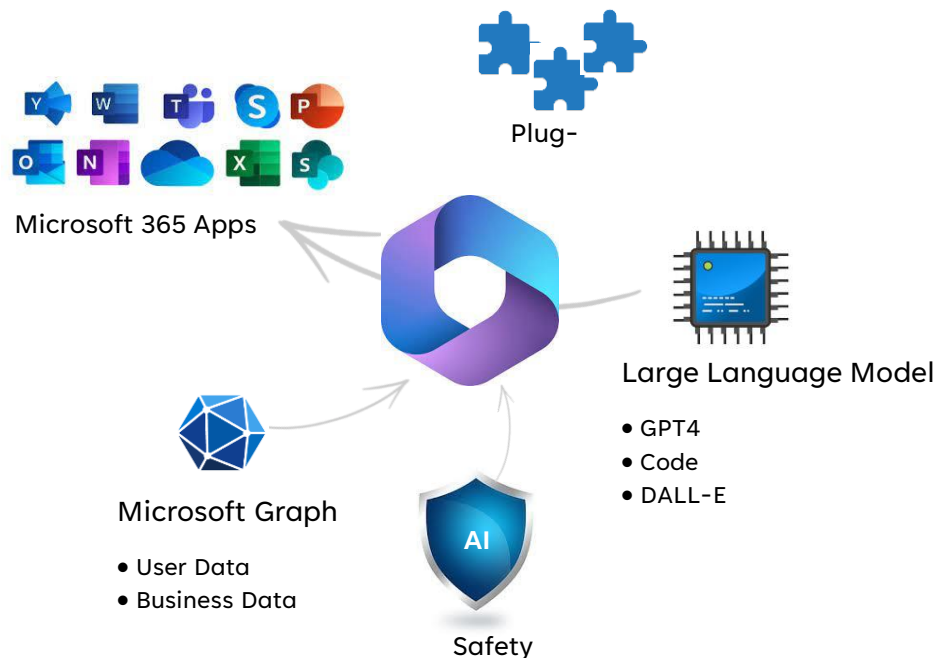
Copilot
Launching January 19, 2024

Exciting news is on the horizon, and we couldn't wait to share it with you!

Microsoft is set to launch its groundbreaking development tool and at Claritus, we are thrilled to be your trusted Solutions Partner on this transformative journey.

In today's rapidly evolving digital landscape, the ability to innovate and adapt has never been more critical. As we usher in a new era of transformation, Microsoft Copilot stands as a beacon of hope, a promise of a future where industry growth knows no bounds.

"Buddy in Code" - Unleash Your Inner Superhero | "The Digital DJ" - Beats for Better Code
"Language Babelfish" - Breaking Down Barriers | "Code Comedy Club" - Laugh and Learn





Blockchain Industry News

Blockchain Technology Market size to grow by USD 11,047.61 million

The blockchain technology market size is set to register a CAGR of 32.72% between 2022 to 2027, according to Technavio's latest market research report estimates. One of the key elements for the development and expansion of blockchain technology is venture capital funding. Besides the funding, one of the main advantages for startups working with venture capitalists is that they can access key networks and crucial resources.

Major Trend

The emergence of artificial intelligence is a major trend shaping the global blockchain technology market. There is increasing implementation of artificial intelligence with smart contracts across organizations as it helps to resolve highly complex business operations and decision-making.

Significant Challenge

The growing concern for security, privacy, and blockchain transactions may hinder the blockchain technology market growth. As the transactions on the blockchain are verified and validated by a network of nodes, it is impossible for any one group to take control of the blockchain ecosystem. Thus, blockchain technology offers decentralized control and a transparent platform, which can be prone to severe cyber security attacks.

Digital Transformation Industry 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.

Our Wins





"Unlocking Untapped Potential - The Story of a Seamless Transition: How We Delivered Success by **Migrating Google Workplace to Microsoft**"

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 **ALGO Works Technologies Pvt. Ltd.** reach new heights by seamlessly migrating from Google Workplace to Microsoft.

