Leader’s Perspective
Managing the Challenges of Globalization
-By Dr. Neha Jain

Opinion
Multi Cloud: The Future of IT Transformation

Tech Trends
Top Trends of Data Science

Editor’s Pick
Video Conferencing: A Boon amid Lockdown

Ruslan Desyatnikov
Founder & CEO, QA Mentor Inc.

Delivering High Quality and Innovative Software Testing services
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Editorial

The Influence of Perceived Brand Quality

Consumers are constantly evaluating the product. Mediocre experiences influence their perception of the brand and their likelihood of recommending from that brand yet again. Most of the businesses won’t prosper because they can’t build customer trust. If your brand fails to make a deeper connection with prospective buyers, you are lost in a competition. And those who gain the confidence and loyalty of buyers are able to do more with their business.

Today, the topmost goal of any company is the need to create and deliver high-quality products. To compete in today’s fast-paced markets, every company, no matter their size, must make quality a priority. And to achieve the desired result, you need someone who has the skill set necessary to move the product to the finish line and guarantee an excellent product as the end result. Here QA tester plays a vital role.

Companies need to improve processes and standards on a periodic basis. Specially, on the quality of product/service that they are providing to the customers during or after implementation of software.

In an increasingly digital world, the importance of software testing and quality assurance is of high value in a reliable software development. Both of the processes improves the whole process and make sure superior quality to the product. Also, it minimizes maintenance costs and gets better usability and enhanced functionality.

The Leaders Globe Media, has curated a list of ‘The 10 Best Quality Assurance & Software Testing Disruptors 2020’, based on performance indicators such as testing quality, total experience in testing domain, support provided, and others. This list of best QA testing companies have experienced and committed QAs. They use the proven best practices that deliver immediate results for faster updates, hence give better user experience and further advancement to the next level of computing. We hope this issue will help you in choosing the right partner for your company.

— Sonal Burghate
Cover Story

**QA Mentor:**
Delivering High Quality and Innovative Software Testing services

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**Editor’s Pick**
Video Conferencing: A Boon amid Lockdown

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**Eurostop:**
Modern and Efficient Stock Control Software and EPOS Systems

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**Leader’s Perspective**
Managing the Challenges of Globalization

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ISU Corp: Proffering Splendid Custom Software Development Services

Opinion
Multi Cloud: The Future of IT Transformation

Ubertesters: Succoring Organizations to Launch Digital Products Confidently

Tech Trends
Top Trends of Data Science
QA Mentor: Delivering High Quality and Innovative Software Testing services

“QA Mentor’s primary mission is to help establish cost-effective quality frameworks with the goal of facilitating the overall success of our clients.”

Ruslan Desyatnikov
Founder & CEO, QA Mentor Inc.
“QA Mentor offers unique, cost-effective, and on-demand services for companies across all business sectors including e-Commerce, eLearning, financial and banking, gaming, healthcare, media and entertainment, mobile and wireless, social media and web and travel and leisure.”

- Ruslan Desyatnikov
  Founder & CEO, QA Mentor Inc.

‘Quality at speed’ turned into the latest catchphrase of the year in the testing realm. Today, COVID-19 has disrupted daily life with the exponential spread of coronavirus. Infections continue to rise rapidly and more than a billion people are quarantine. However, preventive measures have been taken to slow the spread of this virus.

And yet a few companies have emerged stronger from the crisis than they went in. Many companies are finding new ways to work and perform business with the goal is to keep both employees and customers safe.

QA Mentor is one among those trusted companies that have made a concerted effort to do well in the face of the coronavirus.

New York-based QA Mentor, Inc. provides on-demand services, which allow its customers to experience a quick turnaround time on test design and test cases execution in a matter of just a few days. Making progress with the pace of the technological revolution, the 2010 Incepted firm has also been recognized with multifarious awards as a result of its deep commitment towards clients, employees, and supporters around the globe. One of its biggest achievements is winning the prestigious “Leading Vendor Award” at the “European Software Testing Awards 2017.” Moreover, QA Mentor has also been appraised by CMMI Level 3, which is an indicator of its disciplined processes.

QA Mentor has a strong global presence with operations across entire globe with 12 testing operation centers in United States, United Kingdom, France, Romania, Ukraine, India, Tunisia and Thailand.

The Most Comprehensive QA Testing Offerings and Solutions

QA Mentor has established a Business Process Management & Assurance Unit with four innovative services. The company provides the most comprehensive QA Testing offerings and solutions - 32 unique service offerings - to their 437 clients worldwide. The four innovative services include unique propositions such as Business Analysis & Requirements Engineering, Business Assurance Testing, Business Analysis Center of Excellence Establishment, Business Analysis Recruitment and Staffing Services.

“We saw a huge gap across the board in many organizations, starting with poorly documented business requirements, functional requirements, solution documents, user stories, wireframes and prototypes. No matter how hard we try to fix the requirements problems by applying our own static testing methodology and methods to identify issues and gaps in the requirements up front, it still slows down the requirements gathering process due to multiple fixes, additions and revisions of requirements. That in turn delays the design & development phases due to incomplete requirements and eventually causes poor feature implementation that led to customer dissatisfaction. For that reason, we have integrated Business Analysis & Requirements Engineering into the overall Software Test Life Cycle and put Business Analysis &
Requirements Engineering function under the umbrella of Testing Services. We are the first Independent Software Testing company that utilized this methodology and approach. With full ownership and responsibility of the requirements gathering piece, we made that piece perfect and complete. Our development team is able to take a complete set of requirements and start design and coding without guessing. This provides benefits not only in the requirements gathering phase but in the entire testing phase as our own business analysts work side by side with our QA Analysts and Engineers to build a complete understanding of the business rules behind any given application. Our Business Analysts create requirements using our proprietary templates which can also be used for quick and easy test case generation based on complete, accurate and testable requirements. This creates complete traceability to ensure that not a single line of the requirements document is missed. This is a completely new QA method of achieving and baking quality from the requirements gathering phase that is controlled by the QA Team according to QA Mentor Methodology,” said Founder and CEO of QA Mentor Ruslan Desyatnikov.

