



Google and Facebook have one thing in common: both are working on expanding Internet connectivity to all. Facebook has

already announced plans to fly drones that provide Internet access and it has also started a non-profit organisation internet.org for the

same. Ericsson, Nokia, Qualcomm and Samsung are among the companies associated with the non-profit. The agenda was clear when **Mark Zuckerberg**, creator of Facebook, on his visit to India, addressed the issue of internet.org. He acknowledged that telecom infrastructure and different languages in India are challenges and announced a \$1 million fund to help developers develop apps for farmers, migrants and women. "Connectivity cannot be the privilege of the rich," he said. "I'm mostly interested in learning what we can do to help." Although India is among the top 3 nations in the world with the highest number of Internet users, because of its size and population, a large numbers of Indians are not connected to the Internet. ♦



Consumer expectations are rising fast. The always on – always connected consumer demands engaging communication from an organisation, says a digital marketing insights report 2014 co-authored by **Ruth Gordon**, director, digital marketing – EMEA, **Teradata Corporation**. The US-based company provides data warehousing and data-driven marketing solutions and has been operating in India since 12 years. Some of its products are digital messaging centre, real-time interaction manager, and campaign management tool. Teradata, being a niche player in data driven marketing, it has a large number of financial services clients globally and in India also, as banks and other financial institutions want to go digital, Teradata is actively considering the opportunity. "Indian market has always been slightly behind in data driven marketing but is catching up," says Gordon. "Indian market is focussing on personalisation of communication sent to customers." ♦

**UTStarcom**, a US-based NASDAQ listed global telecom infrastructure provider is engaging with the Narendra Modi government which has plans for Digital India and 100 smart cities. These are the areas where UTStarcom has technological solutions to offer. UTStarcom went through restructuring and spun off its IPTV business in 2012. It now provides broadband transport and access (Wi-Fi and fixed line) products and solutions with carrier grade software defined networking (SDN) platform and connects Japan, US and India as its key



growth markets. "After a lot of restructuring, we're on a growth path. We're indeed

engaging with government entities to show them what we're capable of," says **William Wong**, CEO, UTStarcom. "India has the prime opportunity to leapfrog from the beginning phase to the SDN phase," he adds. In 2011, UTStarcom deployed a revamped growth strategy that concentrates on broadband and selective investments into innovative companies providing media operation support services. In India, it is currently working with a national telecommunications provider to revamp its wire line network. ♦



**CloudBuy**, a Europe-based transactional cloud platform that provides business to business e-commerce marketplace, has set up shop in India. It offers a 'Private Purchasing Portal' to Buyer Organisation and 'eMarketplace' across buyer and seller organisations and or across industry verticals. "We're a technology

provider. And we provide e-commerce for everything – business to business, business to consumer and government to consumer/citizen," says **Ronald Duncan**, chairman & CIO, CloudBuy. "India is going to be the largest area for our business." The London stock exchange listed company is focussing on providing B2B

e-commerce in India at present and later it'll focus on B2C. Duncan feels the biggest B2B market in the world is the Asia Pacific. The B2C market is in billion of dollars, while, the B2B market is in trillions. CloudBuy is targeting large corporates in India. There is potential for companies to become global supplier with CloudBuy. ♦