



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Study On Razor Technology

Suresh Kumar. B

Lecturer in Electronics Engineering,

Government Polytechnic College, Palakkad, Kerala.

Abstract:

Razor Technology gives you all the tools, resources, and technology you need to stay competitive, relevant, and profitable. Your fast-changing business challenges keep us focused on providing world-class technology solutions. But our desire to create trusted, long-lasting relationships keeps us focused on delivering the highest standards of service.

Keeping up with emerging technologies and trends isn't easy—but you don't have to do it alone. We're with you every step of the way. We develop, implement, and support end-to-end IT solutions that simplify your infrastructure, eliminate cost, and allow you to scale on demand.

Keywords:

Razor Technology, Cloud computing, Data Security, Cyber Security, Networking, Razor Market Trends

Introduction:

Razor Technology is a leading end-to-end IT Consulting & Solutions Provider dedicated to helping organizations grow through smart and resilient IT. Our vision is to reinvent what it means to be an IT solutions provider through best-in-class technology, industry-leading expertise, and long-term partnerships built on mutual trust with our customers. Security, managed services, digital transformation, consulting...you want an IT solution provider that can deliver and offer guidance on the full spectrum of your project list. Planning your journey to the cloud? Looking to shift to a hybrid IT model? We offer end-to-end Consulting & IT Solutions satisfying all your complex and unique business needs.

Headquartered in Philadelphia, we serve over 300 clients in the greater Northeast and Mid-Atlantic regions. Whether SMB or enterprise, our clients need help leveraging the benefits of scalable, reliable and secure IT solutions. We take the pressure off you and your IT department so you can focus on what matters most: running your business.

Razor Technology is a Native American owned, Virginia based, small disadvantaged business concern providing professional engineering and language services to the DoD and Intelligence Communities. We are a new and dynamic organization that takes a fresh approach to providing our employees with the best possible environment and giving our customers exceptional service.

Being a small company definitely has it's advantages, both to customers and our employees. To our customers it means that we can be more responsive, flexible, and adaptable to their needs. To our employees it means being part of company that recognizes and rewards their contributions in ways that bigger companies can't. employees are our greatest asset. We expect the best, and we reward the best. Many of the larger companies say the same thing, but at Razor the difference is that we back up our statements with actions. [1]

Cloud

Razor leverages leading cloud platforms to provide top-tier solutions to our clients. We work with you to understand your unique needs and develop customized strategies that align with your goals. Our expertise in cloud computing and management can help optimize your operations, reduce costs, and improve security.

Data Security

Take full advantage of cutting-edge data security technologies and platforms. With our expertise in data security and management, we can help safeguard your organization against potential threats and ensure your sensitive data remains protected.

High Performance Tools

Get access to high-performance digital solutions like AI-powered IT support and advanced application resource management. Razor can help you optimize your operations, reduce costs, and improve overall efficiency.

Networking

Connect with the world's leading providers of networking technologies and platforms to deliver high-quality services and solutions. Razor can help you optimize your network infrastructure, enhance your connectivity, boost network security, and improve overall performance.

Servers and Storage

We know how critical your data is to the success of your organization. That's why we only work with the most trusted server and storage technologies and platforms to optimize your infrastructure, protect your data, ensure secure accessibility, and reduce your operational costs.

Virtual Infrastructure

Virtualization technology allows businesses to create multiple virtual machines or environments on a single physical server, making it easier to manage and utilize IT resources efficiently. Razor has deep expertise in virtual infrastructure management and support powered by the world's leading providers. [4-5]

Services: [6-8]**1. System Engineering**

Integrating the proven benefits of systems engineering rigor with the concepts of security engineering with your technology enterprise is our core focus.

Razor Technology engineers systems from concept through deployment using rigorous engineering methods and proven system engineering techniques. Specifically, we accomplish:

- Architecture Development
- Strategic Planning for Technology Programs
- Concept Development and Requirements Analysis
- System Design, Engineering, and Integration
- Test and Evaluation
- Integrated Logistics Support
- Acquisition and Life Cycle Management

Razor Technology staff have demonstrable experience providing SETA support to develop and implement Mission Assurance program processes under MIL-STD-154xx series, such as: Requirements Analysis and Validation; Design Assurance; Reliability Engineering; Integration; Mission Assurance Standards, and Test and Evaluation.

2. Cyber Security:

In the world of Cyber security, gone are the days when we faced simple threats that could be easily addressed with anti-virus updates and firewalls. We now face sophisticated state sponsored actors, terrorists, and activists determined to undermine our critical systems, exploit our sensitive information, and damage our IT infrastructure. Today's systems must be acquired, designed, developed, and operated with security in mind. To be effective, Cyber Security must now address all aspects of the System .

