XCCELERATE 2024

TRANSFORMATIVE TECH IN FOCUS
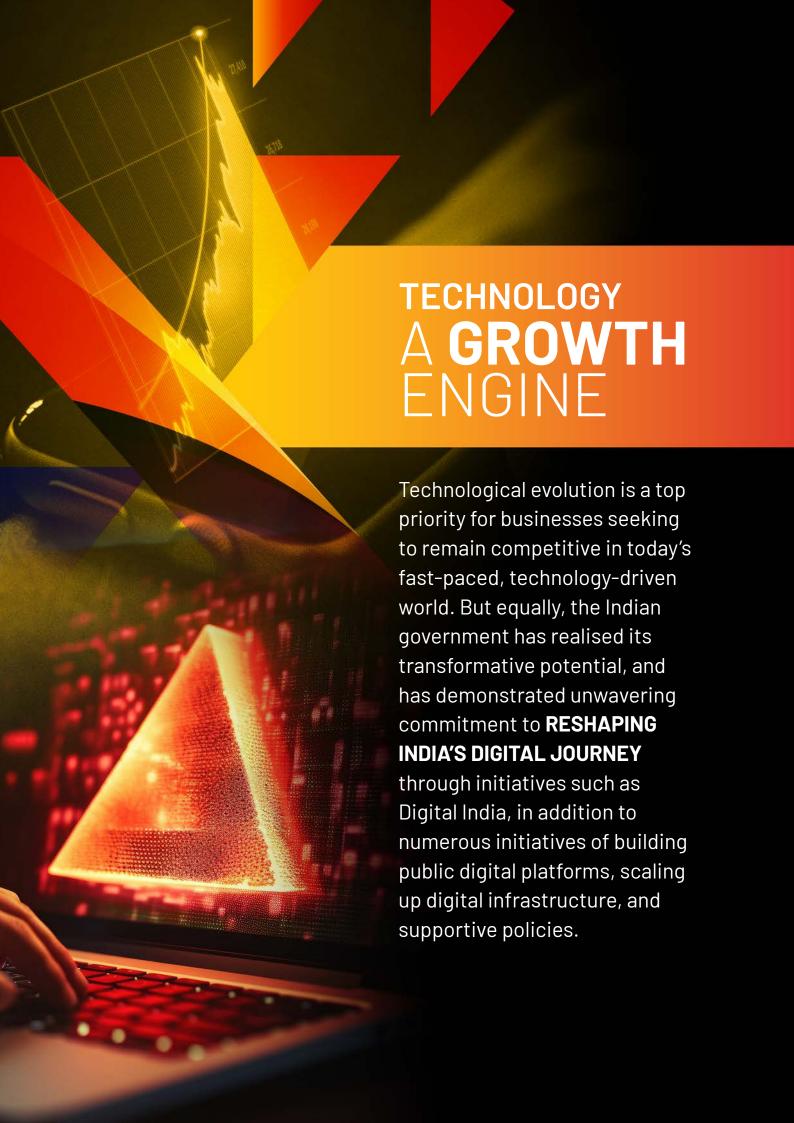
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25TH APRIL 2024

THE WESTIN MUMBAI GARDEN CITY

TECHNOLOGY
A **GROWTH** ENGINE

Technological evolution is a top priority for businesses seeking to remain competitive in today's fast-paced, technology-driven world. But equally, the Indian government has realised its transformative potential, and has demonstrated unwavering commitment to **RESHAPING INDIA'S DIGITAL JOURNEY** through initiatives such as Digital India, in addition to numerous initiatives of building public digital platforms, scaling up digital infrastructure, and supportive policies.

$245Bn

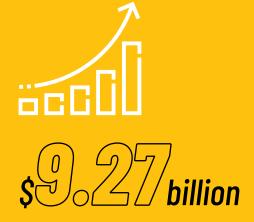The revenue of **INDIA'S TECHNOLOGY** industry in FY2023 (8.4% y-o-y growth) – *NASSCOM report*

These initiatives have laid the groundwork for Indian companies for technology adoption. The uptake of advanced technologies such as **DATA ANALYTICS, BIG DATA, ARTIFICIAL INTELLIGENCE (AI), MACHINE LEARNING, IOT,** and others is on the rise. In response to the evolving business needs and an unprecedented demand for enhanced capabilities in data storage and processing, organisations are reassessing their IT infrastructure priorities. Enterprises are exploring innovative methods to modernize their current infrastructure, recognising that incorporate these cutting - edge technologies, development of new AI models, demand a distinct level of computing power. Consequently, there has been a notable expansion of data centers and a widespread adoption of cloud.

$881 *million*

The figure India's AI investments are expected to reach in FY2023 - **31.8%** CAGR, as per NASSCOM's latest AI adoption index

$9.27 *billion*

The estimated market size of data center businesses in India by 2027, with a CAGR of **5.84%**

$310- $380 *billion*

The value-add from cloud to **India's GDP** by 2026, as per a *NASSCOM report.* This represents 8% of GDP

Furthermore, as the technology landscape continues to evolve, businesses must stay informed about the latest cybersecurity practices, invest in robust security measures, ensure data security and privacy, and collaborate with reliable cloud service providers to ensure a secure and resilient cloud infrastructure.