- ✚ **From Chaos to Cohesion!** Imagine a workplace where communication and collaboration are a breeze. We turned this vision into reality for our client by migrating them to Microsoft's productivity suite. The transformation was astounding, as disjointed workflows evolved into streamlined, unified processes; **which resulted in immediate surge in productivity.**
- ✚ **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.**
- ✚ **Enhanced Security – Oh, absolutely Yes!!** One of the most rewarding aspects of this migration was our ability to fortify our client's digital infrastructure.
- ✚ **The Ultimate Win-Win!** Our client's success story became our success story. By helping them unlock their full potential through this migration, we were not only able to witness their transformation but also solidify our position as a leading migration and digital transformation partner. Claritus's mission is to deliver transformative solutions, and this case exemplifies our commitment to turning challenges into opportunities.



Fortifying Business Resilience

How Microsoft Intune Transformed Junglee Games Security & Propelled Success

- ✦ **Achieved Unparalleled Security and Efficiency** - A Success Story Worth Celebrating
- ✦ At Claritus Consulting, we're thrilled to share this remarkable journey of transforming our client's security posture through **Microsoft Intune**. 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!** In a world brimming with cyber threats, our client's security was their utmost concern. The moment we implemented Microsoft Intune, our client's security landscape transformed dramatically.
- ✦ **We Streamlined their IT Management!** Efficiency was the name of the game. Microsoft Intune provided our client with a unified endpoint management system, 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.

Welkin

Matrix 2.0

An Exclusive Security and Co-PiLot Symposium
December 20, 2023



Claritus organized a Microsoft Security and Co-Pilot event, organized at Microsoft Office, Downtown, Gurgaon on December 20, 2023.

The Welkin-Matrix 2.0 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. Session on GAIIN had its focus on Data Analytics, Machine Learning, and Artificial Intelligence. The event was concluded by a fire-side chat with two of the industry leaders in the SMB Business Segment. There was an enthralling participation of 60 people from 50 customer organizations.

Featured Speakers and Key Topics Covered

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

Shalabh Pradhan – A Senior GTM Manager for Security at Microsoft highlighted real world examples on Security concerns across industries.

Nitin Asthana – A seasoned Technical Specialist – Data & AI at SMC Markets at Microsoft, emphasized on the power of GenAI for SMBs to boost productivity and efficiencies in their day to day errands.

Anjita Lal – A GTM leader of modern work solutions for India & South Asia at Microsoft talked about how Microsoft will be in the forefront to enable customers with the Next GenAI solutions. She focussed on the productivity fuelled by Co-Pilot where an AI based application can help accomplishing day to day work activities in a much simpler and swift way.

Anurup Singhal – From the leadership team of Microsoft, Anurup moderated the fire-side chat where he stitched together thoughts and sparking visionary dialogues.

Highlights

1. Surface Device Demo at the event hall for all the participants.
2. In-depth discussions on proactive security measures and the fusion of AI with security protocols.
3. Networking sessions fostered meaningful connections among attendees, paving the way for future collaborations.



Our Clients





Our Happy Clients

It has been a pleasure working with Claritus Consulting. Their team and solutions are quick and effective. Their experts streamlined our recent migration process. Our multiple domains were consolidated under one, user management is centralised, and we experience seamless collaboration across projects. Claritus is more than a technology builder, they are partners to grow our business.”

Pankaj Singh
Central Park

Our collaboration with Claritus Consulting has been a delightful experience. With their expertise, managing our devices has never been smoother. From deployment to updates, it's all seamless.

They enhanced the security by enabling Intune in 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.

Their remote management solutions have bridged the gap between our teams, regardless of location. It's efficiency at its finest. They have also taken the complexity out of compliance. Their reporting tools keep us on track and stress-free. Claritus has streamlined our operations and reduced unnecessary operational expenses.

Their solutions aren't just services – they're the backbone of our efficiency.”

Gautam Narayan
AZB Partners



Contact Us

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Clarity | Innovation | Technology



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