Development Lifecycle (SDLC). This means effectively integrating security concepts with the rigor of systems engineering, and that is why Razor Technology's security professionals are well versed in applying both the security concepts defined within NIST's Risk Management Framework (RMF) as well as implementing the proven concepts of systems engineering. Whether it's identifying key security aspects for our customers to include in their proposal packages, identifying security artifacts to integrate within program reviews, security requirement development, or system authorization and accreditations tailored to meet specific threat environments and risk profiles, Razor Technology has the personnel and expertise to make it happen.

All staff maintain DoD 8570.01-M approved baseline certifications (CISSP) and senior personnel maintain appropriate additional certification concentrations (CISSP-ISSAP, CISSP-ISSEP).

3. Language Services:

Razor Technology offers Translation, Interpretation, and Transcription core services, with additional expertise in the areas such as cyber, cultural, religion, military, and economics, just to name a few. We can provide linguist support personnel cleared up to the TS/SCI/FSP level tested against our customers' performance requirements, such as the Interagency Language Roundtable (ILR) scale.

4. System Integration:

Razor Technology staff have extensive experience developing roadmaps with on/off ramps to support increased mission capabilities. This includes but is not limited to:

- Incremental space vehicle block builds
- Migrating enterprise IT capabilities to meet evolving customer needs within constrained budget environments.
- Applying new technologies to existing missions to achieve new mission capabilities.
- Assessing new technologies using Technology Readiness Level (TRL) to determine appropriate integration milestones.

Razor Technology personnel have experience planning mission activities to satisfy mission requirements. This includes, but is not limited to: planning on-orbit mission activities and daily crew schedules for Space Shuttle Missions, determining proper sequencing of events for Expendable Launch Vehicles (ELVs) in support of launch activities, and on-orbit deployment activities for commercial satellites.

Razor Technology staff have test and evaluation experience in both the hardware and software domains. Our staff has experience with Real Time Simulation (RTS) of flight software for the purpose of: evaluating optimal launch vehicle trajectory profiles, and mission timeline planning; Verification & Validation (V&V) of flight databases, flight control logic (nominal and contingency operations), and flight firmware. We also have experience with testing systems to rigorous requirements in complex and specialized test environments, such as thermal vacuum. We also have a broad range of Software (SW) test and evaluation experience which includes, but is not limited to: unit level test, Factory Acceptance Testing (FAT), Operational Acceptance Review (OAR), Database V&V, and flight software testing using RTS.

Razor Technology has experience developing materiel and support strategies to optimize functional support, leverage existing resources, and guide system engineering processes to lower life cycle cost, making our IC customer's systems easier to support. Our staff and partner have demonstrable experience applying systems engineering rigor to a diverse problem space, such as the development of: transformational IT architectures such as cloud computing; enterprise and system requirement specifications; Continuity of Operations (COOP) policies, strategies, and plans; Site integration standards and procedures; Mission Assurance activities; and Concept of Operations for deployed Special Access Programs (SAP). Our Staff members have also provided Operations and Maintenance (O&M) support to field sites.

Objectives:

- Distribution Channels Insights
- The global razor market size by Product (2015-2025)
- Study on Razor Market Trends
- Distribution Channels Insights

Research Methodology

The data for this study were gathered using quantitative methods, and a survey was created to aid in the enquiry. Secondary data was gathered from different books, journals, magazines, and websites in order to comprehend the fundamentals of saving and investing in general.

Result and Discussion

The global razor market size to be valued at USD 13.0 billion by 2025 and is expected to grow at a compound annual growth rate (CAGR) of 3.5% during the forecast period. The market is fueled by several factors, predominantly by growing focus on men's grooming and rising awareness among consumers related to personal hygiene. Disposable razors account for a significant share in the market and demand for the same will continue to grow thanks to steady usage in developing countries such as India, Sri Lanka, and Brazil. Low price and availability of domestic brands are key factors driving product demand in these countries. However, electric shavers, such as epilators and trimmers, are more in demand owing to their durability and easy usage. The online channel is projected to show positive growth in this category owing to easy payment methods and a rise in digitalization across different channels.

