

# Hughes plans big for SMBs in India

## Targets 30,000 SMB installations for satellite broadband service over next three years

**CYBERMEDIA NEWS**  
New Delhi, Oct 11

**T**apping into the burgeoning needs of IT and telecom services for SMB customers, Hughes Communication India recently announced its plan to introduce satellite broadband service in terrestrially under-served locations in the country. Targeted at organizations 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. It is planning to tap 30,000 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, the company plans to have 30 business partners to offer its services in those areas.

"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 VP and Head—SME Business, Hughes Communications India.

As per a report by Access Markets International (AMI) Partners, SMBs in India

are set to spend more than \$8 billion to beef up their IT infrastructure, up a robust 24 percent since last year. While computing products will still account for the

percent over 2005. The ERP penetration among the SMEs are also increasing day by day as SMEs have realized that they have to look at ICT and process

### Service plans attributes include:

- Unlimited download service plans with defined QoS
- Unique combination of speed and reliability (99 percent uptime)
- Ubiquity—feasible anywhere in India
- Secure connection—the connectivity is provided through 'satellite router' with integrated firewall
- Managed broadband enterprise class service — 'satellite broadband'

bulk of IT investments, Internet spending is fast increasing as these enterprises embrace IP-enabled business process services. As per another report by AMI, SMB in India spent over \$5 billion on telecom equipment and services last year and five

automation in order to be competitive globally.

The company offers a unique combination of reach (anywhere availability) and speed and a 99.5 percent uptime in addition to a 24x7 technical assistance center (TAC).