NEW AGE SMME
(SMALL MEDIUM & MICRO-ENTERPRISE)

THE CLOUD ADVANTAGE

ANURAJ GAMBHIR
Integration is required to scale up to the next billion.

Lack of Integration, Simplicity, Management/Support

Computing demands
- Browsing
- Applications
- Content
- Online Services

Computing supplies
- Hardware
- Operating Systems
- Network
- Peripherals
VERTICAL IMPROVEMENTS IN ICT HARDWARE

- Hardware and form factor improvements to create new use cases.
- NO fundamental design changes
- Buying and managing complexity still with the customer.
VERTICAL IMPROVEMENTS IN ICT OPERATING SYSTEMS & APPS

• 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

- 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

- 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

› 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
A PROVEN PROPOSITION

45,000 USERS ALREADY
SUBSCRIBE FOR BROADBAND BUNDLED WITH NOVATIUM PC AS A SERVICE
SUPERIOR EXPERIENCE AT GREAT VALUE

LOW UPFRONT COST

VERY REASONABLE PREPAID OR POSTPAID SUBSCRIPTION
A COMPLETE END TO END SOLUTION

**Business model**
- OPEX model
- Pick and choose Apps
- Subscription based

**Technology**
- Plug ‘n’ Play appliance
- API integration to cloud Apps
- Support traditional Apps

**Service Offering**
- Outcome Guaranteed
- Easy to adopt
- Great Value
## FLEXIBLE AND INCLUSIVE FRAMEWORK

### Desktop Monetization
- Internet TV content
- Desktop Advertising

### VAS Layer

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### Flexi Network Access
- 3G/4G
- Wireless
- DSL / ADSL
- FiOS / FTH
WHAT SMEs LOOK FOR?

- **Virus & spam proof**
- Enhanced and safe browsing
- No aging of device
- Better streaming of web multimedia & internet
- Instant start up
- Agnostic Operating Systems on tab

Plug n Play Computer

- Popular Applications as SaaS
- Single window Support
- Managed Upgrades
- Heal on Network technology
- Zero Maintenance

**SUPERIOR EXPERIENCE**

**TRUE CONVENIENCE**

**GREAT VALUE**

- Upfront Cost
- TCO and CFP
- Last longer, 2 times.
- Hardware upgrades not needed
- Power consumption
- Internet packets consumption
- Pay as you use

**EXPERIENCE**

**CONVENIENCE**

**VALUE**
A WINNING ENTERPRISE PROPOSITION

- 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

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

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

- Cost effective deployment
- Pay per Use
- No downtime losses
- Saves on power consumption
- Up to 50% TCO savings
A PARADIGM SHIFT IN COMPUTING
COMPUTING FOR THE NEXT BILLION

A SUPERIOR AND CONVENIENT COMPUTING EXPERIENCE AT GREAT VALUE
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
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
'...and where there is no simplexity, goodness & truth, there can be no greatness'

- adapted from Leo Tolstoy