

# ExchangeAsia

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## India

### **Bharti Enterprises unveils new vision and brand**

***Bharti Enterprises has unveiled a new strategic vision and brand identity that it says is aimed at building the company into India's finest conglomerate by 2020.***

"The new brand identity reflects Bharti's strategic intent to create a conglomerate of the future by bringing about 'Big Transformations through Brave Actions'," the company said.

Having established its Bharti Airtel telecoms business the group says it aims to build transformational business in the areas of retail, financial services and agriculture, which are future growth engines of India's economy.

Unveiling the new brand identity chairman and group CEO, Mr Sunil Bharti Mittal, said, "At Bharti, we have always believed in undertaking transformational projects that have a positive impact on the society and contribute to the nation building process. We have demonstrated this philosophy by leading India's telecom success story, with entrepreneurial spirit, innovation, and strong partnerships being the pillars of our growth."

He added: "Having diversified into new businesses in agriculture, financial services and retail business with world-class partners, we have laid the foundation for building a conglomerate of future which will achieve \$US10 billion in revenues by 2010."

Through the retail business, the group says it will "enable millions of customers to save money and live a better life... [and] benefit farmers, small manufacturers and small artisans across the country through sourcing of products."

With the financial services portfolio of life insurance, general insurance and asset management, the group strives to contribute to the process of financial inclusion in the country. The agri and food processing business of Bharti "will contribute towards the transformation of the agricultural sector and rural economy to a global food basket," it says.

Bharti says the core values of its refreshed brand are:

- Empowering People - to do their best;
- Being Flexible - to adapt to the changing environment and evolving customer needs;
- Making it Happen - by striving to change the status quo, innovate and energise new ideas with a strong passion and entrepreneurial spirit;
- Openness and transparency - with an innate desire to do good;
- Creating Positive Impact – with a desire to create a meaningful difference in society.

To promote world-class higher education and research in India, the Bharti Foundation has established Bharti School of Telecommunication Technology and Management at IIT Delhi with a vision to prepare telecom leaders of tomorrow; and the Bharti Centre for Communication at IIT, Mumbai with an objective to promote research in the area of communications.

Bharti is also setting up the Bharti Institute of Public Policy in the upcoming Indian School of Business campus in Mohali.

## China

### **Andrew to supply gear for China Telecom's CDMA network**

***Andrew, the communications products and systems division of CommScope has been named by China Telecom as an approved vendor for its CDMA wireless network.***

Andrew is providing base station antennas and CommScope's Heliac cable and accessories for a portion of the approximately 15,000 China Telecom CDMA network sites under construction through the remainder of this year. Of the various vendors chosen, Andrew claims to be the only foreign-based company selected to provide cable products and antennas.

Andrew has provided equipment for the CDMA network since its construction by China Unicom in 2002. According to Ben Cardwell, vice president sales and marketing, Asia Pacific, for Andrew, the company's reputation as a reliable and experienced vendor in China was instrumental in its success at the first centralised bidding by China Telecom since its restructuring and recent acquisition of the wireless business of China Unicom.

Andrew has manufacturing and research and development facilities in China that it claims provide extensive in-country capabilities for product design and production. It says these are a key factor in development of world-class products and on-time deliveries to Chinese customers.

Following the recent telecommunications industry restructuring, China Telecom is one of China's three major operators and the world's largest wireline telecommunications and broadband services company, providing telecom and information services in 21 provinces, municipalities and autonomous regions in China, with approximately 210 million fixed-line, approximately 40 million wireless and approximately 43 million broadband subscribers.

China Telecom commenced the completion of the CDMA wireless business acquisition and launched its mobile services operation on October 1, 2008.

### **Runcom and ChinaTel team for WiMAX**

***Runcom Technologies is to invest \$US100m in ChinaTel for a 28.6 percent stake in the company and will become its lead supplier of WiMAX equipment.***

Runcom and ChinaTel intend to complete certain initial deployment demonstrations of Runcom's proprietary technology by December 1, 2008. Following completion of the demonstration, ChinaTel intends to place an order for Runcom equipment for use in its deployment program.

