DISTRIBUTOR OF THE QUARTER

Magnum Core

- **Partner**

  Magnum Core

- **Location**

  Bengaluru, Karnataka.

- **Demonstrated Strengths**
  - *Deep penetration of the geography; terrific distribution across the state - from cities to small districts and towns.*

magnumcore

Magnum Core is a value-added distributor for Information Technology and Audio-Video products. It is totally channel-focused and operates across Karnataka. Magnum provides many value additions to resellers like pre-sales, demos, installation, and training support through its technical services; it also offers schemes and generously shares customer leads.

Quantum and Magnum Core share the common vision of channel-centric approach.

"We have been associated with Quantum for over six months and are very happy with the technology advantage they offer in the wireless solutions space; reliable support and good quality of products is the hallmark. Quantum and Magnum Core share a common vision of channel-centric approach and that really helps us in our growth toward a bright future," says Ajay Kalro of Magnum Core.

Two challenging years helping people remain connected.

This is our anniversary issue

350+ Delighted Customers.

Education   Hospitality   Co-Working   Retail   Healthcare   Enterprise

Quantum was launched on April 10, 2019. While discussing why we were launching a new brand in a rather red (pink?) ocean, the founders had an interesting viewpoint – ' ...to better what is good'. It was a line that left most of us bewildered. Two years now and we realize that profound statements aren't always apprehended immediately.

When we entered the market, we had test-sold a few products, shaken hands with some partners, impressed a couple biggies - who did not buy - with our tech, and started to build a team that was more curious than excited.

Our marketing team was given an impossible date to get-set-go, the production guys were working and cursing at the same time, and sales was trying to keep up with launch presentations.

At the launch venue, there was more trepidation than confidence and the entire team was trying to spit and polish all it saw, and sometimes twice over!

As the world faces Covid, we pledge our commitment to fighting it with you - shoulder to shoulder.

There was a lot of styling gel, freshly laundered attire, and closely shaved/made-up skin. The rehearsals for the presentation/s were way too many for comfort and there were backups of backups!

In sum, it was organized chaos!

350+ happy customers and we are known by name. In addition, Quantum spawned at least six sub-brands to add to its pedigreed stable. We have made inroads into Africa and the Middle East and if it were not for the sledgehammer onslaught of the virus, we would have continued to acquire distribution centres in other parts of the world as well. But then, we should have some newsworthy stuff for our third anniversary as well, right?

To all our distributors and partners, we can say with much confidence - we did not know what we thought was hope was actually a promise: to better what is good. We know we will continue to grow and you will be our partners in progress; we know we will stay the course of innovation with your feedback and suggestions, and we know we will honour the promises we make and rectify quickly the glitches, if any.

Here's a toast to Quantum – Happy birthday champ! Shine!

Taking connectivity to the next level in today's remote work spaces.

Quantum SD-WAN   Launching *May 20th 2021*

QUANTUM UnGriD The New Connective   Launching *May 26th 2021*

The lighter side of a world in distress.

The Plain Folk and Technology

For many decades now I have been as much a consumer of Internet and allied services as most others on this planet. I admit that since I am not an engineer, nor interested in engineering in any form, I have always wondered that does developing technology ever concern people like me or is it usually geared to businesses? Do we – the individual consumer – feature prominently on the drawing boards of technology organizations?

Bytes, Megabytes, Gigabytes, Modems, Access Points, Servers, Switches …the list is endless and the terminology requires a dictionary of its own. I know there is Wi-Fi. I know Wi-Fi allows me to access Google. Google allows me to access all kinds of informational, pleasurable, delightful, knowledgeable, more pleasurable, and then some, content on the Net.

