



*We inspire possibilities*

# **Innovation with Technology:– *The Emerging Markets Opportunity***

**NetEvents Press & Analyst Summit,  
Portugal  
(27<sup>nd</sup> - 28<sup>th</sup> September, 2012)**

**Sunil Joshi  
MD & CEO Neotel**

# Innovation – What is?



“introducing something new; to renew or change”



# Technology Inside



Mobile banking



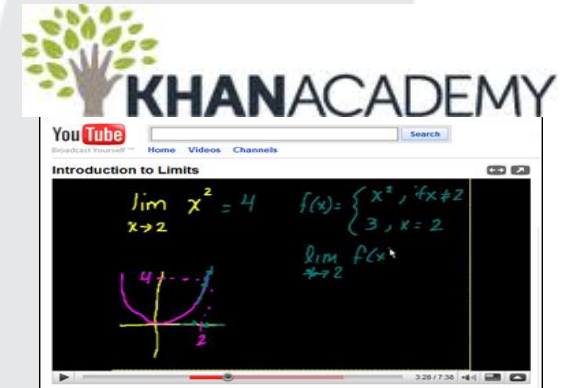
Match making



Car sharing



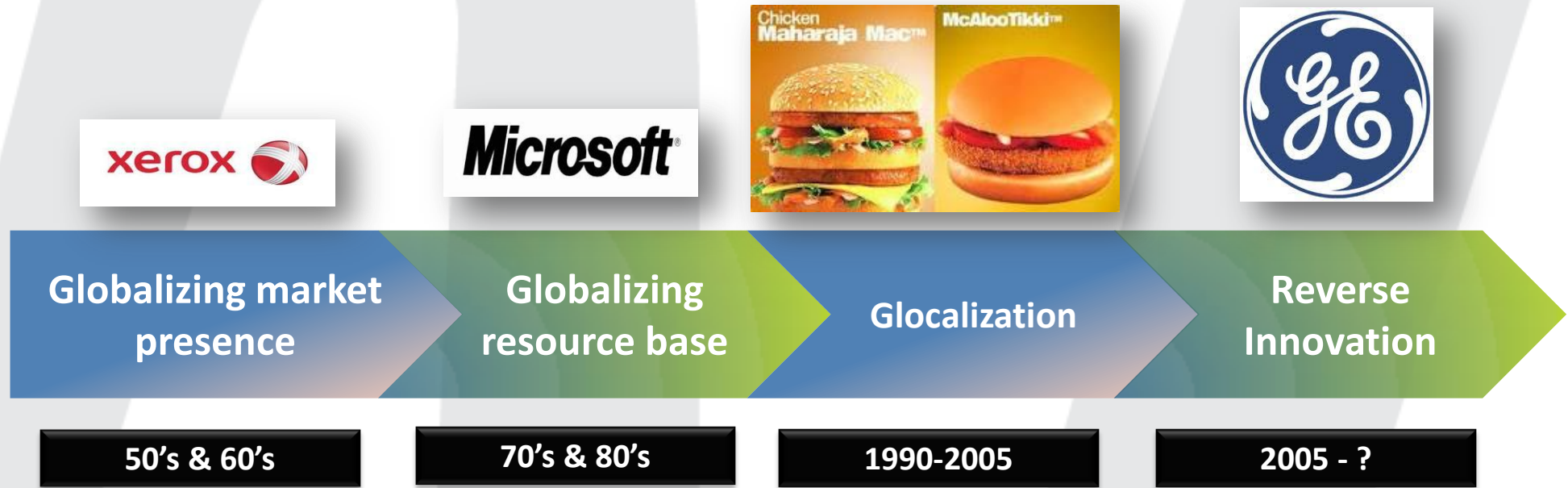
Personal Genomics



Education



# Emerging Markets' changing role



- **Emerging markets evolving as centres of innovation:**

- Low cost healthcare devices
- Wind power
- Micro finance
- Electric cars

# Reverse Innovation

A ***reverse innovation***, very simply, is any innovation likely to be adopted first in the developing world.

