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Hughes rolls out Pan-India channel network

It is targeting 30,000 SMB installations for satellite broadband services over the next three years and expects 30 partners to 'go live' by end of year

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Wednesday, October 10, 2007



service plans in 'terrestrially underserved locations'. Targeted at organizations with single and multiple locations, it is looking to offer these services to customers who use the 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

New Delhi
10 October
2007

Tapping into the burgeoning needs of IT and telecom services for SMB customers, Hughes introduced satellite broadband



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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 SLA's 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 VP and Head SME Business, SME Business, Hughes Communications India.

As per a report by Access Markets International (AMI) Partners, Inc., SMB companies with up to 999 employees 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 bulk of IT investments, Internet spending is fast increasing as these enterprises embrace IP-enabled business process services.

According to another report by AMI, SMB in India spent over \$5 billion on telecom equipment and services last year, five percent over 2005. Spending on telecom services such as cellular services, IP centrex services, local and long distance telephony accounted for more than 90 percent of the total telecom spending. 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 Automation in order to be competitive globally.

Hughes claims to offer a combination of reach and speed and a 99.5 percent uptime in addition to a 24X7 technical assistance center (TAC). Some of the other attributes of these service plans include unlimited download service plans with defined QoS and quick rollout anywhere in India. It also offers secure connection through a satellite router with an integrated firewall as well as managed broadband enterprise class service.



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