

Asian ICT Council Newsletter



Volume 1, Issue 1, 2009

Chairman's Message

The Asian ICT Council (AICTC), one of the seven Product and Service Councils of the Confederation of Asia-Pacific Chambers of Commerce and Industry, takes pride in coming out with the maiden issue of its newsletter.



As AICTC Chairman, I hope this inaugural issue of the Newsletter and the future ones can serve as an effective platform for an exchange of information among AICTC members as well as other players in the ICT industry in the region. It is our aim to make the Newsletter a vehicle for promoting cooperation among our members and thereby help them contribute to the economic development of their respective countries and the region as a whole.

In this issue, we provide a brief background on the Asian ICT Council – its history and its various activities – since it was organized in 2004. There are also brief write-ups on the recently-concluded joint workshop on e-Commerce in Manila and Jakarta, the APEC Digital Opportunity Center (ADOC), mini notebooks, and India's IT infrastructures.

I would like to invite all members to contribute articles, with accompanying photos if possible, to the next issue of the Newsletter. Kindly send your materials through Fax: 886-2-2725-5665 or email: cacci@cacci.org.tw. I look forward to hearing from you soon! ■

Dr. G. J. Huang
Chairman

Table of Contents

Chairman's Message.....	1
An Introduction to the Asian ICT Council.....	3
Current AICTC Officers and Members.....	5
How to Join the ICT Council.....	8
CACCI and ADOC Organize Roadshow Workshop on e-Commerce with PCCI and KADIN.....	9
Introduction to APEC Digital Opportunity Center.....	11
Mini-notebook Market Demand to Increase This Year.....	14
India Still Has to Set Up a Lot of IT Infrastructures.....	15

An Introduction to The Asian ICT Council

The Asian ICT Council (AICTC) was formally organized by the Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI) during the 68th CACCI Council Meeting held on May 19, 2004 in Phnom Penh, Cambodia. It was established as one of the Product and Service Councils, CACCI's grassroots vehicles for promoting regional cooperation among businessmen in the same sector. Mr. Stanley Wang, then Deputy Director General, Institute of Information Industry, Taiwan, was elected Chairman of the AICTC.

The session also approved the Draft Constitution and By-Laws of the Council, and agreed to pursue the activities and programs outlined in the draft Work Program prepared by the CACCI Secretariat.

Following its organizational meeting, the AICTC has met several times, usually in conjunction with the CACCI Council Meeting. Brief reports on the meetings are as follows:

New Delhi, India -- 2005

The second meeting was held on February 18, 2005, in conjunction with the 20th CACCI Conference on February 17-18, 2005, in New Delhi, India. Mr. Stanley Wang, Deputy Director General, Institute of Information



An ICT Council Meeting is held in New Delhi during the 20th CACCI Conference.

Industry, Taiwan, chaired the meeting.

Mr. Wang expressed his hope that the AICTC would reinforce its operations and strengthen its services with the goal of eventually becoming an independently affiliated association of CACCI. He proceeded to make a presentation on the APEC Digital Opportunity Center (ADOC), a Taiwan-initiated project under APEC, aimed at closing the digital divide among countries in the region.

Ms. Esther Baldwin, Innovation Manager, Information Systems and Technology Group at Intel Corporation also made a presentation on the importance of technology innovator and its potential benefits to users.

Tbilisi, Georgia -- 2005



Dr. Eva Yueh from Taiwan shares her experience in trade facilitation during the ICT session held in Tbilisi, Georgia.

The third meeting was held in Tbilisi, Georgia on October 27, 2005 where Dr. Eva Yueh, General Director, IT Promotion Division, Institute for Information Industry, Taiwan, was the session chairperson.

Discussions focused on identifying a number of AICTC project initiatives, such as the publication of newsletter, upgrading programs for members, and strengthening relationships with other ICT-related associations in CACCI-member countries.

Taipei, Taiwan -- 2006

The Asian ICT Council organized a workshop on "New Market Opportunities for All-IP

Network” in conjunction with the 21st CACCI Conference held in November 2006 in Taipei.



The objectives of the session were: (a) to
An ICT seminar was conducted in Taipei during the 21st CACCI Conference.

exchange views on and experiences in implementing wireless infrastructure and the applications concerned in Taiwan, and (b) to explore the possibility of collaboration and business development between Taiwan and CACCI member countries.