Runcom will provide up to 50 percent of its investment into ChinaTel in the form of convertible debentures, the exact terms and form of which are presently the subject of discussion between the two parties. ChinaTel, through its controlled subsidiaries, provides telecommunications infrastructure engineering and construction services worldwide including the USA, South America and China.

ChinaTel's subsidiaries have entered into a series of agreements to build and deploy 3.5GHz wireless broadband networks in up to 29 cities across the People's Republic of China with and for CECT-Chinacomm Communications Co, a PRC company that holds a license to build the broadband WiMAX system.

Runcom, headquartered in Israel, is a pioneer of orthogonal frequency division multiple access (OFDMA) technology. It claims that its multi-carrier OFDMA technology offers better performance over traditional wireless single carrier solutions such as frequency hopping multiple access (FHMA) and code division multiple access (CDMA).

## South Korea

### **LG & Microsoft plan new "converged mobile devices"**

***Microsoft has expanded its year old mobile partnership with Korea's LG Electronics, the world's fourth largest cellphone manufacturer, to develop new converged mobile devices.***

The agreement was signed in Seoul by Yong Nam, vice-chairman and CEO of LG Electronics and Steve Ballmer, CEO of Microsoft. Few details were provided in the ensuing announcement, which was issued by LG, but not by Microsoft.

However it would appear that the two intend to work towards devices with a wide range of functionality, and certainly well beyond Windows Mobile based smartphones.

According to Yong Nam, the agreement "will create critical momentum in the industry...With this partnership, mobile computing will truly become an everyday reality, and LG and Microsoft will be at the forefront of it. The agreement ensures continued strategic collaboration in R&D, marketing, applications and services in the field of converged mobile devices. The proposed partnership also reflects both companies' commitment to leverage best-in-class technology, resources and expertise by joining forces with leading players in key markets."

LG said that, under the MoU, its converged mobile device business would be "reinforced through incorporating LG's core competences in marketing and products in mobile and IT sector and Microsoft's proficiency in Windows Mobile OS, application, and services."

Both companies said they would "continue to define and align their mobile strategies through annual top management meetings."

In June 2007 Microsoft and LG Electronics forged a patent cross-license agreement that enabled LG to use Microsoft-patented innovations in its products, including Linux-based embedded devices and that gave Microsoft access to LGE's patents and to other patents developed by LGE but owned by MicroConnect Group.

Financial details of that deal were not disclosed but Microsoft revealed that the net result would be it paying LGE and MicroConnect for patents related to operating systems and computer systems and LG making payments to Microsoft for the value of Microsoft patents covering Linux-based embedded devices produced by LGE.

The market for what are loosely described as 'converged mobile devices' that blend the functions of PCs and mobile phones is becoming increasingly competitive and the leading platform contenders are seen as being Symbian, backed by Nokia, the LiMo Foundation's Linux based platform, Google's Android and Windows Mobile.

Mobile devices based on Symbian OS are claimed to account for 60 percent of the converged mobile device segment and Symbian OS to represent approximately seven percent of all mobile device sales in 2007, up from five percent in 2006.

By mid 2008, more than 200 million Symbian OS based phones had been shipped: over 235 models, from eight vendors and on more than 250 mobile networks around the world. More than four million developers were engaged in producing applications for Symbian devices, according to Nokia.

According to Adam Leach, principal analyst, Ovum, fragmentation within the software platform market is the biggest single barrier to growing mobile data services and revenues. "There are currently many initiatives to try and solve this. The two most promising candidates to make a real difference are, in Ovum's view, the LiMo Foundation and, now, the Symbian Foundation.

"Together with Microsoft's growing presence in the market there is a real opportunity for the industry to start to coalesce their activities around these platforms."

## Singapore

### **Cisco to help with transport innovation**

***Cisco is to collaborate with the Singapore Land Transport Authority (LTA) to explore the potential of technology to deliver innovative services to commuters and transform the country's public transport system.***

The collaboration, under the Singapore Urban Transport Solution initiative, aims to promote Singapore as a centre for research into world-class urban transport solutions, promote collaboration with leading research and industry partners, and build Singapore's capabilities in the area of urban transport solutions.

Other participants in the initiative include the Economic Development Board of Singapore, the Infocomm Development Authority of Singapore, IBM, Singapore Technologies Electronics Limited and 3M Technologies (S) Pte Ltd.