**Business Essential Software Testing (BEST), an Unmatched Framework**

The company assures that these services will bring upon a paradigm shift in the traditional software testing approach. ‘Quality’ is at the core of everything they do. According to the company, its proprietary ‘Business Essential Software Testing (BEST)’ framework is a never seen before approach that will not only improve the quality of the end product multifold but will also tremendously reduce defect leakage and help fix the cost for their customers. Until now, QA teams were considered gatekeepers to production, or go live phase, and responsible for just the Testing phase of the SDLC, but with their unique services offerings, frameworks, tools & templates, they’ll be able to tightly control the quality right from the requirement gathering phase. This essentially means that their QA and BA teams will now be spread across the SDLC in a true sense and not just restricted to the Testing phase. These new unique services are a testament to QA Mentor’s belief in innovation, continuous improvement and quality first approach.
Our unique QA methodologies and ‘Shift-left’ strategies guarantee minimal defect leakage and impressive ROI

- Ruslan Desyatnikov
  Founder & CEO, QA Mentor Inc.

Unstructured or zero project documentation is a big threat to the quality of a deliverable. QA Mentor address this with the new ‘Business Analysis and Requirement Engineering Services’. QA Mentor’s group of seasoned Business Analysts will take care of all your Business Analysis & Requirement Engineering needs. QA Mentor will help you analyze your business problem and work with you to derive, define, document, and manage the Business Requirements.

With QA Mentor’s innovative and proprietary ‘Business Essential Software Testing (BEST) Framework’, QA Mentor introduces the ‘Business Assurance Testing’ services. Following this methodology ensures a tight coupling between the BA & QA teams and introduces the concept of QA-BA pair testing. The idea here is to perform extensive Business or Customer focused testing instead of just functional testing during the testing phase.

‘BA CoE Establishment Services’
‘BA CoE Establishment Services’ is another service QA Mentor is offering which will take your BA process to next level by helping you to standardize the entire Business Analysis by defining KPIs, tools & templates and creating reusable assets. QA Mentor will walk you through all the necessary steps and guide you along the way.

Last but not the lease, hiring Quality Assurance Professionals is time consuming. QA Mentor’s ‘Recruitment & Staffing Services’ have 99.9% success rate with their unique candidate screening & hiring process. They have access to over 3000 pre-screened candidates.

Ruslan Desyatnikov, Inspirational Leadership behind the Brand
Ruslan Desyatnikov, Founder and CEO at QA Mentor Inc, has been recognized by Marquis Who’s Who Top Executives for dedication, achievements, and leadership in the fields of quality assurance and software testing.

Mr. Desyatnikov received a Bachelor of Arts in Computer Information Systems from Baruch College in 1998, an Associate Certificate in Project Management from The George Washington University in 2004, and a Master of Business Administration in Technology Management from the University of Phoenix in 2005. Mr. Desyatnikov earns multiple Professional Certifications in Testing and Project Management. He has written and published many articles and QA blogs in various International magazines.

Mr. Desyatnikov founded QA Mentor in 2010, which became multi-awards winning CMMI appraised, and ISO certified leading testing company which supports 437 clients ranging from Fortune 500 companies to start up in 27 countries worldwide. With over 23 years of Quality Assurance, Testing, Quality Control, QA Audit, Process Improvement, Agile/DevOps and QA Transformation experience Mr. Desyatnikov sharing his knowledge and experience with global testing community through his Linkedin posts and interactions, workshops, seminars, training sessions and e-learning material. Mr. Desyatnikov worked as a QA Analyst for UNICAST, then started as a senior lead QA analyst at Solbright Digital Solutions. From 2000 to 2002, he
worked as a QA consultant and advisor for Digital Edge, and from 2002 to 2006 he served as the global test manager for HSBC Bank where he led 150+ global testers operation. He transitioned to a role with Sterling Infosystems Inc. as the director and vice president of global QA & testing, and worked for Citi Bank from 2012 to 2015 as Global Head of Testing in Worldlink technology.

For his professional QA endeavors, Mr. Desyatnikov has received multiple awards and recognitions. In 2017, he received a prestigious Leading Vendor Award from the European Software Testing Awards in London, and his company was named one of the TOP 10 QA Testing Companies by Technology Widgets Magazine and CIO Review Magazine. In 2018, he was named one of the 30 Most Daring CEOs in Business by Insight Success Magazine and one of the 30 Most Creative CEOs by Mirror Review Magazine. In 2019, QA Mentor was named one of the TOP Software Testing Company by Clutch and GoodFirms research companies and one of the 10 Most Advanced QA Companies by Mirror Review Magazine. Mr. Desyatnikov attributes his success to hard work, motivation, and discipline. He advises aspiring professionals not to give up if they should fall—but rather to stand up, keep going, follow your dreams, and keep looking forward.

Mr. Desyatnikov’s goal is to grow the company into the number one Software Testing Company in the world and grow his company to 1000 employee’s organization.

It’s hard to find good news in the current pandemic. But, from the software testing perspective at least, there’s some consolation. Whether you’re facing unprecedented time-to-market pressure or extreme cost pressure, QA Mentor will help you with their unique strategies.
Advise to Nextgen Business Leaders
“Take responsibility for each and every decision that you take. Be disciplined, it’s very important to be disciplined to follow the strategy and methodology and approach and not to deviate from the established methodologies.”

“Encourage your team members to collaborate and work on tasks and projects together, whenever you see things are not getting done properly. Give them the space to perform and support them with whatever they need to make them even better. I feel praise is a powerful motivator to get them into the quality work. It increases their productivity, get loyalty and high satisfaction from customers.”
He further adds, “Be confident and don’t be afraid to start your own business. First, plan your business then identify opportunities and challenges and react accordingly. Don’t wait too long, strategies and tips will help you make smart decisions with a good investment. I regret that I started it too late. I thought that I need to gain more knowledge, more experience, and so it wasn’t until after 10 years that I finally decided to open my own company. So, I feel do not wait for the best day to start your business. You’ll learn as you go, we never stop learning, and it’s not possible to know everything. You will be learning until your retirement. The fear of success is based on the worry, so, you have to jump in without worry and without fear. And always believe in and follow your dreams because success depends on only you. If you want to achieve excellence, you might face many challenges and difficulties as you pursue your dream. So, you must be willing to take risks and step out of your comfort. Be brave to accept the failure. Failure is just another step on the ladder to success. Success in business — is all about sacrifice, teamwork, adaptation, and maintaining a positive mental attitude in spite of chaotic conditions unfolding around you.”