Manila, Philippines -- 2008

CACCI’s Asian ICT Council was held in Manila on October 22, 2008 during the 22nd CACCI Conference.

Dr. Gwo-Jiunn Huang, Fellow at Institute for Information Industry of Taiwan and Chairman of the CACCI Asian ICT Council, made a presentation on the state of the ICT Sector in



Dr. Gwo-Jiunn Huang conducts an ICT presentation in Manila, Philippines during the 22nd CACCI Conference.

Taiwan. He noted Taiwan is one of the leading global players in the e-arena, with a number of

its ICT products being in the top 10 in the world.

Dr. Huang stressed the need to address digital divide in industries to benefit SMEs, particularly in rural areas and in the global economy, especially the least developed economies.

Dr. Emma Teodoro, President, CAI-STA, made a presentation on the State of ICT Development in the Philippines. She noted that ICT is the fastest growing sector of the Philippine economy whose steady growth makes it next to India in the global outsourcing business.

Dr. Teodoro proposed that the region undertake areas of cooperation in the standardization of the classification of activities, joint manpower development programs and advocacy for easier movement of people to be able to share expertise and skills.

Yokohama, Japan -- 2009

Dr. Gwo-Jiunn Huang, Fellow at the Institute for Information Industry (III) of Taiwan and Chairman of the CACCI Asian ICT Council, made a presentation on the “Development of ICT Industries in Asia” at the Asian ICT



Dr. Gwo-Jiunn Huang presents during an ICT meeting in Yokohama during the 23rd CACCI Conference.

Council Meeting held in Yokohama on May 31, 2009 during the 23rd CACCI Conference.

He focused on countries whose ICT industries are considered to be quite advanced, namely, Japan, South Korea, Taiwan, India and China.

He noted that these same countries have also displayed strong economic growth, indicating the important role played by the ICT industry in the economic performance of a country. He provided some key indicators comparing the performance and levels of development of the ICT industry in each of these countries, and correlating these with their economic growth and global competitiveness.

Following Dr. Huang's presentation, some of the delegates – particularly those from Mongolia and Sri Lanka – expressed interest in collaborating with the Asian ICT Council and with Dr. Huang on a number of activities. These include providing training programs for their respective members, implementing projects that are aimed at improving the computer literacy of the population in certain remote areas in their countries, and exploring ways of using IT to further improve the services provided by certain sectors, such as logistics and education.

The current officers and members of the AICTC are as follows:

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How to Join the ICT Council

The Asian ICT Council encourages ICT companies in the Asian region to join the Council and take advantage of the opportunity to meet and interact with industry players from other countries and participate in the Council's regular meetings and other activities.

For more information, please contact the **CACCI Secretariat** at:
Tel: 886-2-2725-5663, 2725-5664
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CACCI and ADOC Organize Roadshow Workshop on e-Commerce with PCCI and KADIN

The Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI) and the APEC Digital Opportunity Center (ADOC) jointly organized a roadshow on “e-Commerce: The Innovative Ways of Doing Business in the Global Market” in Manila on October 23-25, 2009, and in Jakarta on October 27-29. The Philippine Chamber of Commerce and Industry (PCCI) and the Indonesian Chamber of Commerce and Industry (KADIN) hosted the Manila and Jakarta workshops, respectively.

Workshop Objectives

The Workshop, aimed at businesspeople, consumers and government bodies, was designed to promote e-commerce and enhance e-business activities, particularly in exploring business opportunities in the global market. There was also a sharing of success stories of companies in their usage of e-commerce.

Speakers

The speakers included Dr. J.J. Pan and Ms. Eugenia Ting, both Consulting Lecturers at ADOC Secretariat.

Dr. Pan, who is also Secretary General, Secure Online Shopping Association, spoke on the following:

- e-Business Strategy – an Overview of the e-Business Application among Business, Consumer and Government; Business to Business, Business to Consumer, Consumer to



The participants pose for a group picture after the Manila workshop.

