

# NEW AGE SMME

(SMALL MEDIUM & MICRO-ENTERPRISE)



## THE CLOUD ADVANTAGE

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# PRESENT PLATFORMS FOR COMPUTING

## Computing demands

### Browsing



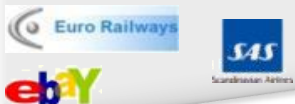
### Applications



### Content



### Online Services



Complex to  
Buy

Skills to  
Use

Expertise to  
Manage

Lack of  
Integration    Simplicity    Management/Support

Integration is required  
to **scale up to next billion.**

## Computing supplies



### Hardware



### Operating Systems



### Network



### Peripherals

# VERTICAL IMPROVEMENTS IN ICT HARDWARE

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- Hardware and form factor improvements to create new use cases.

- NO fundamental design changes



**Hardware**

- Buying and managing complexity still with the customer.

# VERTICAL IMPROVEMENTS IN ICT OPERATING SYSTEMS & APPS

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- Software is standard CAPEX model of ownership
- Managing & maintaining is customer ownership
- Due to high initial cost, upgrade to newer versions usually ignored
- Additional overhead to configure and setup business applications



# VERTICAL IMPROVEMENTS IN ICT NETWORK

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- Internet and network still a separate expertise
- No means to optimize the application and network usage.
- Information and communication do NOT seamlessly integrate
- Billing and cash flow skewed through the lifecycle



# TYPICAL PROBLEMS WITH SME - ICT

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- › Less access to knowledge, quality manpower, and IT resources
- › Options to only buy technology
- › No volume advantage while buying
- › Little or no support on maintenance contracts
- › Multiple window to get total IT solution i.e. H/w, S/w, connectivity etc

# WHAT DOES CLOUD OR PCAAS OFFER

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- › Managed desktop and Virtual Computing
- › Low CAPEX or Pure OPEX Infrastructure
- › Pay per use Business Applications to automate workforce
- › 100% managed infrastructure to scale business

***Focus on core business activities, not non core ICT***

# COMPUTING FOR THE NEXT BILLION

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# A PROVEN PROPOSITION

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45,000 USERS  
ALREADY  
SUBSCRIBE FOR  
BROADBAND BUNDLED WITH  
NOVATIUM PC AS A SERVICE

# SUPERIOR EXPERIENCE AT GREAT VALUE

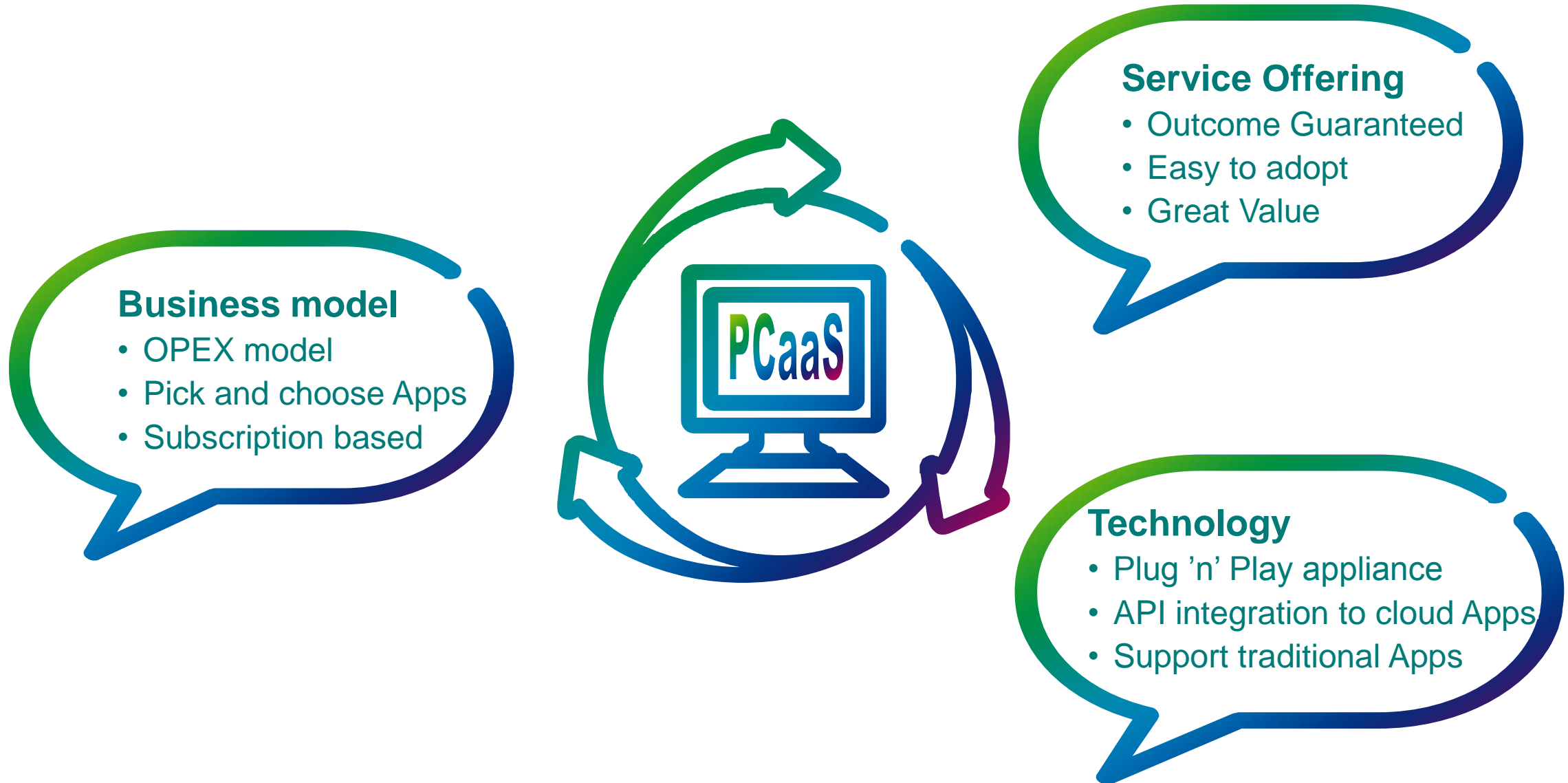
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LOW UPFRONT COST  
VERY REASONABLE  
PREPAID OR POSTPAID  
SUBSCRIPTION