Increasingly we see companies developing products in countries like China and India and then distribute them globally.

– **Prof. Vijay Govindrajan,  
Tuck School of Business**

# Emerging Markets' Innovations

GE created a \$15,000 portable ultrasound machine for the rural markets in India and China.

The same machine is being taken to the US market.



# Emerging Markets' Innovations

M-Pesa is a mobile phone based money transfer service in Kenya allows microfinance borrowers to receive and repay loans using the underlined telecom network.



# Emerging Markets' Innovations

Nokia's classified ads in Kenya are being tested as new business models. Nokia also incorporated new features in its devices meant for U.S. customers after observing phone sharing in Ghana.





# Emerging Markets' Innovations

Microsoft is creating new phone app services for "dumb" phones which allow users with existing, non-smartphone devices to access Web sites such as Twitter, Facebook. Built for markets in India and South Africa, there is surprising potential for these apps as a low-cost cloud computing platform.



# Emerging Markets' Innovations

Mobile Learning for Mathematics Project in South Africa: focuses on active learning by delivering interactive study packages to students' mobile phones. Result – highly motivated students chatting with friends and doing math on their mobile phones, even during weekends.



# Necessity as the mother of all 'innovation'

## More for less

**Less than perfect solution  
at ultra-low price**



**Price pressures in the  
developed world + rise in  
performance levels due to  
technological advancement**

## Contributing Factors

### Leapfrogging technology

**Missing precedents -  
Adapting superior and  
more efficient technologies**



**Need for sustainable  
solutions**

# LTE – an enabler of and for innovation



Source: FT

# Business Model Innovations in Telecom

## Network

### Developed Markets

- Best of breed technologies to provide high quality of service
- Network and spectrum utilization kept minimum

## Sales & Distribution

- Channel exclusivity (except specialized retailers)

## Customer Care

- Performed in-house to ensure quality and reliability

### Developing Markets Innovation



- Network Outsourcing
- Network Opex/Capex utilization



- Freelance Sales force
- Micro prepaid Community phones



- Customer Care Outsourcing





# #1. Enabling new IT model: *InstaCompute Cloud Offering*



**TATA** COMMUNICATIONS

**TATA COMMUNICATIONS**

**InstaCompute**

Cloud Services Customer Log In

Home Overview Pricing Learning Center Feedback About **TRY NOW!**

## The Cloud Made Simple InstaCompute

**On-Demand**  
Sign up in minutes and immediately start using services with 24x7 web portal access.

**Flexible**  
Add users and scale services as needed. Flexible payment options, too.

**Cost-Effective**  
Pay-per-use service - no commitments and no installation fees.

**LEARN MORE**

**Have a question?**  
Our Global Support Team is here to help  
**Call now**

**Current customer?**  
Log in now  
Share your experience

**cloud CSA security alliance**

### Cloud Computing Made Simple

#### What is CLOUD COMPUTING?

00:00

#### How it Works

- 1 Sign up for the service  
Order online or with a sales representative over the phone
- 2 Choose a payment method  
Pre- and postpaid options or corporate invoicing
- 3 Instantly provision virtual servers  
Pick an OS image, load balance with a click of a button
- 4 Scale up or down  
Tap into storage and bandwidth as needed

**GET STARTED NOW**

#### Why Choose Tata Communications?

**Global Leadership. Local Expertise.**

- Our wholly owned and operated network is one of the world's largest, reaching everywhere you do business
- Take advantage of pervasive domestic connectivity, knowledge and support

**Best-in-Class Technology**

- Leverage cutting-edge cloud technologies and platforms through our partnerships with Dell, Intel and Microsoft.

**Built-in Flexibility**

- Pre- or postpaid payment options. Multiple processing power options. Private or Public Connectivity. InstaCompute changes with your changing requirements.