Consumer and Government to Business; Application in e-Service, e-Commerce and e-Marketing; How to Analyze Membership/Customer Information; How to Create and Manage Product Database;

- Leverage on Existing Platform – Online Shopping, Logistics, Payment and Security and Customer Service;
- Case Studies in e-Business – Travel and Tourism, Real Estate, Agriculture, and Arts and Culture; and
- Emerging Trends – Social Network, Telecommunication and Digital Content

Ms. Eugenia Ting, who is concurrently Business Development Specialist, Atelligent Global Consulting Corp., focused on:

- Operations in e-Business – Success Factors and Tools for Promotion;
- Legal Aspect in e-Business – Risks in e-Commerce; IPR, Privacy Internet Advertising

and Related Media; SPAM in e-Commerce; and Self-Regulated Mechanism;

- Financial Aspect in e-Business – Revenues and Profits; and
- Case Studies and Discussions

Manila Participants

With an attendance of about 35 people, the Manila Workshop was graced by Ambassador Benedicto Yujuico, Executive Vice President of CACCI; and Mr. Jose Cheng, Country Manager of ADOC. The three-day Workshop was supported by the Japan External Trade Organization, Manila, and the Philippine Chamber Development Institute.

Jakarta Participants

In Jakarta, over 60 people attended the Workshop. Mr. Anindya Bakrie, Vice President of the Telecommunication, IT and Media Committee of KADIN, kicked off the three-day event, emphasizing on the need of Indonesia's SME enterprises to look into new and prospective ways to doing business in Indonesia.

Besides the two keynote speakers mentioned



Mr. Anindya Bakrie sounds the gong to kickstart the Jakarta workshop.

above, Mr. Tony Seno Hartono, National Technology Officer, Microsoft Indonesia Corp., spoke on “Building Strategic Information System for Continuous Business Success”; Mr. Shinta Dhanuwardojo, CEO, Plasa.com, discussed “The Mojo or Magic of e-Commerce”; and Mr. Arya Sanjya, Business Development Manager, Intel Indonesia Corporation, delivered a presentation on “e-Business Infrastructure: Cloud Computing as e-Business Platform”. They shared their experiences in the current condition and regulation, marketing strategies and facts, as well as do's and don'ts of doing e-Commerce.

Introduction to APEC Digital Opportunity Center



Background

The APEC Digital Opportunity Center (ADOC) Project is an economic and technical (ECOTECH) initiative that Chinese Taipei first raised in the 2003 APEC Economic Leaders' Meeting. It aims to assist in transforming digital divides into digital opportunities throughout the Asia-Pacific region.

The ADOC initiative utilizes the advantages of Chinese Taipei's information and communications industry and its experience in developing an e-society to help developing APEC member economies upgrade their information and communications technology (ICT) application capabilities and transform the digital divide into a digital opportunity. The initiative has three main objectives: to increase Chinese Taipei's international visibility and participation, to strengthen relations with other APEC members, and to develop business opportunities in the APEC region.

First Phase of ADOC Project

The first phase ADOC project, as a self-funded project, was launched in August 2004 and concluded at the end of 2008. Chinese Taipei contributed more than US\$10 million. In collaboration with seven APEC member economies, including Chile, Indonesia, Papua New Guinea, Peru, the Philippines, Vietnam and Thailand, 43 ADOC Centers in these partner economies have been established, with

more than 600 PCs donated. And around 70,000 people have received training at various ADOC centers. A wide range of training programs are available through these Centers, and their achievements have earned praise from APEC member economies.

In the 2008 APEC Ministerial Meeting (AMM) Joint Statement, Ministers recognized the progress of the APEC Digital Opportunity Centre (ADOC) and welcomed the launch of an extended effort (ADOC 2.0 Project) among concerned economies to bridge digital divides.

Second Phase of ADOC Project

To build on the present foundation to maintain momentum, Chinese Taipei raised the proposal of the second phase ADOC project, i.e. ADOC 2.0 at the 2007 APEC Economic Leaders' Meeting. The main idea of the ADOC 2.0 project is to increase cooperation between the public and private sectors with focus on capacity building activities for disadvantaged groups. In 2009, Mexico joined the ADOC 2.0 project as the 8th ADOC partner economy.

(1) Objective

The main objective of ADOC 2.0 project is to reduce digital divides in APEC region by enabling people to overcome limitations due to age, gender, health, social or education status, and to enjoy the 4A (anytime, anyone, anywhere, anything) benefits of the digitalization.

A wide range of ICT training programs will be provided, tailored to the needs of partner economies and focused on the disadvantaged groups in remote areas, including women and children.