Milestones Achieved
QA has achieved several significant milestones. Its accelerated growth and success was recognized globally by multiple magazines and publications. Some of the major awards and recognitions in 2017 include the following:
- Leading Vendor Award by Software Testing Awards in London
- TOP 10 QA Testing Companies by Technology Widgets Magazine
- Company of The Year by The Technology HeadLines Magazine
- 20 Most Promising Testing Solution Providers by CIO Review Magazine
- Innovation & Excellence Award by Corporate LiveWire Magazine
- Best Software Quality Assurance Provider - USA by Global 100 Awards
- Best Software Testing Services Provider North East USA & Excellence Award for Audit Services by TMT News Magazine
- Game Changer Award by FinanceMonthly
- DealMaker of the Year award by CV Magazine
- CEO Awards by FinanceMonthly
- 20 Most Promising QA/Testing Providers by SiliconIndia magazine

"Our proprietary ‘Business Essential Software Testing (BEST)’ framework is a never seen before approach that will not only improve the quality of the end product multifold but will also tremendously reduce defect leakage and help fix the cost for their customers"

- Ruslan Desyatnikov
  Founder & CEO, QA Mentor Inc.

[Image of a certificate or award]
Editor’s Pick

Video Conferencing: A Boon amid Lockdown

There is hardly any place in the world that has not affected by the brutality of the Covid-19 pandemic. To comprehend the pandemic, many nations and governments around the world has enforced a lockdown, restricting the gatherings and the movement of people. Lockdown has multiple consequences, which further stretch the troubles for a various sector such as education sector, manufacturing company, Energy Company, hospitals, security.

Video conferencing help to improve face to face communication and collaboration. According to a recent survey amid businesses in North America, 58 percent are awaited to evaluate video applications. Uses of video conferencing in different sectors
• Cloud based video conferencing improved collaboration and access for distance learning
• Because of video conferencing team members were allow to meet face to face, reduce travel time and cost.
• Trainer can provide classes to employees at different locations in collaborative environment.
• Doctors can also use Video conferencing in order to take tests & increases their certificate levels, which improves patient care.
• Using video conferencing prisoners can meet with judges, allowing to judge to handle more cases per day.

Some video conferencing services propose free plans, to make it affordable to all. All we know Zoom is most popular video conferencing Solution. This happens when millions of people all screamed in horror: “I can’t connect to zoom.”

There are alternatives Skype, GoToMeeting, Jitsi, Whereby, Google Meet, Microsoft Teams, and Slacks. It is important to understand why certain trends are flourishing-specifically, how they can Enhance your workflow.

Trends in Video Conferencing Technology
1. Productivity Enhancing Feature:-
New video conferencing technology involves transcription, video-clipping, and file- and screen-sharing capabilities. It also merges with video apps.
2. Live Video Editing
Some solutions, like Zoom and Skype, already present features that reinforces green screen and virtual backgrounds and are actively putting more live editing capabilities. In the future, more basic business video apps will reinforce live video editing.

3. Assistance of AI/ML
Tech leaders are producing machine learning programs that can transcribe audio, count video attendees and furnishing insights into attendee engagement. This can aid you focus on the most poignant aspects of your meeting. AI can strike out a lot of background noise in meetings, and machine learning algorithms will be able to detect which speaker should be active.

4. Micro-LED Displays
The demand for clearer, more vivid hookup on both desktop and mobile screens has pilot to the development of new hardware and software that can smoothly predict high-quality video conference rooms.

5. Improved Video Conferencing Quality and Affordable
Increased competition and improved efficiencies are some of the cause video conferencing is increasingly becoming economical with each passing year. However, enhanced internet coverage has also availed in video conferencing and webinars to be very lucrative as well.

6. Video Conferencing is Increasingly Cost-Effective
For instance, today’s businesses can exert room-based video conferencing instead of traditional individual-to-individual video conferencing. As such, video conferencing can be used including team collaborations and brainstorming, interviews, and more.

Additionally, webinar meetings has make possible companies to up skill employees across the globe without having to get off a person

7 Browser Based Video Conferencing is Fast Becoming Norm
With the use of WebRTC, the free and open-source web-based video conferencing technology, it is now viable to make conference video calls (or voice calls, data sharing, etc.) without downloading anything. This has done with the old system of installing established, permanent video conferencing systems in offices. A modern-day video conferencing solution now includes common hardware such as mobile devices like Smart phones and webcams. Significantly, the software running these systems and the data produced from the conference calls are now loaded in the cloud, freeing business organizations from having to concern about managing and paying for data storage.

8. Inter Company Video Conferences are increasing in Popularity?
The advent and expansion of web conferencing have permitted businesses to operate video technology for communication not just inside a company, but with partners, vendors, and clients as well. More businesses are operating video conferencing for interviews, for cooperating with partner companies, for discussions with experts, for sales webinars, for company training, and much more.

As lockdown extends, the interest of video conferencing for business continue to expand. With the costs continuing to lessen, video conferencing will become even more widely taken in the business world than it already is – a way to build business more personal.
What are the key video conferencing market drivers?

Widely, video conferencing is viewing considerable blooming due to the increasing acquiring of cloud-based video conferencing solutions and the increasing demand for unified communication solutions across various industry verticals. Here are the three key video conferencing market drivers.

**Hosted video conferencing services:**
Because of cloud based solutions, video conferencing is simple and economical communication tool. Cloud-based software also provides ease to users, as they can get conferencing solutions from laptops, tablets and cell phones.

**Remote work:**
Initially video conferencing is availed for profitable, real time and long distance for teams located at different places. Many businesses make use of video conferencing for meeting, webinar, companywide discussion.

**Telemedicine:**
Telemedicine is speedily expanding component of healthcare that use video conferencing technology. There are 200 telemedicine networks having more than 3500 service sites in U.S. that provides video consultations to approximately 1 million Americans.

How will video conferencing change business in the future?

In the years to come, video conferencing will aid build more collaborative remote work environments that assist keep your employees captivated. There are key ways that video conferencing will amend businesses in the future.