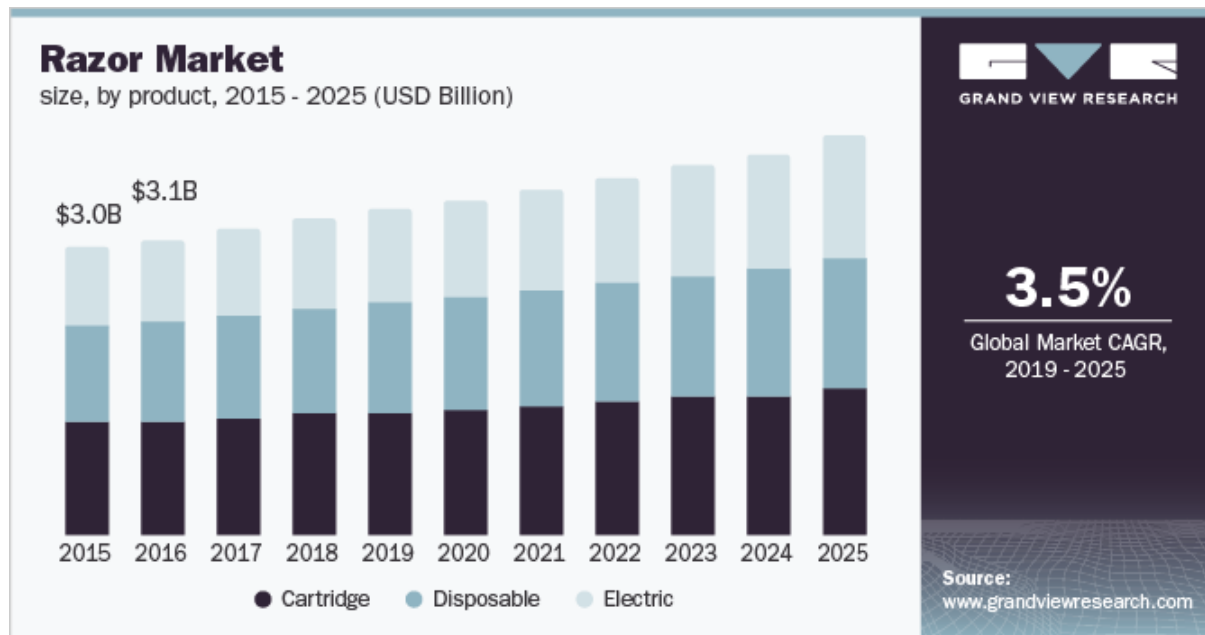


Figure 1: Razor Market Size by Product (2015-2025)

A recent trend that has made its presence in the grooming and packaging industry is consumer consciousness with regard to the environment. Most razors are made from metal and are heavily packaged. Players have been trying to address these concerns by manufacturing products using recyclable and environment-friendly materials. [9]

Razor Market Trends

The growing focus on the personal grooming of men due to increased awareness regarding personal hygiene and aesthetics is driving the demand for the market. The increasing use of sustainable packaging and raw materials is further propelling growth. The emergence of trends in Western culture regarding the appearance of men and women has led to an emphasis on hair care and beard styling. The effortless handling, use, and ease of availability of razors are also expected to upscale the growth of the market. In addition, the wide availability of disposable razors over e-commerce platforms is expected to create significant revenue for this industry.

Distribution Channels Insights

Offline channels such as supermarkets and hypermarkets as well as regular convenience stores have a larger share in the global market as compared to online channels. While supermarkets and hypermarkets accounted for a share of 30.6% in 2018, convenience stores held a 28.7% share that year. A wide variety of brands and products are available through these offline channels and they allow customers to examine and compare products in person before making a purchase.