InstaCompute®

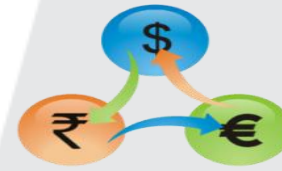
## #2. Verticalized solutions: *Tata Communications Banking and Infrastructure Limited*



**TATA** COMMUNICATIONS

### The Opportunity

- Provide integrated and total outsourcing services for the payments (ATM, PoS, Internet and Mobile Commerce) business of Banks
- 'Bank-in-a-Box' solutions to medium & small private sector and co-operative Banks



- Tata Communications making most of this opportunity by leveraging one of the largest network footprints in the industry to introduce an: **End-to-end “Plug & Play” Banking & Payment Infrastructure Solutions.** - truly world-class single-window service management



### #3. Value added services: *Security Solutions for a web services company*



**TATA** COMMUNICATIONS

#### Client Needs

- Solution that would protect the organization's network from attacks
- Solution had to be future-proof

#### Solution Delivered

- Tata Communications' DDoS Managed Security service on each of its four IP transit ports
- Solution protects both current and future IP connections
- Highly reliable solution that safeguards customer experience and business reputation

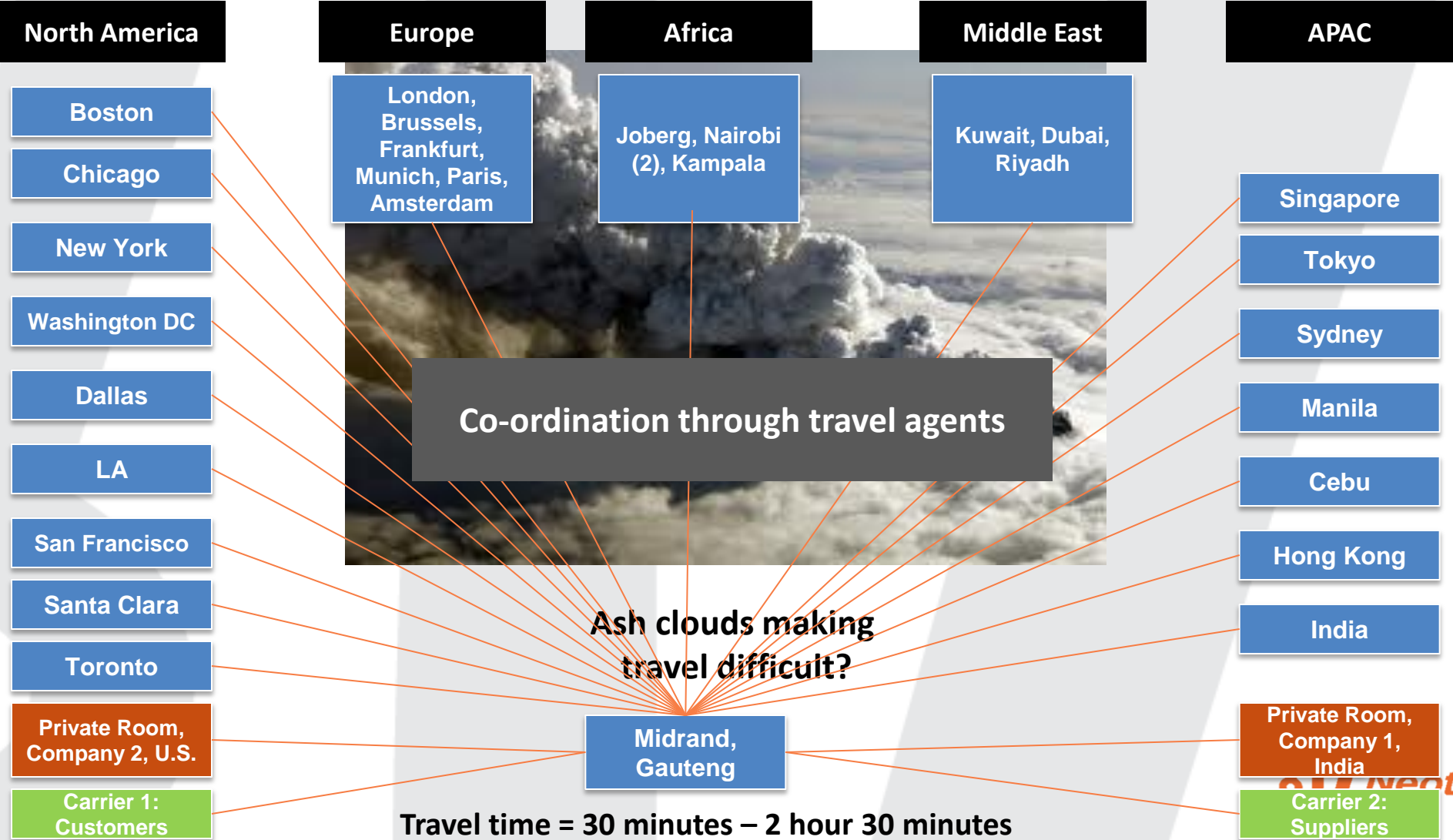


**Tata Communications' IP offering coupled with DDoS**

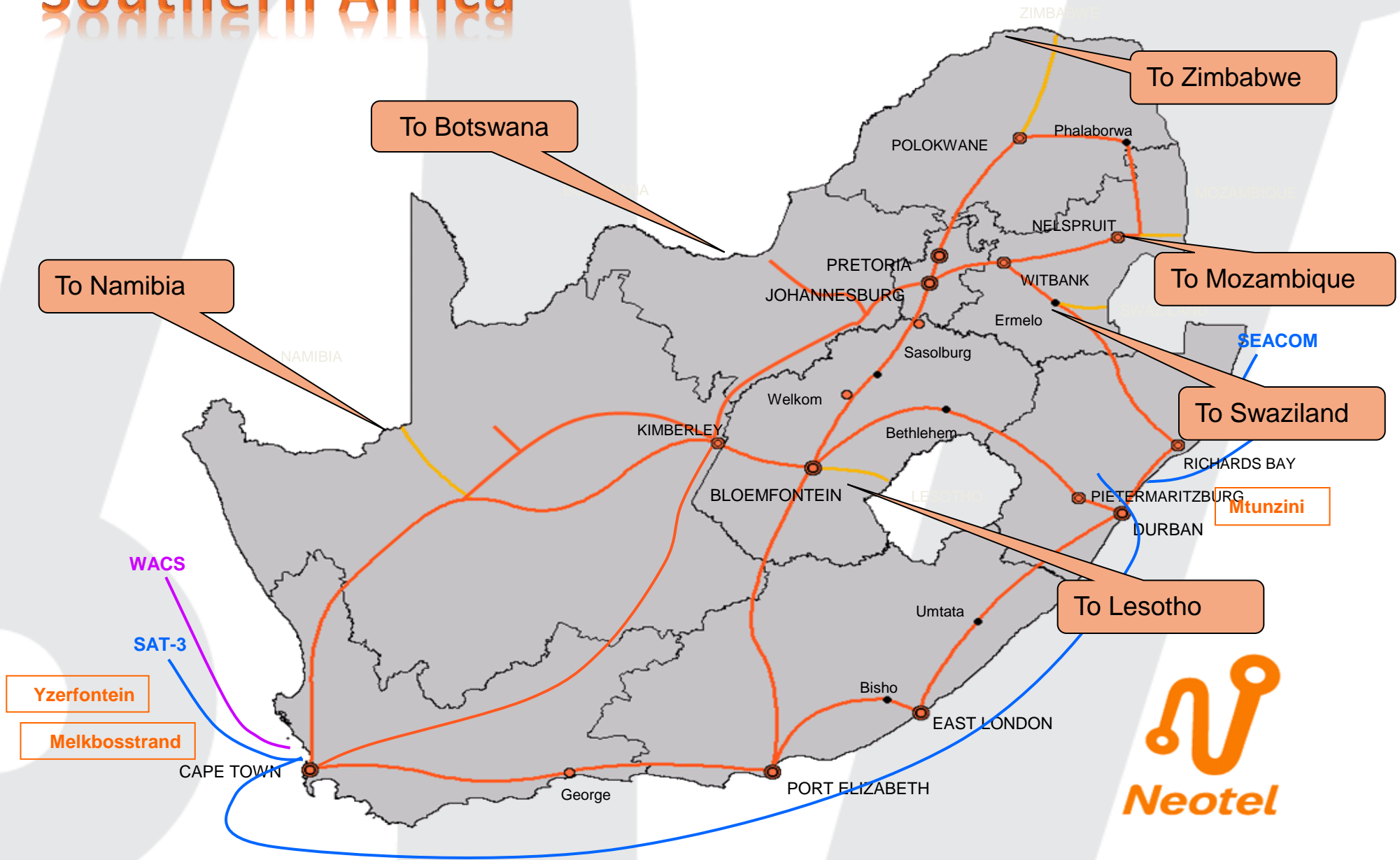




# #4. Collaboration: *Anchoring the eco-system: Telepresence*



# Neotel connecting Southern Africa



# Neotel building on the mega trends

## Today...

5 submarine cables