**Cost**
Video conferencing solutions are working for financially well-being of businesses. The capability to meet face-to-face and collaborate using video calls minimizes the need to travel, which means you can save travel and accommodations budget and utilize elsewhere. Also, because the data produced from conference calls is loaded in the cloud, you won't have to take care of about managing and paying for data storage.

**Ease of HR processes**
Virtual meetings, interviews, training and brainstorming sessions can be regulated for employees across multiple branches of your business, even though they are out of the country.

**Workplace structure:**
Video conferencing expands your team’s flexibility and freedom. Remote work can enhance your employees’ work-life balance, which will grow your business's productivity, employee engagement and belongings.
Produced Software Faster

Get Big Data Answers Faster

Automated Cloud with ZeroStack
Eurostop: Modern and Efficient Stock Control Software and EPOS Systems

Over 30 years’ of vast experience in providing global EPOS & retail solutions, Eurostop was founded in the UK in 1990 and has progressed rapidly to be a major force offering complete EPOS and retail software solutions to many fashion, footwear, jewellery and general merchandise retailers today.

In the last decade, Eurostop has successfully expanded into Asia, and established offices in Shanghai, Xiamen, Singapore and Hong Kong. These offices cater to the Asia Pacific market and help to service their global customer base. They have a broad range of clients, from independents to their largest customers with over 12,000 retail locations worldwide.

From the start of the sales process through to implementation and ongoing POS support, our team listens to your needs and works with you. Eurostop appreciates that there must be minimal impact to your business during the rollout of your new retail system. Their project managers facilitates the entire process. This includes gaining an understanding of your retail business and how you operate, specification of any bespoke work, user
acceptance testing, and rollout. They have a highly experienced team to guide and advise you throughout the implementation and installation of your new system.

‘Customer Service Comes First’
From project initiation to installation and ongoing support, the company believes in providing a personalized service to ensure that you invest in a system that fits your process flows and works for your business. Eurostop has many long standing customers and they feel that this is testament to their robust retail and EPOS systems that allow retailers to expand their business with ease.

As well as advising on and supplying suitable EPOS software and hardware, Eurostop also undertakes training, support, consultancy and custom development.

Retail Systems Designed by Retailers
Eurostop’s EPOS, stock control and head office merchandising system and business intelligence software have all been designed with traditional merchandise flow processes in mind. Eurostop is proud to bear the tag line ‘Retail Systems Designed by Retailers’.

High-Flier behind Eurostop - Richard Loh
Richard Loh, Founder and CEO of Eurostop, has a personal motto: “The higher you reach the closer you get to achieving your goals”.

It is a maxim that inspired the software entrepreneur to build a global retail systems company with customers and offices in some of the most challenging and emerging markets.

Growing up in Malaysia and from a young age, Richard had dreams of becoming an entrepreneur – his incentive was to turn his 10 cents daily allowance into 50 cents, so that he could afford his daily lunch. This motivated Richard to open his first ‘office’,

Our experience and understanding of these retail sectors has allowed us to develop well established systems that allow you to manage your merchandise and business processes with efficiency and ease

-Richard Loh
Founder & CEO, Eurostop
working after school from his home where he sold kites and ice cream, creating his first profitable turnover. At the age of 18, he managed to convince Bata Shoes to let him compete for their Graduate Trainee Programme. There he passed a week of rigorous exams and began as a trainee executive. Richard worked hard and progressed through the ranks from trainee executive to store manager, area manager and finally to head office as a merchandiser. He believes this retail training gave him the discipline needed later in life to successfully develop and build his own business.

In 1970, Richard left Malacca, his city of birth to chase his dreams and he headed west for the UK. His first job was at K Shoes as a sales assistant. Twelve months later, he moved to Lady at Lord John as a cashier. Within three years his skills were recognised and he celebrated being appointed Merchandise Director of Lady at Lord John.

When Lord John was subject to a takeover, Richard’s career took a new direction. He appreciated the growing potential of IT systems, and took the decision to join Honeywell Bull (who at the time were the fifth largest computer company in the world) as a retail consultant. Here, he established and built on relationships with colleagues that were to later join him at building Eurostop into the company you see today. Richard also worked with many of the Tier 1 clothing and footwear retail companies in the UK gaining important knowledge and experience which was to prove invaluable for what was to be ahead.

From Shoe Seller To Software Entrepreneur

Eurostop was born in 1990. Richard knew now was the time to use his retail experience and set up his own company developing a stock control system for the fashion and footwear industry. Starting with just himself and 2 developers, Richard was determined in his belief that he could design a better system than anything available on the market.

With no proven track record his first multi-store customer was won with just a promise and a handshake. Twenty five years later, Eurostop’s internationally renowned EPOS software is used in more than 30,000 fashion, footwear and general merchandise stores across the world. Offices in London, Singapore, and China have been established to service the growing demands for the Eurostop systems.

High profile customers include Ann Summers, Anta Sportswear, Aquascutum, Ben Sherman, Charles & Keith, Joseph, Speedo, Trespass, The Face Shop, Vertu, Help for Heroes and Marks and Spencer Franchise.

With the blistering pace of technological advancements, Richard continues to keep Eurostop at the forefront of the market with his drive and enthusiasm. His integrated suite of software is constantly developing, with focus today on mobile technology and omni channel.

Richard is actively involved in leading the firm’s expanding operation in China where Eurostop’s largest customer, the sports brand Anta Sportswear, has more than 12,000 retail stores.

