

## **Hughes eyes SME segment for satellite broadband services**

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NEW DELHI: Aiming the 30,000 SMEs, services provider Hughes Communication India on Thursday introduced its satellite broadband services in terrestrially underserved locations and rolled out an all-India channel network.

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.

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.

"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 Communications India Ltd, Senior Vice President and Head SME Business, Amit Tripathi said in a statement.

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, he added.

As per a report by Access Markets International (AMI) Partners, SMBs in India are set to spend more than US \$8 billion to beef up their IT infrastructure, up a robust 24 per cent since last year.