CAPTURING TECH'S FULL VALUE

₹17.9 *crore*

The average cost of a **DATA BREACH** in India in 2023, according to IBM. This is a **28%** increase since 2020.

Faced with a slew of opportunities and challenges, leaders must strategically invest in emerging technologies and fortify existing structures as well. Seen together, businesses must develop a comprehensive strategy that involves identifying business goals, evaluating data needs, establishing data governance policies, and selecting the appropriate technology to fit their unique use cases.

With tech leaders at the forefront of driving business growth, **Team Marksmen Network** takes pride in orchestrating a platform that assembles experts spanning the entire technology spectrum across various industries in April 2024. The inaugural edition of **XCCELERATE 2024** guarantees a day filled with enriching insights, featuring multiple tracks that delve into the key facets of the current landscape of the Indian Tech Industry.

KEY HIGHLIGHTS

15+
KNOWLEDGE SESSIONS & CASE STUDIES

30+
INDUSTRY SPEAKERS

80+
BRAND PARTICIPATIONS

200+
DELEGATES

WHY ATTEND?

Discover **CUTTING-EDGE** technology trends and their business implications.

Explore highly effective **DIGITAL TRANSFORMATION** strategies

Gain insights from prominent **TECHNOLOGY EXPERTS** spanning various industries

Network and share insights with **PEERS IN THE INDUSTRY**

Interact with **NEXT-GENERATION TECHNOLOGY** service providers

WHO WILL ATTEND?

- CIO's, CTO's, CISO's, Chief Digital Officers, Chief Strategy Officers

- President / Senior Vice President / Vice President / Assistant Vice President / Director / Heads of

- Digital Transformation

- Information Technology

- IT Infrastructure Operations

- Data and Cyber Security

- Data Analytics

- DevOps and DevSecOps

INDUSTRIES COVERED

Banking, Financial Services & Insurance (BFSI)	Manufacturing
Consumer Goods (FMCG)	Construction & Infrastructure
Telecommunication	Education
Healthcare	Hospitality
Business Services	Automobile & Auto Components
Logistics & Transport	Mining
Electronics	Aviation
Retail & E-commerce	Travel & Tourism
& more.....	

AGENDA *AT A GLANCE*

02:00pm	Registrations
02:45pm	Welcome Address
02:50pm	Opening Remarks
03:00pm	**Keynote Address:** **A C-suite Perspective: Strategies to create digital innovation in your organisation**
03:15pm	Presenting Partner Session
03:35pm	**Panel Discussion:** **Designing a successful digital transformation strategy for your business** In the rapidly evolving digital age, organizations face the imperative to embrace a significant transformation to remain relevant and competitive. This is where digital transformation (DTX) becomes instrumental. This session delves into the intricacies of the DTX journey and crucial aspects that leaders must consider to successfully navigate this dynamic landscape. We bring together tech leaders from across industries to share insights into: • The current technology landscape as well as strategies to identify and avoid potential pitfalls that frequently accompany digital transformation programmes. • What changes do the leaders need to make to ensure that their organisation's DTX journey would lend a much-needed competitive edge. • Strategies for seamlessly aligning technology with overarching business objective. • Technology areas like AI, Machine Learning, IoT that the leaders are investing in today to advance their DTX efforts? Join us to gain a comprehensive understanding of the technology areas currently driving digital transformation efforts and explore the top priorities shaping the strategies of tech leaders today.
04:30pm	Evening Refreshments and Networking
05:15pm	Co-presenting Partner Session
05:30pm	**Case Study:** **Mastering cyber resilience: Navigating the advanced cyber threat landscape** With the rapid advancement of cyber threat sophistication, organizations find themselves grappling to strengthen their digital defenses. Recent reports highlight that fewer than 40% of organizations are adequately prepared to address emerging cyber risks. Advent of technologies like artificial intelligence, cloud computing, IoT has expanded the attack surfaces, presenting additional challenges for organizations in safeguarding their assets. This session will focus on: • The imperative of establishing resilient defense mechanisms • Approaches for fortifying the cybersecurity framework. • Proactive measures to identify and mitigate potential risks and vulnerabilities. • Utilizing advanced security technologies, including XDR's, API security solutions and cloud security tools, to prevent such attacks. • The importance of embracing a Zero Trust strategy
05:45pm	Co-powered By Partner Session