From gaining the trust of potential clients to running an established international business Richard has achieved many of his goals. He now goes out of his way to give others opportunities and help them fulfill their potential.
<table>
<thead>
<tr>
<th>Key Person</th>
<th>Company</th>
<th>Description</th>
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<tbody>
<tr>
<td>Jim Ward</td>
<td>BrainSell Technologies, LLC</td>
<td>BrainSell has been helping companies of all shapes and sizes across North America crush their goals with business consulting and technology solutions</td>
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<td>CEO</td>
<td>Brainsell.com</td>
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<td>Phil Reynolds</td>
<td>BriteCore</td>
<td>BriteCore is a fully managed core platform for property and casualty insurers that supports digital transformation, emerging technologies, and new business models.</td>
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<td>CEO</td>
<td>Britecore.com</td>
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<td>Jim Iyoob Etech</td>
<td>Etech Global Services</td>
<td>Etech Global Services is a leading provider of intelligent sales, service and technology solutions specializing in inbound and outbound voice and live chat.</td>
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<td>President &amp; Matt Rocco, COO</td>
<td>etechgs.com</td>
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<tr>
<td>Richard Loh</td>
<td>Eurostop Limited</td>
<td>Eurostop has over 25 years’ experience providing global omnichannel retail software, hardware &amp; services - Offices in the UK, Singapore, China &amp; Hong Kong.</td>
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<td>CEO &amp; Founder</td>
<td>erostop.com</td>
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<td>Glenn Kletzky</td>
<td>iBeta</td>
<td>iBeta offers a full range of on-demand QA software testing services. Their services encompass many different software quality activities such as: quality assurance, functionality testing, mobile testing, performance testing, browser and hardware compatibility testing, acceptance testing, and code reviews.</td>
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<td>President &amp; CEO</td>
<td>ibeta.com</td>
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<td>David Mansilla</td>
<td>ISU Corp</td>
<td>ISU Corp is a high tech company specializing in enterprise software development and consulting.</td>
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<td>CEO &amp; Founder</td>
<td>isucorp.ca</td>
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<td>Andriy Tatchyn</td>
<td>LaSoft</td>
<td>LaSoft is the software development company that helps clients to build successful products all around the world.</td>
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<td>CEO</td>
<td>lasoft.com</td>
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<td>Dmitriy Nortenko</td>
<td>QA Madness</td>
<td>QA Madness is a software testing company. Provided full range outsource quality assurance services with manual and automated testing.</td>
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<td>CEO &amp; Founder</td>
<td>qamadness.com</td>
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<td>Founder and CEO</td>
<td>qamenter.com</td>
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<td>Ran Rachlin</td>
<td>Ubertesters Inc.</td>
<td>Ubertesters offers crowd testing services, a large community of remote, vetted, professional QA experts, using their own devices to test any digital product using real-people, under real-life conditions. The testing cycles are managed by an experienced project manager to reduce the client overhead and deliver best test results and user’s feedback in the most flexible, fast and cost effective way to safely launch a new product.</td>
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<td>Co-founder &amp; CEO</td>
<td>ubertesters.com</td>
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Management and the Changing Environment:

Management, as it is very often said, is the newest of the sciences but the oldest of the arts. Wherever human endeavour is involved, management is present because the major objective of management is to achieve results. But so long as the organizations to be managed were small and the environment in which they had to operate was uncomplicated, simple “rules of thumb” were adequate to achieve results. However, this is no longer true. Organizations have become large, technologies of production complex and the environment complicated and uncertain. All these changes require appropriate tools of analysis and rigorous training.

India’s Response to Globalization:

What should be India’s attitude in this environment of growing globalization? At the outset it must be mentioned that opting out of globalization is not a viable choice. We need to stay and fight. What is needed is to evolve an appropriate framework to wrest maximum benefits out of international trade and investment. Even while recognizing the benefits that flow out of globalization, we should be conscious of the risks. Greater connectivity also leads to the quicker spread of contagion.

India has much strength, which several developing countries lack. In that sense, India is different and is in a stronger position to gain from international trade and investment. India’s rise to the top of the IT industry in the world is a reflection of the abundance of skilled manpower in our country. It is, therefore, in India’s interest to ensure that there is a greater freedom of movement of skilled manpower. At the same time, we should attempt to take all efforts to ensure that we continue to remain a frontline country in the area of skilled manpower. India can attract greater foreign investment, if we can accelerate our growth with stability. Stability, in this context, means reasonable balance on the fiscal and external accounts. We must maintain a competitive environment domestically so that we can take full advantage of wider market access. What are the challenges and opportunities for which we should be prepared? It is difficult to forecast what the future is
going to be. Nevertheless, we can perceive three strongly emerging trends. First, technological changes are going to be even faster. It will be no exaggeration to say that the new era will be characterized by some fundamental changes in technology. Second, the new millennium will see greater integration of the economies. The process of globalization will gather further momentum. Speed in communications, will accelerate flow of goods and services along with finance. And third, the wave of rising expectations will surge even further. All countries will become aware of the changes happening all over the world and the developing economies will naturally demand that their aspirations are met. Not only different countries but also different segments within a country will demand that their rights are fully respected.

Nothing is an unmixed blessing. Globalization in its present form though spurred by far reaching technological changes is not a pure technological phenomenon. It has many dimensions including ideological. To deal with this phenomenon, we must understand the gains and losses, the benefits as well as dangers. To be forewarned, as the saying goes, is to be forearmed. But we should not throw the baby with bath water. We should also resist the temptation to blame globalization for all our failures. Risks of an open economy are well known. We must not, nevertheless, miss the opportunities that the global system can offer.

The importance of higher education in building up a nation is well recognized. The agricultural, industrial and scientific growth of this country depends upon creating a corps of well trained professionals in these areas and this can happen only with quality higher education. We need not belittle what we have achieved. However, there is an inescapable need to strengthen higher education in terms of quality and effectiveness. In the world of today, in effect, competition in any field is a competition in knowledge. That is why we need institutions of excellence.

About the author: Dr. Neha Jain
Education & Credentials:
- Ph.D. (English) from Barkatullah University, Bhopal awarded in 2015
- MBA (H.R.) from Karnataka State Open University, Mysore in 2014
- PGDMCJ from Karnataka State Open University, Mysore in 2012
- M.Phil. in English Literature from Sri Venkateshwara University, Tirupati in 2009
- M.A. in English Literature from Barkatullah University, Bhopal in 2005
- Bachelor of Arts from Barkatullah
- Holds certificate on” Productivity Enhancement”, from National Open Colleges Network, United Kingdom, in collaboration with World
Dr. Neha Jain is rendering her services as Professor & Head Dept. of English at Nitte Meenakshi Institute of Technology, Bangalore- a highly reputed and prestigious Autonomous Engineering College with 18th ranking in India. She has a rich experience of teaching for more than 18 years in various parts of the country, including Jammu & Kashmir. She was also the Vice-Principal of SFGC.