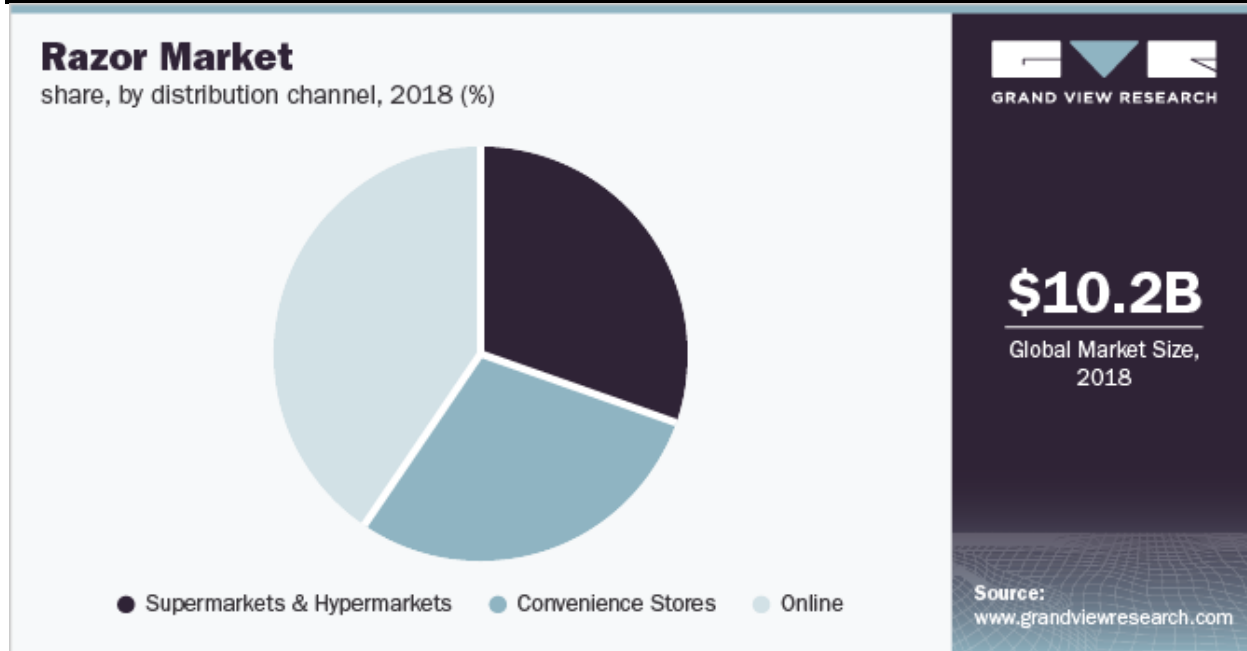


Figure 2: Razor Market Share by Distribution channel (2018)

The online distribution channel segment is expected to register a CAGR of 3.9% from 2019 to 2025. The strong established customer base of online stores and apps such as Nykaa, Purple, and Amazon has significantly contributed to the growth of this segment. Rise in the number of internet users, 24/7 availability of products on these platforms, high availability of discounts and offers, and ease of access, are major factors driving product sales through online channels. [10]

Recent Developments

- A professional healthcare solution, Koninklijke Philips N.V. launched their new series of body groomers, 3000- BG3005/15, which is major product innovation for male grooming. The high-quality product performance is a significant development, contributing to the overall growth of the industry.
- As per the PR statement, on 26 Apr 2021, Dorco Co. Ltd announced their research and development accomplishments for their new product, Bamboo razors, which are considered the most sustainable material. The product is manufactured using efficient technology and aims to reduce deforestation.
- On March 9, 2021, the Edgewell Personal Care company announced the development of disposable razor, as part of its sustainable care 2030 strategy. The razor is manufactured using 100% recyclable plastic handles. The company also introduced a novel U.S. program to foster the recycling of the razors, which are disposable to promote disposable razors use, for better usage benefits.

Conclusion

Razor Technology has become a leader in technology integration and high-performance technology solutions for our customers. To continue our growth, we are currently seeking highly motivated and dedicated individuals interested in joining our team of technologists.

We make a significant investment in employee training and education to ensure that we continue to deliver the highest level of technology consultation and customer service in the marketplace today.

References:

1. Ji, S.; Xue, Y.; Carin, L. Bayesian compressive sensing. IEEE Trans. Signal Process. 2008, 56, 2346–2356
2. Srisooksai, T.; Keamarungsi, K.; Lamsrichan, P.; Araki, K. Practical data compression in wireless sensor networks: A survey. J. Netw. Comput. Appl. 2012, 35, 37–59.
3. Razor Technology: <https://www.razor-tech.com>
4. Wang, Y.C. Data Compression Techniques in Wireless Sensor Networks. In Pervasive Computing; Howard, M.L., Ed.; Nova Science Publisher, Inc: Hauppauge, NY, USA, 2012.
5. Heinzelman, W.; Chandrakasan, A.; Balakrishnan, H. Energy-efficient Communication Protocol for Wireless Microsensor Networks. Proceedings of the 33rd Annual Hawaii International Conference on the System Sciences, Maui, HI, USA, 4–7 January 2000; Volume 2, p. P. 10.
6. D. Ernst et al., “Razor: A Low-Power Pipeline Based on Circuit-Level Timing Speculation,” Proc. 36th Ann. Int’l Symp. Microarchitecture (MICRO-36), IEEE CS Press, 2003, pp. 7-18.
7. T. Mudge, “Power: A First-Class Architectural Design Constraint,” Computer, Apr. 2001, pp. 52-58.
8. J. Ziegler et al., “IBM Experiments in Soft Fails in Computer Electronics,” IBM J. Research and Development, Jan. 1996, pp. 3-18.
9. <https://www.razortech.net.au/>
10. Grand View Research : <https://www.grandviewresearch.com>

