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Telecom Era

Lets redefine telecommunication

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(combined issue)

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Opportunities and Challenges



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Elitecore Technologies Scaling new heights

Telecom Era
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“Elitecore Technologies has grown into a strong Product IT company”

Mr. Nikhil Jain is President and COO of Elitecore Technologies. Mr. Jain's in-depth knowledge of the telecom industry and its business problems coupled with his ability to visualize new business models for the telecom industry has ensured Elitecore's entry into a revenue-sharing proposition. Mr. Jain, in an exclusive interview with Telecom Era throws light on growth and performance of the Elitecore and discusses various issues confronting Indian telecom market. Excerpts.



Could you throw light on some of the major achievements made by Elitecore Technologies in recent past?

Year 2007 saw many achievements for Elitecore Technologies. We ventured into newer territories and several strategic partnerships were achieved. On the product front saw the launch of several new features in CRESTEL, Cyberoam & 24Online. Some of the major achievements are:

- Received funding from a global private equity firm the Carlyle Group
- Rising Star Award from GESIA 2007
- Ranked among the DQ top 200 IT Companies
- Increased presence to 55 countries
- Crestel launched its Subscriber Service Selection Portal, charging & rating platform for multi-service networks and Pre paid & Post paid convergent Billing platform for emerging markets
- Integration with IDS - one of the best Property Management System implemented at majority of hotels for 24

Online

- Cyberoam was recognized for its product excellence by world's leading publications and it achieved security industry's prestigious awards.

How do you rate Elitecore growth and performance in India since its inception?

Elitecore started its operations with a very small base, offering billing solutions to tier-3 service providers. The sound technical background of the team, coupled with investment in R&D has led Elitecore from presence in India to 55 countries across the globe today. Elitecore has seen 75 percent growth rate since its inception. Elitecore Technologies has grown into a strong Product IT company with reputation of delivering products and solutions that meet the changing business requirements of the enterprises globally.

How do you see the changing technological scenario in Indian telecom market?

“Elitecore started its operations with a very small base, offering billing solutions to tier-3 service providers. The sound technical background of the team, coupled with investment in R&D has led Elitecore from presence in India to 55 countries across the globe today.”

The telecom deregulation is promoting the entry of new players in the market leading to stiff competition in the marketplace. Also there is a steady economic growth that the country is experiencing as a result of which the purchasing power of the customers has increased leading to greater spending on communication needs as a result are more demanding.

The ever changing market dynamics have increased complexities for service providers. To succeed telecom operators are increasingly rethinking their OSS BSS architectures, adopting a more customer centric focus

- Open standards and integrating with solutions like softswitches that enable migration towards NGN.
- Application design and development is in high demand, considering the wide range of services that are being introduced, increased provider capabilities as well as the drive to build margins.
- Automation and process establishment that can smoothen the provider's internal processes reduce manual tasks and revenue leakage have their role to play.
- Convergent system - Deploying OSS BSS systems that are capable of supporting multiple services, technologies, geographies, and customer types
- OSS/BSS systems with real time capabilities
- OSS/BSS systems that allow customers to self manage and self provision their services on the fly.

Where do you see Indian telecom market five years from now?

India is one of the fastest growing telecom markets and this growth has been boosted by the willingness of the operators to adopt a full range of voice and data services. Prepaid services in particular have been an important driver of growth in subscriber numbers and represent around 80% of the total mobile subscriber base.

India is catching up with emerging technologies very fast, it has its own typical market reality where you see providers planning to launch value-added services in metros while at the same time, expanding their network into the interiors with basic offerings.

Operators are deploying systems to cater to NGN service rollouts. As new networks move toward 3G/4G, VoIP, WiMax, etc the focus is toward the Next Generation and other standardization across the integration layers, converged offerings will be the focus, as it contributes to directly reducing ownership costs for operators.

Service providers see the potential of generating new revenue streams by becoming a one-stop for all the communication needs of a customer, and are in the process of constantly refining their service offerings.

With operators migrating to an IP-based next generation network, the convergence of voice, video and data termed as triple play have received a major boost, due to the convenience of receiving all three services from one provider as opposed to many different ones.