She has published many papers in reputed journals approved by UGC with ISSN & ISBN nos. in International & National Conferences, and also attended several International & National conferences, Seminars and Workshops. She has authored 6 books to her credit. She has shared her rich experience with academicians/teachers by conducting several workshops & FDPs on Soft Skills. Research Methodologies, Value based leadership on Marketing Strategies, HRM, etc.

**Awards & Recognition:**
Awarded as “the Best Educator” in the Indo–Thai Academic Award-2019- on 21st, September-2019, organized by International Association of Research and Developed Organization-held at Kasetsart University, Chatuchak, Bangkok, Thailand

**MEMBERSHIPS:**
Editorial Board Member of International Journal of Commerce & Management studies Journal

Nominated as Approved Guide to supervise the Ph.D. Scholars (English) by the Lincoln University, Malaysia. (July 2020 onwards)

Nominated as an Expert Member by the Nagpur University, for conducting their interviews for faculty promotion & appointment (CAS) March 2019-onwards

Nominated as the Editorial Board Member of International Journal of Commerce and Management Studies Journal (IJCAMS) from 8th June, 2019 onwards, ISSN-2456-3684- indexing-Google Scholar, arXiv.org, Mendeley

Lifelong Membership of Red-Cross Society

**Achievements/Awards:**
Awarded as “the Best Educator” in the Indo–Thai Academic Award-2019- on 21st, September-2019, organized by International Association of Research and Developed Organization-held at Kasetsart University, Chatuchak, Bangkok, Thailand

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ISU Corp: Proffering Splendid Custom Software Development Services

Today’s dizzying business scenario demands quick fulfillment of customer expectations and impressive customer satisfaction. To stay streamlined with the digitally exploited market, you must have the right solution partner for your business platforms. ISU Corp, can do just this by offering end to end custom development software services that help you align your business workflows and processes.

The company’s culture and constant innovation keep them ahead of the technology curve. They invest a significant amount of profits back into their business into different disciplines.

Embracing Agile Process
ISU Corp possesses an award-winning Agile Process to ensure efficient use of resources and talents. The system ensures weekly meetings and daily scrums that allow team members and project leads to know exactly what is done, what is being worked on, and what is coming up next, at all times.

Their team of experienced custom software professionals have extensive experience in developing top-notch business applications with the latest technologies for businesses. Comprehensively, the company offers a wide array of services and products. Their services are based around providing consultations for companies

David Mansilla
CEO & Founder, ISU Corp
to better manage their systems with custom software.

On the side of products ISU Corp offers the ISU Core (https://www.isucorp.ca/isu-core), the most advanced cloud application platform that accelerates custom application development, which can save companies more than 30% of the total project cost. More importantly, it saves a significant amount of time and effort during the first phase of any software project. ISU Core is built using the best software development practices, security, and frameworks. Any project can be up and running within two days with your infrastructure, branding customization and it is artificial intelligence ready. Whether you’re looking to build a stand-alone software, SaaS (Software as a Service), or automate any business process, with ISU Core, they can focus on your actual business needs from day one.

In addition to ISU Core, they also offer products like HubLinked.com, a private social platform for building company culture; Business Intelligence (https://www.isucorp.ca/business-intelligence-review-package) review, for providing customers with a roadmap to streamlining their business processes; and two e-commerce products in the works for B2C and B2B.

**Visionary and Strategic Thinker behind ISU Corp**

David Mansilla, Co-founder & CEO of ISU Corp is a brilliant leader who leads by example. He started the company from the ground up and understands the individual talent and shows appreciation to everyone of his team members. Whether he is sharing positive news, spreading motivation, or posting his weekly inspirational videos, David acknowledges that without a solid company culture you cannot succeed. Therefore he always puts his best effort in to achieve just that.

**Gratitude, Growth, and Contribution**

The company’s core values are Gratitude, Growth,
and Contribution. “Learning to have gratitude for everything no matter how big or how small is difficult to do but it has become the backbone to ISUCorp.ca. In everything we do we understand and find gratitude in it in order to grow and then be able to provide contribution,” assures David. The company emphasises on Integrity, Growth, and Innovation for successful business outcomes.

**Building Stronger Client Relationships**

According to ISU Corp, a perfect client relationship would stem from working with a business which one, has similar or aligning company values and two, understands the importance of creating a partnership in any project rather than just collecting a service.

While talking about the biggest achievement David expressed, “Being able to reach a level of quality beyond my wildest imagination in every software product that we build. From Data based development, implementation, and design, business objects, all the way up to user interface and user experience. Our team has matured to deliver outstanding software systems that delight our clients while providing the highest level of security in the market.”

**Future Perspective**

ISU Corp is currently developing an off-brand of ISU Corp into a separate marketing company called RealStoryMarketing.com. Through this, they will be able to provide their services to companies that want to level up their websites to attract the right audience.

Moreover, the company is developing two e-commerce platforms that will enhance the possibilities companies have in offering online business.

“Our new product ISU Core (https://www.isucorp.ca/isu-core) is beginning to grow as our clients grow. This application foundation is streamlining the custom software development processes making it more efficient for our clients to get the results they need,” evinced David.

**Covid-19 Pandemic Impact**

Pivoting is ubiquitous amid pandemic. ISU Corp is an expert pivoter and knowing where their efforts are best put in and that it is crucial to any business. “At ISU Corp at this time, Covid-19 has only helped us to see new possibilities in the way we run our business and how to grow exponentially,” David opined.
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Brighten and whiten skin with perfect radiance and clarity.

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Elizabeth Arden
NEW YORK
Multi Cloud: The Future of IT Transformation

In this digital era, security conscious world, organizations must rethink their cloud strategies, embed security into application development, and embrace new work practices to be appropriate. It’s time to plan your journey.

Shaping the future
Expert says over the next five years, the multi-cloud world will be the playground for innovation, allowing organizations to start their new services and improve advanced technologies.

The Future of the Multi-Cloud (FOMC) sponsored by F5, reveals how the pace of digital transformation is already dramatically disrupting existing business models, as per the recent Foresight Factory report. It also explains how organizations are forced to reassess their skills, existing infrastructure, and tools to manage the multi-cloud more effectively. The EMEA-focused study seizes insightful commentary from eminent cloud experts on how businesses will need to hasten their multi-cloud readiness in order to meet consumer demand for fast, seamless services.