This is a draft agenda and is subject to changes

06:00pm	**Fire-side Chat Session:** **Leveraging artificial intelligence for superior CX** In the ever-evolving landscape of customer-centricity, Artificial Intelligence (AI) emerges as a catalytic force, fundamentally reshaping the dimensions of Customer Experience (CX). This session is a deep dive into the strategic implementation of AI, unravelling its transformative potential in enhancing customer interactions and fostering competitive advantages. We will also delve into how Gen AI supports personalization efforts and improves customer support. This session also touch upon ethical considerations surrounding AI, its limitations, and strategies for leaders to derive business value from AI.
06:30pm	Co-powered By Partner Session
06:45pm	**Fire-side Chat Session:** **Data and Analytics: Creating a digital first organization** For most organizations, data, diverse in size and formats, remains scattered and isolated in silos. Adding to this, the advent of Web 2.0 also witnessed an explosion of user-generated data across social platforms, ranging from audio and video to images and beyond. The challenge posed by vast amounts of unstructured data presents a formidable challenge for decision-makers with respect to analysing it and thereby gain a comprehensive perspective. In this session we will explore: • How has the data and analytics landscape of India evolved? • What are the top challenges CDOs and their teams face? • Implementable strategies to streamline data and extract valuable insights. • How leading organizations are reshaping current analytics ecosystems to fully leverage the capabilities of emerging technologies? Additionally, we investigate the reasons behind leaders finding data-driven decision-making challenging and emphasize the significance of fostering a data-driven culture.
07:15pm	Category Partner Session
07:30pm	**Panel Discussion:** **Modernizing the IT Infrastructure: Decoding the why, when and how?** As organizations intensify their commitment to digital transformation, tech leaders recognize the pivotal role played by their IT infrastructure. The presence of outdated legacy systems poses a significant obstacle when deploying advanced technologies, making the modernization of IT infrastructure a strategic priority. While businesses increasingly depend on integrated compute, network, and data platforms to deliver exceptional experiences, the challenge lies in crafting a data infrastructure that seamlessly integrates, prioritizes security, and operates with a software-driven approach, all while ensuring business continuity. In this discussion, leaders will discuss strategic approaches to surmount the challenges associated with legacy infrastructure. What are the business and IT imperatives for modernizing the data infrastructure? How will it impact organisation's agility and scalability while eliminating data silos. What are the factors that need to be taken into consideration while you decide to modernize your IT infrastructure?
08:15pm	End of Conference and Entertainment Gig
09:00pm	Cocktails and Dinner

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TRACK *WISE* SESSIONS

DATA INFRASTRUCTURE

Significance of advanced data infrastructure takes center stage amid the rise of digitalization, increasing data consumption driven by widespread smartphone usage, and the incorporation of transformative technologies like IoT and AI. This underscores its essential contribution in addressing the needs of a dynamic and digitally driven business landscape. This track will unite end-users and service providers from diverse industries within the digital infrastructure ecosystem.

3:00pm – 3:15pm	**THOUGHT LEADERSHIP SESSION**
3:15pm – 4:00pm	**PANEL SESSION:** **Building a resilient and future ready data infrastructure** - Keeping pace with high performance computing demands - Creating a flexible and scalable infrastructure - Overcoming challenges of data migration from on prem data centers to cloud

CYBERSECURITY

In the context of a rapidly evolving digital landscape, where technology is inseparable from businesses, the significance of cybersecurity cannot be emphasized enough. It encompasses the implementation of resilient measures, protocols, and cutting-edge technologies aimed at safeguarding computer systems, networks, and data from potential threats. Covering topics ranging from Zero Trust to identity management and threat response, this track provides a thorough exploration of the contemporary challenges and innovations shaping the cybersecurity landscape.

3:00pm – 3:15pm	**THOUGHT LEADERSHIP SESSION**
3:15pm – 4:00pm	**PANEL SESSION:** **Securing data in hybrid environment** - How can security leaders seamlessly manage risk with mission-critical workloads running on both on-premises data centers and in the cloud? - Importance of developing Zero trust approach - AI tools that enable data protection against complex threats

CLOUD COMPUTING

Organizations are progressively embracing a cloud-first strategy, acknowledging its capacity to improve scalability, flexibility, and efficiency. To make informed decisions, leaders must evaluate diverse architectures, encompassing hybrid, multi-cloud, and edge, necessitating a thorough comprehension of their implications and applications. This track is designed to delve into various cloud technologies and solutions, strategies for efficient cloud spend management, and approaches to fully utilise the potential of cloud computing.

4:00pm – 4:15pm	**THOUGHT LEADERSHIP SESSION**
4:15pm – 5:00pm	**PANEL SESSION:** **Managing complexities of multi-cloud strategy**

- Ways to create a well-defined multi-cloud strategy, including workload placement, resource optimization.
- Overcoming challenges of interoperability
- Prioritizing cost optimization while selecting the right cloud solutions

DEVOPS AND DEVSEC OPS

With a growing shift of responsibilities towards the development team, the significance of embracing effective DevOps practices becomes increasingly pronounced. This track will delve into the latest advancements in automated testing, reporting, and deployment. Moreover, we will explore and establish best practices for integrating security (DevSecOps), adopting infrastructure as code, and implementing organizational change management.

4:00pm – 4:15pm	**THOUGHT LEADERSHIP SESSION**
4:15pm – 5:00pm	**PANEL SESSION:** **Creating robust and secure application through devOps centric security**

- DevOps Automation strategies and challenges
- What do you see as a shift (cultural & technological) in DevOps in this era of rapid transformation?
- What are the biggest implementation challenges for DevSevOps?

ABOUT
TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

Team Marksmen has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.
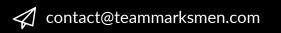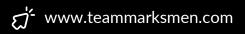
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LETS **DISCUSS !!**

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