# A COMPLETE END TO END SOLUTION

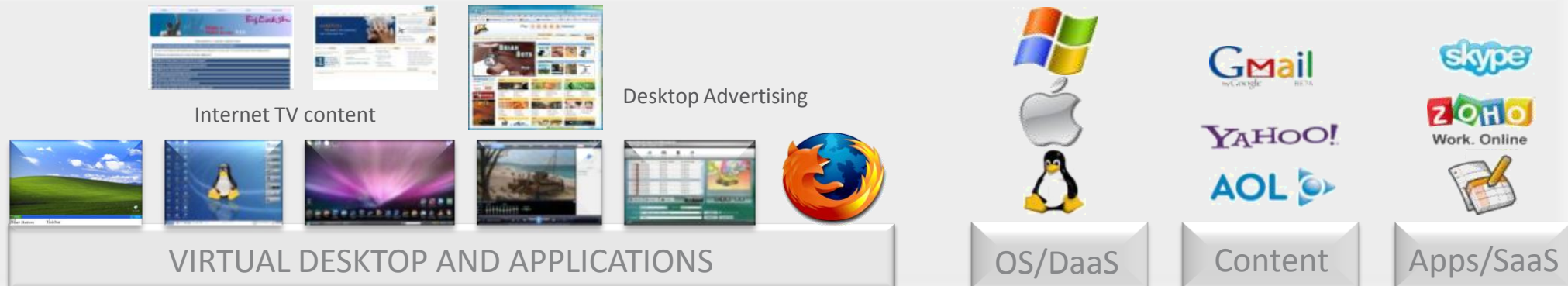
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# FLEXIBLE AND INCLUSIVE FRAMEWORK

## Desktop Monetization

VAS Layer

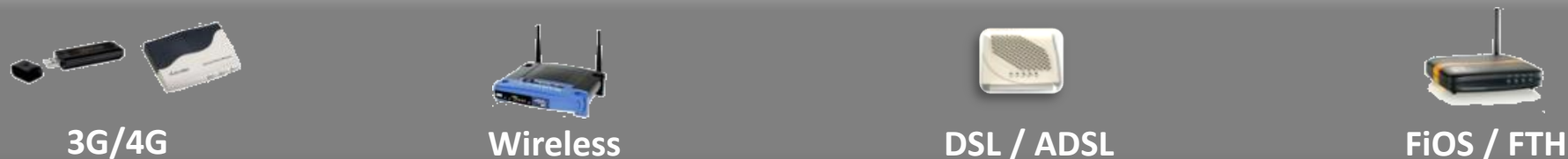


## Basic Subscription

End to end service  
Management - **MAXIMA**



Flexi Network Access



Novatium Devices  
Performance optimized  
Novatium OS with local  
application capability.