Tier 1 Internet

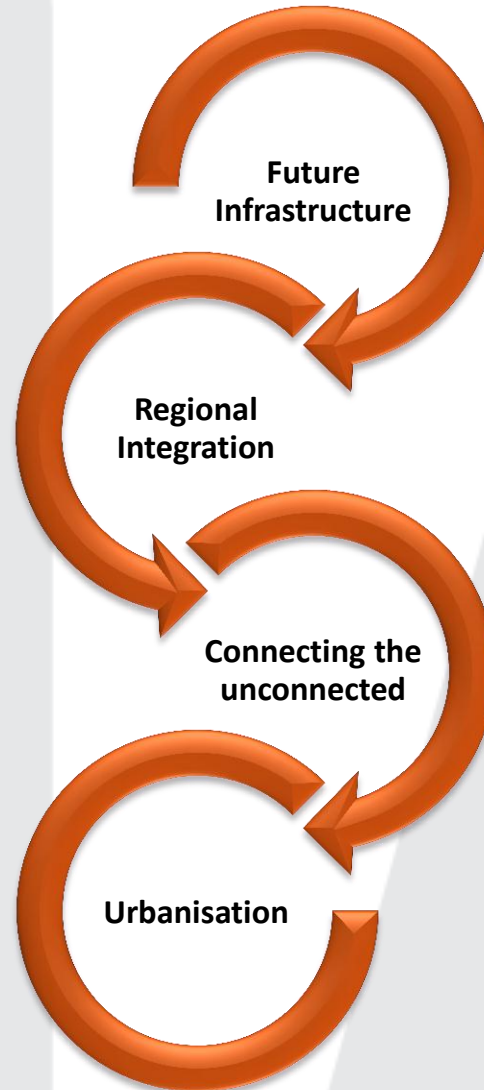
Lowest latency Internet

12,000 km fibre backbone

SADC connectivity

6,500 km of metro fibre

Fixed Wireless



## Still in 2012...

+2,000 km of own NLD fibre

Content Delivery Network

Meshed ASON protection

Voice, Data and Video Services

**Neotel is in the business of  
connecting people and enterprises  
in South Africa to themselves and  
connecting South Africa to the  
world – mature or emerging - to  
enable commerce**

**What business is Neotel in?**

**Neotel brings  
innovation  
to South Africa and  
the Region**



# Inspiring Possibilities