The project features the wide involvement of private sector, including major ICT firms and non-profit organizations. Through close public-private partnership, “best practices” model for APEC will be established by synergizing the various resources and strengthen from sponsors.

(2) Major Work Activities for 2009

* Seven ADOC 2.0 e-Learning Digital Centers have been established in partner member economies. These centers will focus on improving ICT skills, and around 3,000 people will be trained.

* The operations of the 43 existing ADOC centers are being sustained. As many as 15,840 people are expected to be trained in the ADOC 2.0 program in 2009.

* e-Commerce workshops were held in the Philippines and Indonesia on October 23-25, 2009 and October 27-29, respectively. These training programs aimed at not only enhancing the trainers’ teaching ability, but also strengthening experience-sharing on the Mandarin e-Learning program, PC refurbishment program, and on e-commerce and ICT trade.

* ADOC 2.0 Week 2009 was organized in Chinese Taipei from the 5th to 9th of October,

2009. Besides the annual ADOC 2.0 Plenary, the activities included strengthening exchanges of experience on reducing digital divides throughout APEC, as well as the ADOC 2.0 Night, during which awards were issued for best contributions. Senior officials, experts and business representatives from the eight partner member economies as well as other interested economies attended these events.

(3) Funding Source

For 2009, in addition to US\$1.2 million from public sector, the ADOC 2.0 project incorporates private sector funding and resources. A synergistic effect from the combination of public and private resources is anticipated.

(4) Organizational Structure

* Public Sector

a. Steering Committee: As decision-making entity, it is comprised of top-level representatives from the Council for Economic Planning and Development (CEPD), Ministry of Economic Affairs (MOEA), Mr. Stan Shih (the founder of the Acer Group), and the Tzu Chi Foundation.

b. Task Force: Task Force is comprised of representatives from the Department of International Organizations of the Ministry of Foreign Affairs (MOFA), the CEPD, the Computer Center of the Ministry of Education, the Bureau of Foreign Trade (BOFT) of MOEA, and the Project Non-government Office. The Task Force is responsible for

coordinating external and internal communication, and convening intra-agency meetings.

* Private Sector

a. Non-Government Steering Committee: As decision-making entity, it is comprised of

representatives from chief or high-ranking executives in private organizations.

b. Non-Government Office: This Office serves as a communication window between private-sector members and the ADOC 2.0 Project Task Force, and coordinates the involvement of private sector in the project. ■

Mini-notebook Market Demand to Increase This Year

The outlook for the personal-computer market is expected to get so weak this year that technology research firm Gartner Inc. said PC shipments are likely to post their worst decline since 2001.

Gartner forecasts worldwide PC sales will fall almost 12% this year, to 257 million units, from 2008's levels, as the industry goes through "unprecedented market slowdowns" that are hampering sales in both mature and emerging markets. Gartner said the previous worst decline in PC shipments came in 2001, when unit shipments fell 3.2%.

"The PC industry is facing extraordinary conditions as the global economy continues to weaken, users stretch PC lifetimes and PC buyers grow increasingly cautious," said Gartner research director George Shiffler.

According to Shiffler, PC sales growth in mature and emerging markets will disappear this year, with shipments in emerging markets expected to fall 10.4% this year and mature market shipments to decline 13% from a year ago.

"The impact of reduced replacements will be especially acute in mature markets, where



replacements are estimated to account for around 80% of shipments," Shiffler said.

The shift in PCs from desktop units toward notebook devices highlights the overall expected decline in PC sales this year. Gartner said that desktop PC sales will drop almost 32% this year to 101.4 million units, while mobile PCs will rise 9% to 155.6 million units.

However, Gartner said that mobile PC sales will be "substantially boosted" by growth in mini-notebooks, also called netbooks. Gartner is forecasting netbooks to reach 21 million units, up from 11.7 million last year. ■

(Source:Gartner, Mar. 24, 2009)

India Still Has to Set Up a Lot of IT Infrastructures

In the current scenario, minimising operational costs along with business process improvement is the main concern of various industries across the globe. Companies are forced to cut their IT spends and are struggling to find effective and affordable IT solutions in order to service their clients better. Mr. Onkar Sharma of BenefIT Bureau explores this issue with Mr. Prateek Garg, managing director and CEO, Progressive Infotech Ltd, an IT infrastructure company.