What according to you is the biggest challenge confronting Indian telecom industry today?

The competition in the telecom market place is intensifying with service providers continuously rolling out new services, making huge investments in upgrading to new technologies, and expanding their networks for growth and stability. They are innovating their branding and marketing efforts to retain the wallet-share of their customers, maximize ARPU, and fight competition. The key business needs for the telecom operators to provide all these services are:

- Rapid time to market for value added services
- Manage innovative pricing and bundling of services
- Manage revenue sharing and settlement with various partners in the ecosystem
- Ability to charge for services across any payment methods
- Revenue assurance system and fraud management

What are your plans and strategies to extend Crestel reach in emerging markets internationally?

The overall sales target for the 2008- 2009 is budgeted at 80 crore. Elitecore Technologies for CRESTEL will focus on Tier 2 & Tier 3 operators through partnerships with equipment vendors and SI's. We plan to increase our operations

in SEA, ME & SAARC countries.

Could you elaborate on 24online billing & bandwidth management solution? What advantages does it offer to Wimax and Wi-Fi providers?

- 24online is the leading solution in the industry today for a complete Billing, Bandwidth Management & Subscriber Management that enables WiMAX and Wi-Fi providers, Broadband service providers as well to Hotels, Hotspots and Cafes to provide time and usage based Internet access and to manage subscribers and franchisees.
- 24online supports wired as well wireless networking. For service providers looking towards enhancing their existing broadband offerings, 24online allows them by supporting WiMax, Wi-Fi services and hotspots. 24online is the perfect solution that seamlessly manages both the offerings. Standalone providers benefit from rapid WiMax service rollouts, differentiated service delivery and charging the access level, leading to high revenues and margins.
- Easy to Install & setup
- Generates flexible and customized solution
- Easy integration for upcoming technology
- Allows offering value added services with easy integrations

How do you see the market for 24online Access Gateway in India? What makes it unique among competitors?

Market for 24online in India is on growth. Small operators are merging with ISP license holders and we are proposing the ISP with Centralized 24online solution to get small operators under their umbrella. This is giving security to operators and business expansion to ISP. Being the existing client of 24online, investment is also on lesser side for both operators and ISP and we are also able to retain our existing customer. New hotels are coming up day by day and the demand in hospitality is increasing for wifi billing and management in hotels. 24online rich features, product reliability and stability and the excellent services and support are the factors which always keeps us ahead of our competitors. Another important part to be a leader in industry is our flexibility and technical expertise to do the integrations with third party components in the network.

What is 24online Access Gateway global client

NIKHIL JAIN PROFILE



Mr. Nikhil Jain is President & Chief Operating Officer, Elitecore Technologies Ltd. Mr. Jain is an Electronic Engineer, B.Sc. and an MCA, and has been associated with Elitecore since inception. Mr. Nikhil Jain joined Elitecore in 1999

as Chief Architect. He began his career with creating path-breaking softwares, which are unique in nature. Over time, he has evolved as a leader and marketing expert. He was the first member of the software group that Elitecore had taken over from Icenet.net. He had envisioned Crestel in its present form and continues to be a critical factor in the evolution of Crestel.

As President & COO of Elitecore, since March 2001, he has been instrumental in identifying and developing new products. Mr. Jain's in-depth knowledge of the telecom industry coupled with his ability to visualize new business models for the telecom industry has ensured Elitecore's entry into a revenue-sharing proposition.

He has been instrumental in identifying and developing new products for the Elitecore Technologies Ltd., setting up and strengthening its channel partners and marketing network, introducing enhancement features in various products, integration of technology with clients' business models and managing turnkey solutions. He is also responsible for the general operations of the company.

base? Which telecom companies in India are your clients? Also, which countries are you presently targeting?

- 24online has pioneered the Billing and Bandwidth Management Solution in India and today enjoys major market share in the ISP segment. It has a vast client base with 1500+ installations that extend to 30+ countries across the globe.
- 24online has developed a vast reach in the Middle-East and African regions with a dedicated partner network and now looking APAC as a major potential market to capture.