Over the next five years, experts forecast that EMEA cloud-based business models will require substantial changes, if not a complete re-architecture of strategic procedures, policies, systems, and tools. While moving to the cloud can present some security challenges, it also opens new opportunities to safeguard operations while simultaneously scaling and innovating in real-time.

IT departments are striving to run a firmly established security infrastructure and scale to meet customer demands. Moving apps to public and private cloud environments will allow enterprises to be dynamic with data management whereas implementing app-centric services with strong security solutions to mitigate against cybercrime. Still, achieving a consistent security posture, involving user authentication and policy controls, is a difficult task when escalated across multi-cloud platforms.

Eric Marks, VP of cloud consulting at Cloud Spectator said, “The multi-cloud ramp up is one of the ultimate wake up calls in internal IT. I think that one of the biggest transformative changes that it brings to an enterprise is the realization of what a
high performing IT organization is and compares to what they have. Most of them are finding their IT organizations are sadly underperforming.”

**Automation changes the game**
The security concern is broadening all the time. Increasing gateway services and application programming interfaces, as well as developments in fields such as the Internet of Things, are shaking the current scenario to its core. The threat landscape is more advanced than ever because of the volumetric attacks, malicious bots, and other tools targeting apps and sensitive data. Many traditional practices are not effective for a long time because they are too labour intensive and time insufficient to protect what really matters. This is where automation comes in to streamline and standardize IT processes, as well as minimize human error. Also, it assists IT staff focus on other priorities, like analytics and problem solving.

Averse to this backdrop, experts identifies that is not enough to just move applications to the cloud. It is critical to address the business objectives in line with market needs and seek for integrated tools sets that provide automated workflows, greater visibility, and analytical capabilities. Also, it is complicated to establish new working methodologies for better collaboration and efficiency.

Today, cloud skills are in demand and enterprises specialize their cloud security skills. To stay appropriate, NetOps teams must embrace automation capabilities to minimize slow, manual traditional processes, whereas DevOps teams must embed security disciplines into the production phase. Together, the path of optimization and orchestration will lead to a more prosperous result and make sure customer-centricity and data compliance.

David Linthicum, chief cloud strategy officer at Deloitte Consulting, and other prominent FOMC contributors predicts, “Automation is key, governance is key, third party security systems and identity access management are key. This is going to drive a lot of spending over the next five years.”

Indeed, adopting a multi-cloud route does not have to mean compromising security. With improved security solutions, businesses can securely shift their applications to any cloud model that works best for their strategy without geographic or infrastructural constraints. Consumer requests and industry competitiveness continue to make the cloud a crucial option. The correct deployment strategy can change it a viable and safe one.

Undoubtedly, skills need to quickly evolve. Cloud architects must be authorized with comprehensive solutions to deliver wide visibility and analytics, sophisticated policy controls, and highly intelligent and contextual awareness.

**Deal with disruption**
With the future in mind, expect the unexpected. Latest serverless architecture will allow enterprises to minimize time-to-market and allow simplification of processes. Intelligent automation and machine learning are already moved carefully to the path of optimal multi-cloud deployments.

EMEA organizations, detecting cyber-attacks to the network need to be prepared to undergo important change and dauntlessly face disruption head on. By focusing on multi-cloud the enterprises will put themselves on a smoother and faster path to digital transformation.
Ubertesters offers a complete, end-to-end, software QA testing solution for digital products to help organizations beta test their digital products prior to launching it confidently. The holistic solution includes: A SaaS product - a robust platform to manage the entire mobile beta testing process and teams; A crowd testing service of global, professional testers for hire with devices (like ‘Lyft’ but for QA experts) for most flexible and cost-effective global testing under real-life conditions; and Offshore outsourcing services of QA experts on full time basis based in the company’s East European facilities.

The company’s main service is Crowdsourced testing to allow customers a “stress free” and much faster launch of new digital products. Crowd testing provides the most flexible, fast, and cost-effective solution to test a digital product using variety of real devices, anywhere in the world by real-people (vetted) under real-world conditions.

A Complete, End-to-End, Software QA Testing Solution for Digital Products
Ubertesters offers the entire package of all services under “one-roof” and with a single account manager that is familiar with the customer’s needs. The company is blessed with the DNA of superior customer service and support. Their project
managers understand its clients’ requirements, help them with the test documentations, and respond to them quickly. The company has a more flexible business model and more affordable to allow medium companies and startup to find their best testing package.

**Ran Rachlin, Success Enabler behind Ubertesters**

Ran Rachlin, Co-founder & CEO of Ubertesters, has massive global experience, managing and leading new initiatives from inception to implementation and significant sales as well as managing large global organizations in different countries.

Prior to Ubertesters, Ran was the CEO in General Engineers (The Israeli distributor of GE), Mul-T-Lock, and Silicom Inc (NASDAQ: SILC). Ran also holds an MBA degree with honors. Ran brings to the company his experience in management and business development and acts as a mentor to the team on their way to success. Ran is a speaker in several industry events and is known for his unique view of the QA and testing world.

**Passion and Integrity for Business Success**

For Ran, the first key value in the early days was passion. “I, my co-founder, and the first team members had a true passion and a desire to build something valuable and innovative to address true customer’s needs. Additional value is true ‘commitment to customers’. We truly believe in the ‘customer’s first’ approach. We put the needs and requirements of the customer ahead of anything and everything else. Then, we measure the customer satisfaction levels to determine our success,” said Ran and added, “I believe that integrity should be both with clients and internally with team members. The outcome is a great market reputation and employee satisfaction.”

Prior to creating Ubertesters, Ran held several executive positions, thus, Ubertesters was his first entrepreneur adventure. “I can proudly say that the main key achievement was ‘creating something from nothing’. It was a dream that with hard work became a reality. Other key achievements were reaching the first 100 clients and turning a profit. It was an incredible feeling when you start generating more money than you’re spending. Further, building a culture I can be proud of, is also something I consider a key achievement.”