Tom Cheong, Cisco's managing director for Singapore and Brunei, said: "With the Next-Generation National Broadband Network and the countrywide Wireless@SG, Singapore is using the network as a platform to change the way people work, live, play and learn. The end goal of it all is to establish Singapore as a great city with world-class infrastructure and services. This is a very strong message for the rest of the world."

Cisco claims several years of experience working with Amsterdam, San Francisco, Seoul and other municipal governments to develop innovative urban communications infrastructures.

It claims that its collaboration with Amsterdam, San Francisco and Seoul has resulted in some innovative applications for public transport that are helping to deliver integrated services to residents, better manage traffic flow, increase efficiencies in public transport, and optimise real estate resources.

"The Connected Bus, for example, a landmark prototype developed by Cisco and the San Francisco Municipal Transportation Authority (SFMTA), is a hybrid bus with a mobile hot spot that allows citizens to work while they ride.

"The Global Positioning System gives commuters an updated status of bus routes and connections; LED displays provide information on emissions saved through public transit; and an automated system reduces the environmental impact of the bus through better maintenance."

Another application that Cisco says it could bring to LTA's Singapore Urban Transport Solution Framework is the Personal Travel Assistant (PTA). It was developed with input from the Massachusetts Institute of Technology and "improves the transit experience within urban environments by empowering citizens to make more informed decisions on day-to-day transportation options based on schedule, financial and environmental implications."

It is accessible from any Web-based interface such as a mobile phone and is being considered by the Seoul for pilot testing.

### **SingTel launched managed security services, powered by Juniper** ***SingTel has launched managed security services (MSS) enabled by Juniper Networks' security products.***

SingTel's MSS uses Juniper Networks' secure services gateway (SSG), integrated security gateways (ISG) with integrated intrusion detection and prevention (IDP) and firewalls.

SingTel offers the SSG as customer premises equipment, giving the customer freedom to customise features for specific sites while benefiting from SingTel's

network management. The SSG family of integrated network security appliances deliver a complete set of unified threat management (UTM) security features including stateful firewall, IPSec VPN, IPS, antivirus (including anti-spyware, anti- malware and anti-phishing), anti-spam, and web filtering.

Juniper's ISG gateway with IDP and firewall solutions form the back-end of the new managed service. Juniper's ISG is a purpose-built integrated security gateway that provides firewall and IPSec VPN performance for the latest Internet applications and multimedia content.

According to Juniper, security zones and various virtualisation capabilities make the ISG ideal for multiple network segments and logically separated networks, as in SingTel's managed service.

Optional IDP security modules provide protection from the latest network attacks and threats. SingTel is combining the ISG with other high-end Juniper Networks firewalls at the back-end of its managed offering.

## Indonesia

### **Excelcomindo picks IBM for network performance monitoring**

***Excelcomindo Pratama, Indonesia's third largest telecommunications provider, has chosen IBM's service management solution to proactively detect and resolve network problems.***

According to IBM, they will enable Excelcomindo to meet the service quality needs of customers efficiently as they transform and integrate business and information technology processes to support their overall growth plans.

"IBM's service management solution will allow Excelcomindo to predict important trends such as cell utilisation and performance. This in turn will help Excelcomindo improve their service quality, network planning and reduce operating costs," IBM says.

"Additionally, this will enable the company to gain a wider view of their assets and applications to improve operational efficiency and security."

According to IBM, "Having done a comprehensive review at the end of 2007, Excelcomindo decided to choose IBM over HP to support its network management initiative. The company chose the Netcool/OMNIBus and NetCool Performance Manager for wireless solutions as this application can efficiently manage multi-vendor network technologies without having to re-engineer its management system."

For the project, IBM teamed with business partners Fastwire and Niaga Prima Paramita to implement the fault and performance management system based on IBM Tivoli NetCool software.

"Excelcomindo utilises the IBM NetCool data and software solutions to identify the needs of its increasing number of BTS towers - from 8,936 to 12,290 - With the help of these solutions...[it] can provide network coverage to 90 percent of Indonesia's population," said Wira Wiguna, general manager, NOC operations & maintenance, PT Excelcomindo Pratama.

