

## TATA detects sweet spot in Cloud services to SMEs at NetEvents APAC Summit

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Tata's commitment to the future of Cloud computing was underlined today at NetEvents APAC Summit. In his keynote address *Enterprises Must Re-Engineer for a Cloud-based World, or Die* by Amit Sinha Roy, Vice President, Marketing & Strategy, Global Enterprise Solutions, Tata Communications, explained why enough small and medium-sized businesses in Asia would take up the company's cloud offerings to justify the company's investment in Hyderabad and Singapore-based datacenters.

"Yes I have made a big bet in terms of our investment in infrastructure to deliver cloud" said Roy. The growth is in smaller enterprises as they do need serious server computing for burst mode requirements, as much as large enterprises with their own datacenters." Addressing SMEs was expensive, he admitted, but worthwhile in the India market.

Interviewing him before an audience of press, analysts, industry professionals plus senior execs from the APAC Service Provider community, Informa Principal Analyst Camille Mendler asked if this strategy would work outside India. Roy replied: "There will be a different customer base in every region - it's media and entertainment in some. But telecom is a mass production model of digital goods - what you're doing is at odds with that," said Mendler. "Yes, but we have divisions to address different segments," said Roy.

<http://www.netevents.org/events/binaries/Malaysia2011/Roy-Keynote-Q-and-A.pdf>

*Preparing for the Future "IT's all in the Clouds"* is the Summit's overall theme, and the conference focused on new business opportunities with sessions on over-the-top video delivery chaired by Vidya Nath, Frost & Sullivan, LTE chaired by Matt Walker, Ovum; Unified Communications chaired by Shara Evans, Market Clarity. Also of special interest to this high-level audience was the debate session *Rich pickings from transformative business models* introduced by Jayesh Easwaramony, Vice President, ICT Practice, Frost & Sullivan featuring Jerry Tang, Director of Cloud, China Mobile; Mark Beaumont, Head of Global IT Computing Solutions, Verizon Business; David Chan, Head of BT Global Telecom Markets; John McHugh, VP & CMO Brocade and Natasha Tamaskar, VP Genband.

<http://www.netevents.org/events/binaries/Malaysia2011/Debate-1.pdf>

Full transcripts of ALL sessions and presentation materials are now available on the [www.netevents.org](http://www.netevents.org)

<http://www.seekingmedia.com.au/news.php?mode=newsML&newsmlid=4700>