

# MARKET-FOCUSED APPROACH

## Riding on Cyberoam and Crestel; Nikhil Jain is optimistic about his company's performance

### On your plans for the Internet security market in India

Cyberoam has a full scale strategy in place to become the largest UTM player in India in the coming years. We are expanding our reach to the B and C class cities and towns across India utilizing the strong channel partner network across the country consisting of Avaya Global Connect as a national distributor, key regional distributors, and more than 50 authorized channel partners. We aim to make Cyberoam a perfect solution providing complete network security to big and small businesses across India.

### On your plans for the OSS/ BSS market in India

Crestel has invested the last year in the launch of its "subscriber management products" namely AAA software and service selection portal. Crestel has bagged a recent order for Major Tier 1 Operator in India for its Broadband Multi-service Project Rollout, and will offer its service selection portal and AAA software product. Both these products enable service providers to smoothly launch on demand services, driven through a centralized policy management system.

In addition Crestel also plans to provide charging and rating platform for multi-service networks. Crestel has been installed in other service providers in India, and this year it plans to enhance and upgrade its installations for expanded capacity and has bagged projects for undertaking new services like IPTV and NGN for the service providers and broadband subscribers.

### On your clients

Cyberoam has over 1500 installations worldwide including corporations, Government

organizations and educational institutions. Companies using Cyberoam include big names like Siyaram, Make My Trip, Honda, E&Y, IIM Lucknow, Symbiosis Institute of Management, Fortis Bank, and UTI Bank.

The clients using Crestel billing solutions include big telecom players like BSNL, MTNL, Tata Teleservices (M) Ltd, Reliance Communications Infrastructure Ltd, Bharti Infotel Limited, and In2cable.

### On your product features and advancements

*Network Security:* We are offering Cyberoam, a next generation identity-based Unified Threat Management (UTM) appliance series to provide integrated Internet security with fine granularity through its unique user identity-based policies.

*Convergent Billing Framework:* Crestel, our carrier-grade billing and customer care solution, delivers scale with margins by facilitating convergence at the customer, OSS, and BSS level, while enabling fine segmentation at the customer, service, and geographic levels.

For Crestel we intend to put our concerted efforts towards creating a unified, convergent rating and charging platform for wire-line and wireless providers and launching different products in the OSS-BSS space for upcoming NGN deployments. We also intend to provide subscriber management products and increase our offering for its AAA product line, policy management systems.

### On international market

*For Cyberoam:* We have 30–40 distributors outside India. Our global operations include the US, UAE, South Korea, Taiwan, Singapore, Egypt, and many other countries. The operations in all the countries except the US are managed



**NIKHIL JAIN,**  
President & COO,  
Elitecore Technologies Ltd.

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from India. We have a highly experienced and qualified team to manage the evolving global security market. Cyberoam has proved successful and gaining recognition fast in the international market

*For Crestel:* 50 percent of Crestel Convergent billing revenues in 2006-07 came from international sales. Crestel is performing well in the Middle East and African markets. As a part of Elitecore initiatives in the NGN segment, we are looking to form a footprint in the South Asian emerging market. Crestel has 2 projects underway in the South East Asia; and will shortly announce its partners for that region.

**On your challenges**

*For Cyberoam—(Network Security market).* We are expecting the next year to be highly challenging. We need to improve and speed up our product development initiatives. The biggest challenge will be the expansion of our business outside India, especially in the US. The US market is more customer-driven rather than

technology-driven, which makes the expansion more difficult. We need to be more focused toward customer support and knowledge management.

*For Crestel (Convergent Billing Market).* We have a strong presence in India; it has its own typical market reality. While plans are on to launch value-added services at one end, at the other end, you see service providers expanding their network into the interiors with basic offerings. They are growing simultaneously on the scale and margin front, which is so totally different from the developed world. So the amount of complexity is much higher in managing such parallel growth on two fronts. We are addressing the intricacies of this scenario by adopting a market-focused approach, involving the 4Cs – customers, content partners, channel partners, competition - rather than the technology-focused approach. Ultimately, what matters is what the customer wants, not what technology wants to offer! ■