# WHAT SMES LOOK FOR?

Virus & spam proof



Better streaming of web multimedia & internet



instant start up



Enhanced and safe browsing



Agnostic Operating Systems on tab



No aging of device



SUPERIOR EXPERIENCE



Plug n Play Computer



Popular Applications as SaaS

Lifetime OS warranty



Single window Support



24/7 SUPPORT



Pick & Choose applications



1.0 2.0



Managed Upgrades

Heal on Network technology



Zero Maintenance



TRUE CONVENIENCE



Upfront Cost



TCO and CFP



Last longer, 2 times.

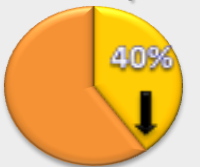


Hardware upgrades not needed

Internet packets consumption



Power consumption



Pay as you use



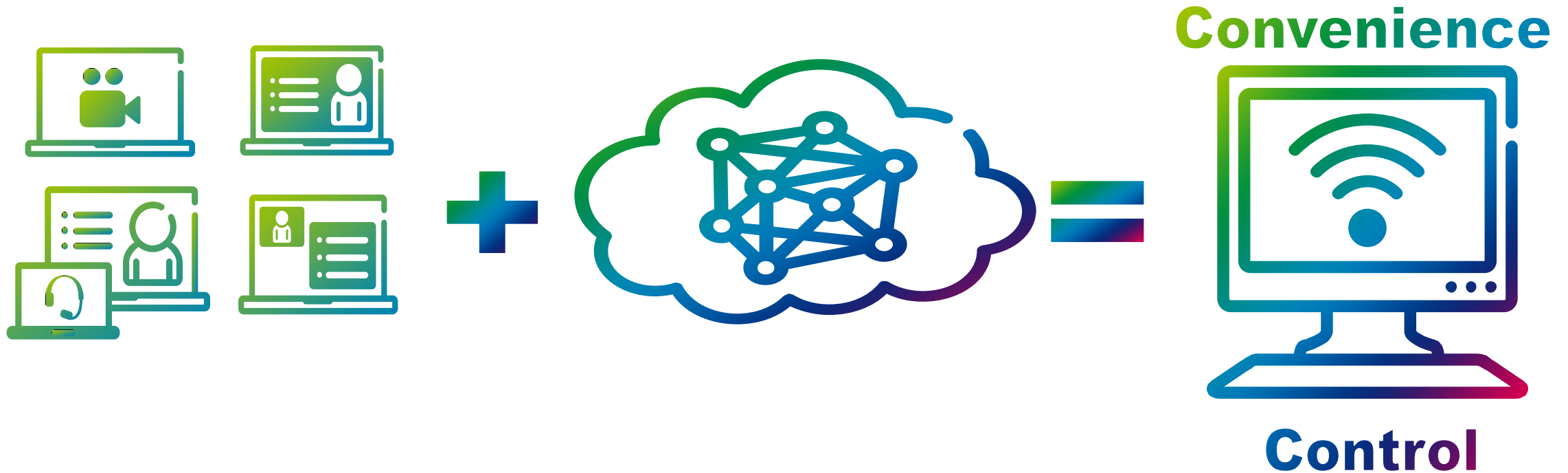
GREAT VALUE





# A WINNING ENTERPRISE PROPOSITION

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- › Controlled, low maintenance PC hardware with customized UI
- › Controlled access to enterprise and Internet web services
- › Direct access to virtualization for customized enterprise services

# BENEFITS TO INSTITUTIONS & BUSINESSES

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- **Faster desktop**
- **Self Healing Technology**
- **Timely updates & Upgrades**
- **5 Sec Startup**
- **Up to 4 times hardware life**

**SUPERIOR  
EXPERIENCE**



- **Quick Access to applications**
- **On Demand Applications**
- **Simple to provision**
- **Simple to manage**

**TRUE  
CONVENIENCE**



- **Cost effective deployment**
- **Pay per Use**
- **No downtime losses**
- **Saves on power consumption**
- **Up to 50% TCO savings**

**GREAT  
VALUE**



# A PARADIGM SHIFT IN COMPUTING

## COMPUTING FOR THE NEXT BILLION

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# FUTURE NEEDS TO BE SHAPED NOT PREDICTED

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*The world is moving so fast that there are days when the person who says it can't be done is interrupted by the person who is doing it.*