I also know that I have a modem whose three lights should be shining bright. If they don't, I will not be able to open my favourite (ahem! ahem!) websites. And if they are not lit up, the only way to correct this is to switch off the main switch, count to thirty and switch it all on again. This is how technically qualified I am. Anything more, I must call my local service provider, who usually manages to tackle this issue on the phone itself. If this happens in the night, I call the US – my friend is a tech-head and leads a multibillion-dollar company in Silicon Valley. Yes. I call him to ask "What am I supposed to do?" I am certain he rolls his eyes, takes a sip of his caaffee, and a deep breath, then slowly attempts to answer my question. He does so because we've been friends since we could not spell tech!

In sum, I am the plain guy next door who knows as much about Wi-Fi as you know about hieroglyphs! And thus my appeal to the tech industry: c'mon guys, think about folks like us. I mean, at least start thinking about us. Give us idiot-proof instructions that will help us to read today's news online or watch Netflix in peace. Don't slam us with jargon that sounds like Martian! We simply don't get it.

Some tech team was busy doing some Wi-Fi work in my office when I happened to mention to the sales guy there that if it were possible, could I get a gizmo so I could access good Wi-Fi in my bathroom (at home) as well. He looked at me as if I were offering him a bottle of rare whisky.

"Which AP do you have in your house?"
"AP? What AP?"

"Access Point. Hmmm …I mean, uh, never mind, you have a box that has lights blinking? Modem?"
"Of course I have modem, sure!" I answered excitedly because that is the only tech word I understand.
"Okay. Good. So, we can install a better one. We can give you one like we are installing here in your offices …"
"Wow! So, I can get free films and music to download?"
"No. I am not talking about content, sir. I will ensure that you have access to Wi-Fi all over your house without loss of speed."
"Splendid. So I can sit in my friend's balcony and access my Net?"

"Friend's balcony? How far is he from your house?"
"Three buildings away – that's all!"

"No. That's like another location. I will be able to make YOUR locational Wi-Fi better but it has a range. You never said anything about your friend's …"
"But my friend's house is almost like my own."
"But that is another place. Three buildings …"
"Oh come on, then give me something that LETS ME TAKE MY WI-FI THERE."

"Sir, please understand, I am trying to offer you a solution for your apartment."

"What about the pool? Can I sit near my pool and access …"

"Where is your pool?"

"16 floors down."

"Sir, with due respect, you have to give me a list places you want to access your Wi-Fi so I can figure out a product and placement plan."

"Hmmmm …just my apartment, the club house, the pool, Jayant's apartment …"

I don't know what I said that made him jump off the sixth floor window. I thought it was just a normal, intelligent conversation.

You get my point? Just make things simple for us plain folk. When I ask you for good Wi-Fi, just give me good Wi-Fi. Don't talk about the difference between a service provider and a solutions company. Don't explain what your AP can do and what it can't. All I want is Wi-Fi in my bathroom. And Jayant's balcony. And the poolside too. And gym. That's all.

- Mukund Prajapati

Welcome to the Age of Mandatory Network Connectivity!

The current financial year started off with Covid at its peak. And while work-from-home was considered an option earlier, it has now become almost mandatory. Besides, employees have an added 'burden' of collaborating with branch offices as well as customers and suppliers – all of this has made the world go digital, and that too with urgency.

It is only natural that IT managers are challenged to support this shift: providing rapid cost-effective solutions to offer employees access to network resources they need to work from home. Monitoring their network connectivity and network resources is a daunting task. At Quantum, we understand the fast-paced changes that have to come from OEMs. In keeping with the times, we have released an updated version of Quantum SD-WAN solutions. Some of the key features delivered are:

- Increased per port throughput for employees and branches to subscribe to higher Internet bandwidth and work productively.

- Effective identification and blocking of traffic per application; permit only critical applications.

- Per application traffic-shaping. Provision of higher bandwidth for critical applications.

- Bandwidth bonding in VPN using multiple ISP.

- Native support for QN-UNGrid for access to resources without Fixed IP addresses.

We are understanding the needs of our customers and constantly innovating on the features desired by our customers. Please check our website for ongoing innovations and features we release from time to time.