BenefIT: *What do you believe is the impact of the current economic scenario on businesses, with regard to their IT infrastructure?*

Progressive: With the slump in growth rates and the decline in value, businesses have started curtailing their capital expenditure. They have put IT spending on hold. Export-oriented businesses are the worst hit and have tightened their purse strings. They are in a "wait and watch" mode, at present, and are sceptical of taking measures that need investments.

At the same time, businesses are having a difficult time wooing customers in global markets. It becomes mandatory to have a better IT system in place so that quicker service and timely responses can be delivered. Today, firms need to have the minimum IT infrastructure in place to deliver quality and remain in competition.

In this situation, what is important for solution providers is to improve the quality of their products and services, whether catering to the domestic or to global markets.



Mr. Prateek Garg

BenefIT: *Minimising operational costs and improving business efficiency are the primary concerns of businesses. What kind of company, in your opinion, ought to consider reducing its IT spends and what kind of company ought not to?*

Progressive: As I see it, there are three fundamental concerns that are emerging as business buzzwords these days: ROI (return on investment), simplicity and stretched investments.

Faster ROI (return on investment): IT is a big business enabler and plays an important role in ensuring faster ROI. If the company wants faster returns, it ought to look out for solutions that can be easily customised according to its needs. This will enable the company to deliver enhanced customer service and to reduce operating costs.

Simple solutions: It is recommended that the solutions are simple. The times are such that you cannot afford to squander too much time in getting your workforce used to high-end and

complex systems and solutions. Many companies want tools that are easy-to-use. For them, complexity means the loss of more money. And it truly is.

Stretch your investment: While it isn't a good business tactic to freeze IT spending, it would be a bad tactic to spend lavishly on IT -- especially at this point in time. Businesses should invest in their IT infrastructure in chunks. As discussed, this is the time to focus on primary needs as it is difficult to operate without them. For certain secondary requirements, investments in IT could be stretched.

I would say that the three aspects mentioned earlier should be seriously considered by recession-affected firms. Companies in the public sector, insurance, FMCG (fast moving consumer goods), finance, etc, which are not much affected by the slowdown, can continue to work and plan investments according to their requirements.

BenefIT: *According to a survey conducted by IDC India, businesses spend more on maintaining their IT infrastructure than they do on owning it. What is your advice to companies in this regard?*

Progressive: As far as IT infrastructure is concerned, companies have to own the minimum infrastructure possible and hence maintain it, even if it costs them. But there are instances where they can rent rather than own equipment. They can use a shared infrastructure or go in for an on-demand solution from a wide array of hosted service

providers.

For small companies, it can be a compelling choice as they don't have to spend upfront on IT infrastructure. Companies can thus enjoy features of the best-of-breed services. They have to pay only for the services they use. Moreover, they can keep scaling up in pace with their growth. In the current market scenario, it is a good choice.

BenefIT: *What are the top technologies and tools that you believe can drive the growth of recession-hit companies and help increase ROI?*

Progressive: The latest trends that are becoming real game-changers are virtualisation and green IT. I believe these two trends will yield better ROI for companies.

Virtualisation: Virtualisation, according to Gartner (an international research firm), will be the most important technology in IT infrastructure and operations, up to 2010. Gartner believes that virtualisation will dramatically change the way IT departments manage, buy, deploy, plan and charge for their services. From an infrastructure standpoint, virtualisation is easy to implement, is cost-effective, energy-efficient, saves space and, of course, is scalable. It really helps reduce the number of hardware units in an organisation, which automatically cuts costs.

Green IT: Green IT has to play a significant role. Fundamentally, it is about energy-efficiency, which should be built into the operating environment of any organisation. It is important for companies to focus more on

energy saving machines and technologies.

In other words, virtualisation and green IT go hand in hand. Virtualisation eventually brings down the number of machines used in an organisation, thereby saving energy.

BenefIT: *What is your final word on business IT, with regard to the recession?*

Progressive: India is a different market. Unlike

the developed countries, India still has to set up a lot of IT infrastructure. This has to happen both within the corporate sector to improve efficiency, and in the government to enable transparency and drive good governance. The slowdown that we have been witnessing over the last few months is driven more by global sentiments. ■

(Source:EFYTimes News, Aug. 20, 2009)