For example, if a fault occurs that affects the service and the availability of the network, corrective actions can be carried out immediately."

## Philippines

### **Ipstar opens satellite gateway in Manila**

***Thaicom has opened the eleventh gateway, in Manila, for its Ipstar broadband satellite system, and launched a new retail hi-speed Internet package, 'Ipstar BigSky, for The Philippines for \$US49 per month.***

Ipstar's partner in The Philippines, 'We are IT Phils' (WIT), will operate the gateway and will be one of the service providers.

In addition to the retail broadband market, Ipstar will also target government projects, schools, and enterprises. WIT has provided Ipstar services to schools to Mindanao and many other areas in The Philippines through Ipstar's first generation service using a conventional satellite.

With the opening of the Ipstar gateway in Manila, existing customers will be transferred to the Ipstar satellite which is higher in performance and has greater capacity to accommodate the growing demand for broadband in the country.

Dumrong Kasemset, executive chairman of Thaicom, said: "We are very delighted to officially open our eleventh Ipstar gateway and our eighth market in Asia-Pacific in The Philippines. This archipelago consisting of over 7,000 islands makes Ipstar an ideal solution to provide nationwide broadband services.

"With the launch of the, Ipstar BigSky hi-speed Internet package, Filipinos nationwide now have the opportunity to be connected to broadband, anytime and anywhere. We also look forward to working closely with WIT and other service providers in the Philippines to develop and expand the broadband market here."

Currently, Ipstar provides full nationwide broadband satellite services in eight countries with 11 gateways: Australia, Cambodia, China, Myanmar, New Zealand, Thailand, Vietnam and The Philippines.

## New Zealand

### **NZ telecoms users calls for government broadband leadership**

***On the eve of the country's general election, The Telecommunications Users Group of New Zealand (TUANZ) followed up its March 2008 manifesto with an action plan calling on the new government display strong leadership and develop a 'National Digital Architecture'.***

The election saw the Labour Party lose office. The National Party will form a coalition with the ACT Party

TUANZ wants whoever is given ministerial responsibility for communications to convene a meeting of all stakeholders to review its recommendations, determine a way forward, and allocate responsibilities."

TUANZ envisages the Digital Network Architecture encompassing a number of broad dimensions:

- Business – how capability is practically made available and usable on a commercial basis to industry;
- Management – how appropriate service levels are defined, assured and delivered;
- Security – how the national interest is protected from a growing internal and external cyber threat; and
- Technical – how physical and logical layers of the transport infrastructure are integrated to form a national connectivity fabric.

It claims that "Domination of the telecommunications sector by a handful of powerful, vertically-integrated companies delivering infrastructure and services is not the way

of the future and would provide a poor outcome for New Zealanders. Far preferable is a rational mix of infrastructure investment by industry, passive long-term investors, and central and local government."

TUANZ is not proposing that government should allocate the right to invest, but that it should "declare a framework under which such a mix of investment can be optimised and managed for the security of investors and the benefit of users and the economy as a whole."

It suggests that the telecommunications network ten years hence could include a mixture of: highly competitive parallel infrastructure in high-density areas such as CBDs, offering choice to users; fibre to the home along suburban streets, funded by local government or power lines companies and based on 'open access' principles; fibre to farms, rural businesses, communities and marae and funded by rural service companies and/or consortia of communities such as farmers; fibre networks in new subdivisions, funded as part of the development, with access managed by body corporates or property managers; privately funded, fully competitive national and regional backhaul on heavy traffic routes; supplementary national and regional backhaul, including central and local government funding, founded on 'open access' principles.

Its proposed National Digital Architecture would flesh out this list and include the principles that would balance investor security against optimal end-user benefit in a national context.

## Pan Asia

### **Southern Cross offers ISPs free backup on international links**

***Southern Cross Cable - the main link carrying much of Australia's Internet traffic to and from the US is offering its ISP customers backup capacity at no additional charge, following a recent upgrade, which has seen the operator cut prices by at least 44 percent.***

The Southern Cross cable links Sydney to the US West Coast via two completely separate routes enabling customers to buy backup capacity on the alternate route.

For customers operating this configuration Southern Cross claims "five nines" (99.999 percent) availability, in contrast to most single route cable systems which, averaged over several years manage about 98 percent availability.

