



<http://www.lightreading.in/lightreadingindia/news-analysis/286374/infinera-plans-india-centric-strategy>

Infinera Plans India-Centric Strategy

November 26, 2013

Fiber-optic networking equipment and component supplier Infinera says it has adopted an exclusive approach towards the India market, which is growing but requires special attention.

Speaking to Light Reading India on the sidelines of NetEvents APAC Cloud Summit, Leigh Wade, Director, Business Development Asia Pacific, Infinera, says that India is known as a cost-conscious market and that is a key challenge. "We will never compromise with our quality and that's a fact. However, in India the price points are a key challenge and hence we are constantly working out to provide quality offerings at those price levels. But that needs special focus," Wade says.

The company says that it is wary of the competition with players like Huawei, Alcatel Lucent, Ciena, ZTE and Coriant but is not in a hurry to grab deals. "In India, we understand that service providers will not go with one vendor. There would be a competition, but then the market dynamics offer growth for everyone. More than grabbing contracts, our focus always remains on keeping the quality very high. We are in the process of announcing some key local contract wins formally and you will hear it soon," Wade adds.

The company adds that because of large fiber cuts, the country needs integrated switching to build the mesh and Infinera has the right capabilities to provide more efficient networks to the telcos.

A recent Ovum report says that except in North America, the optical networking spending in Q3 2013 was relatively flat. Infinera was one of the key gainers there, along with heavyweights like Ciena and Fujitsu.

Infinera is known as a vendor with good technology, which supplies quality equipment that is flexible and consists of advanced features. The company, despite being considered as small compared to many of its competitors, has grabbed the eyeballs because of a consistency in getting quality deals.

"Our strength is in taking decisions based on the market need. 40G market is declining and 100G is gaining traction. We made a sensible decision to skip 40G. Then, a large part of our resources and investment goes into innovation. We have a strong appetite for growth and offer strategically designed products with better quality," says Wade. The company claims to have sold around 26 percent of all 100G ports worldwide in just five quarter of shipping. It is also believed to have cracked deals with Reliance Jio and Railtel in India. Infinera is rumored to have be shortlisted along with Ciena and Alcatel-Lucent by Reliance Jio for procurement of Rs 2,250 crore (\$500 million) worth of optical network transmission gear. The company, however, did not comment on the deals saying that it could neither deny nor confirm any development.

In recent months, the company has also been presenting its software-defined networking proposition to carriers in an aggressive way. The transmission-gear vendor is also bullish about 100 Gbps

deployments in the country and says it is in active discussions with customers to understand their detailed roadmaps for deployment.

The company has a center of excellence in Bangalore which has a team of around 320 people, focusing on transport innovation for the India market. —Jatinder Singh, Assistant Editor, Light Reading India

Read more at: http://www.lightreading.in/lightreadingindia/news-analysis/286374/infinera-plans-india-centric-strategy?utm_source=reference_article