**Retaining a Culture of Accountability and Recognition**

The company believes in accountability and recognition. All employees must be accountable for achieving their goals and the company goals. And the leader must notice their work and either hold them accountable when underperforming or recognize a job well done. They also build a culture that is based on “make it fun.” I strongly believe that most people look for room to grow. Once a year we have a process of analyzing the potential of each employee vs. their readiness for growth. Once we identify the

“We help our clients sleep better knowing they can launch their digital product with confidence, convinced it was well tested by real users, in their actual target market and it’s bug-free”

**Ran Rachlin**

Co-founder & CEO, Ubertesters
employees that can grow to the next level, we start investing in their training and development. Parallel to that we offer an internal mentoring and assign a mentor to these ‘stars’ so that they can learn from the best. Then, once we feel they are ready – we offer them a new position or a special task, “said Ran.

**Success Pillars: Solid Vision, Good Execution, and Exceptional Service**

Solid vision, good execution, and exceptional service are the three pillars for our success. In the early days Ran setup a clear vision of where they want to be and how they could get there. Also, building a team of very talented, hardworking individuals that had a true desire to execute the vision well. Finally, once they started selling the service, there was no compromise on excellent and superior customer service. The best evidence is the large number of loyal customers that are using their services for several years and are extremely happy with them.

**Two-Way Communication Connects Brand with Consumers**

“The first thing is “listen to your client’s needs”. It’s easy to fall into the trap that many companies fall into where they think they know what is best for the client. I strongly believe in a two-way communication channel. Speak to the client frequently, ask them for feedback, get to know them well, and ask them what else they need. Then, focus on exceptional communication. Address the client questions or complaints in a timely and effective manner. Lastly, maintain a positive attitude and deliver more than you promise,” opined Ran.

**Future Goals**

Ubertesters will continue to grow through creativity, invention, and innovation. They will continue to put the ‘voice of the customer’ in the center, listen to their customer’s needs, and add new exciting features to their QA management platform. Besides, they will continue to enlarge their community of global QA testers to allow their crowd testing services to serve clients all around the world while making sure their testers can earn money in their free time. A special future feature – They will add the ability to conduct load testing by year end.

**Covid-19 impact**

Covid-19 had a positive impact on Ubertesters. Its crowd testing services and offshore services of remote QA teams fall under the ‘outsourcing’ category. “During the Covid-19 crisis, many companies decided to reduce their head-count and many QA people were let go or went on unpaid leave. However, since new products keep coming out, there is still a need to perform testing and QA activities. Thus, our customers can rely less on in-house QA teams and come to us to use our outsourcing QA services,” evinced Ran.
Top Trends of Data Science

Digital transformation of various industries across the world is taking place to overcome the traditional business methodologies. Data Science, influencing all those transformations benefits the industries to make meticulous decisions without any error. It helps to extract the futile data and hatch the fruitful according to business needs.

This blend of data into the core business processes has grown significantly over last five years. With the better Data Scientists and use of data, companies can accomplish better than their competitors about the market. In today’s digitally evolving world, organization cannot rely on traditional methods to cop up with the game. For the better exposure and advancement the owner of business needs to be familiar with ever-changing trends in the digital market. The following are the growing Data Science trends which are gathering interests in the coming year.

Python:
Python is also one of the easiest languages to master. That makes it accessible to all age groups, which leads to Python to become trendy programming language in the coming year. As it is an object-oriented, high-level and extremely interpreted programming language. There is mass amount of data-centric Python packages which make the process of data analysis a lot quick and convenient. Also, as Python is one of the streamlined languages, and, simultaneously, it is evolved regularly. Hence, it is the language of programming preferable chosen by Data Scientists on the lead. The programmers can script applications and websites in creative ways as they want to.

Auto ML:
We live in a decade where every business looks for less time-consuming and cheap data tool to manage the entire analytical work load. Auto ML services tools provide machine learning at the click of a button, or at the very least, promise to keep algorithm implementation. Auto ML system provides the labeled training data as input and receives an optimized model as output which reduces or eliminates the hiring of skilled Data Scientists.

NLP:
Natural Language Processing is an integral part of Data Science. It is considered as the advanced level of machine learning which allows the company users to ask questions about data and to receive an explanation of the insights. NLP is a huge step forward which enables certain questions to be posed and answered verbally instead through text. In 2020, NLP and conversational analytics will continue to boost analytics and BI adoption, including fresh league of business users, particularly front-office workers. Without NLP, company owners would be thwarted in handling even the most basic sentiment analytics.
Cloud Computing:
Cloud computing is a strong upcoming trend that is taking the field of Data Science towards the storm. Cloud computing serves the ability to any Data Scientist from anywhere; access virtually limitless processing power and storage capacity. Computing power is highly demanded by Data Scientists who want the resources when they need them. The rising number of cloud options that Data Scientists can choose from: Amazon SageMaker, Google BigQuery ML, Google Dataproc, Microsoft Azure ML, IBM Cloud, NVIDIA GPU Cloud, and many other small tier providers like BigML. Beginners can try out Google Colaboratory which is mostly recommended. In the near future, the entire Data Science being conducted purely in the cloud due to the sheer volume of the data, and the level of compute resources required to process the data can be seen.

Graph Databases:
As the wave of data will flood with the vast volume of data, and it will become crucial to maintain the data through traditional forms, graph databases will grow at 100% annually over the next few years to kick start data preparation and enable more complex and adaptive Data Science. Graph database consists of the collection of nodes and edges that show how entities such as people, places, and things are related to one another. Applications of the technology extents from anti-money laundering, and fraud detection, to geospatial analysis, to provide chain analysis. Graph databases provide a way more optimized solution. These are some trends which are expected to prevail in the coming year, the future of innovation and handle feeble business data looks promising. Contribution of Data Science will affirm massive use and development in coming year. The digital and physical business worlds are increasingly intertwined with each other for the better growth and opportunities. Digital experience is about to get more knotty incorporated in human experiences. The field of Data Science is expected to see exposure and development beyond measure with these leading trends which are expected to be more persisting.
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More than 550 Locations in 80 Countries.
Find every reason to go at hilton.com/go.
1/2 Truth:

Behind every status symbol and luxury badge is good product.

Full Truth:

Good is enemy of great.