*Anonymous*

# SPEED

TIME TO MARKET

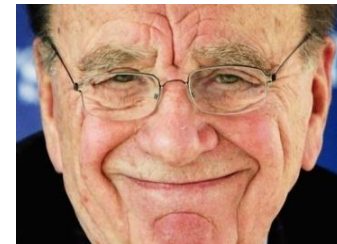
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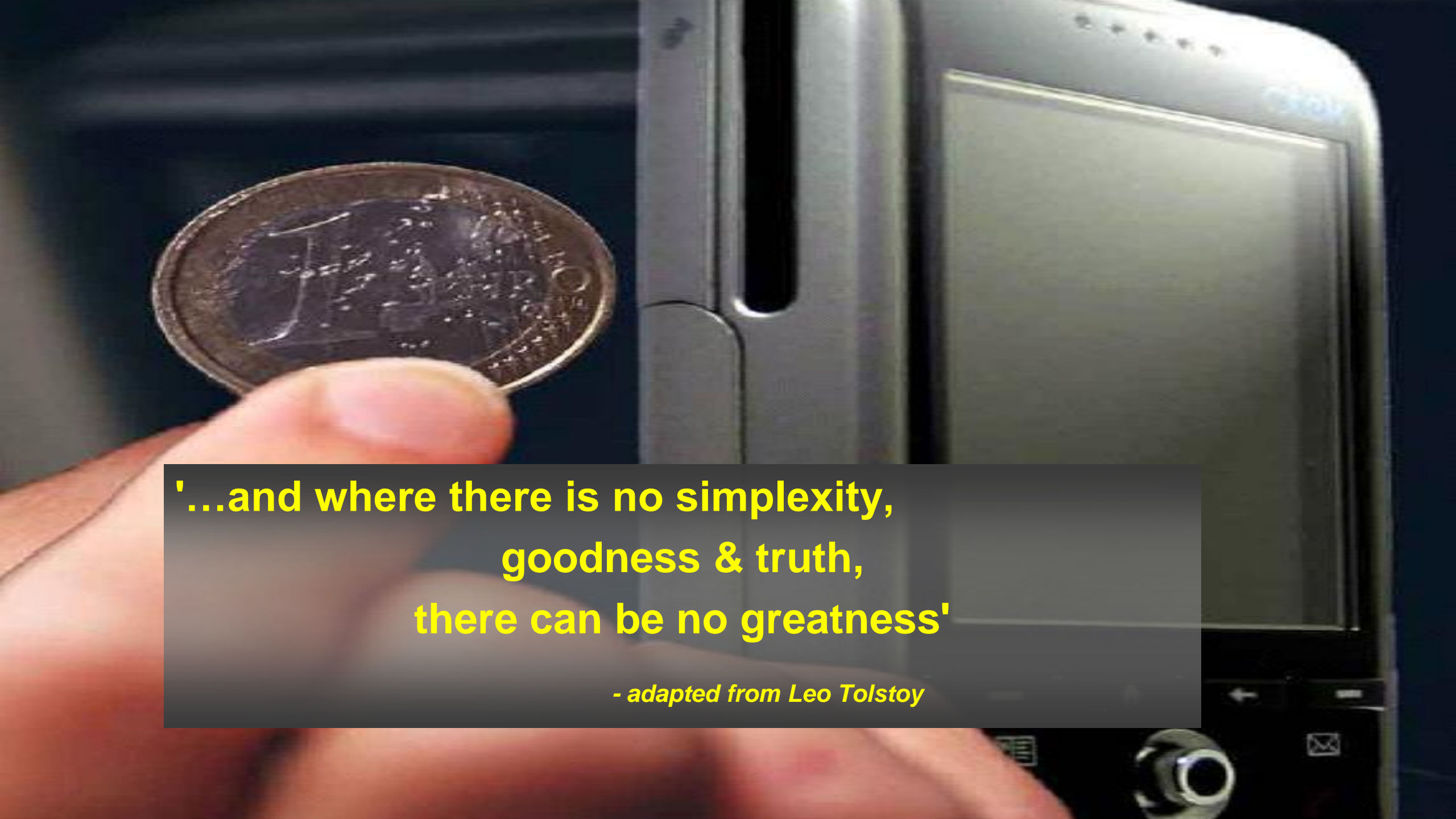
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› *The world is changing very fast. Big will not beat small anymore. It will be the fast beating the slow.*

*Rupert Murdoch*

*Chairman of News Corporation*



A close-up photograph of a hand holding a coin, likely a Euro, next to the screen of a mobile phone. The coin is held between the thumb and index finger, with the thumb visible in the foreground. The phone is a silver-colored device with a large screen and a physical keypad at the bottom. The background is dark and out of focus.

**'...and where there is no simplicity,  
goodness & truth,  
there can be no greatness'**

*- adapted from Leo Tolstoy*