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Hughes Targets 30,000 SMB Installations For Broadband Services

By: Biztech2 Staff | Oct 05,2007

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Hughes has introduced satellite broadband service plans in 'terrestrially underserved locations'. Targeted at organisations with single and multiple locations, Hughes is looking to offer these services to customers who use internet to connect to remote locations and run critical applications like ERP (SAP,ORACLE etc.), Intranet applications, Web based applications, Point of Sale applications, etc. Hughes is planning to tap 30,000 of these installations over the next three years and has started investing in creating a robust channel network for the same.

By the end of the year, Hughes is hopeful of closing on 30 business partners to offer its services in areas that have hereto been bereft of quality SLAs and inferior DSL services.

"Hughes has over the last few years offered products and services that cater to the needs of the enterprise market. However, with the maturity of the SME market, there is a need to create differentiation and offer solutions that map on to their business imperatives. Hughes SME division is thus poised to offer relevant and cost effective satellite broadband services as a large portion of this market does not have access to reliable connectivity options", said Amit Tripathi, senior vice president and head, SME Business, Hughes Communications India.

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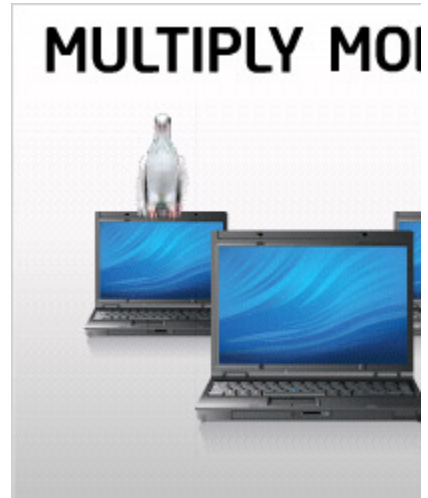
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