However, Australia's highly competitive broadband market - where consumers are demanding ever higher monthly gigabyte quotas for the same or lower prices - has put pressure on ISPs to cut costs and, according to Southern Cross' director of sales and marketing, Ross Pfeffer, many now take capacity on both routes of Southern Cross but use both routes for live traffic.

He explained that many are operating their circuits at or near full capacity, so in the event of a failure of one link of Southern Cross, customers of those ISPs would experience a significant degradation of service.

Pfeffer said that Southern Cross was concerned that such events would reflect badly on its reputation for reliability and that such usage was contrary to the original intent of Southern Cross' designers which had been to offer full diverse route redundancy and five nines reliability.

Accordingly it has decided to include restoration capacity at no additional charge on all new capacity purchases and will upgrade existing services with the facility at no additional charge, for one year.

Pfeffer added: "ISPs can easily extend their existing capacity retrofit until 2020 for no charge when they make their normal new capacity purchases." He told Exchange that

ISPs were typically increasing capacity by 40 percent a year and would qualify for the free upgrade so long as they continued to purchase capacity at a "reasonable percentage" of this figure."

Southern Cross has recently upgraded its cable network to a total protected capacity of 430Gbps and Pfeffer said he expected this new offer to soak up this additional capacity fairly quickly. "We have already invited suppliers to tender for the next upgrade which will be installed within one to two years."

In a separate project, Southern Cross recently upgraded the capacity of its US terrestrial network using new optical technology that is able to transmit 40Gbps on a single wavelength of light instead of the usual 10Gbps. Pfeffer said this technology was an option for the upgrade of its submarine links, but no decision had yet been made. He added: "Ongoing technology improvements are making large low cost upgrades increasingly attractive. The recently available 40Gbps channel speed technology takes the potential size of Southern Cross from 1.2 to 4.8Tbps of fully protected capacity."

The Southern Cross cable network was completed in January 2001 at a cost of \$US1.3 billion with total installed capacity of 80Gbps. In January 2003 total protected network was expanded to 240Gbps and by end-2008 total installed protected capacity will be 430Gbps.

The network is owned by Optus, Telecom New Zealand and Verizon Business. Critics claim its near monopoly of trans Pacific capacity makes prices overly high and this has been cited as the main reason for Pipe Networks to build its PPC-1 cable to Guam and for Telstra's recently completed cable to Hawaii which has now been named Endeavour in memory of the vessel in which James Cook first sailed to Australia.

## **C&W teams with Infoplex to offer cloud computing**

***Australian managed services provider, Infoplex, and Cable & Wireless have formed a strategic partnership to deliver IT and network services to large enterprises across Asia Pacific.***

Cable & Wireless will provide bandwidth and value-added network services which will enable Infoplex to offer its cloud computing services to its customers in Middle East Asia, India and the rest of Asia Pacific. Cable & Wireless will provide MPLS, managed bandwidth, Internet access and network management services and will be Infoplex's partner of choice for providing Infoplex and its customers with network points-of-presence in Asia Pacific.

Infoplex offers web and application hosting, security, storage, backup, and disaster recovery to customers growing into Asia and the Middle East, complementing its existing offerings in Australia. Customers include: Leighton International in Singapore and Incite in Hong Kong and Dubai.

Scott Crane, general manager at Infoplex said: "Our long-term vision is to become an integrated global technology service provider to enterprises – and C&W is a key partner to enable us to deliver on this ambition."

## **Watch out Nokia! here comes Samsung**

***Nokia has enjoyed a decade of dominance of the mobile handset market, but Samsung is coming up fast.***

According to market research firm, Strategy Analytics. Samsung is "gunning for Nokia. It says: "Samsung shipped 52 million handsets worldwide in Q3 2008, up an above-average 22 percent annually. The vendor outgrew all major rivals. Its global market share reached an all-time high of 17 percent.

"Samsung is expanding its handset portfolio into prepaid candy bars and it is quietly stepping up the competition with Nokia."

It was 10 years ago this month that Nokia surged past then market leader Motorola with an astonishing quarter-on-quarter sales increase of 94 percent by units, taking its market share to 26 percent of the global market, ahead of Motorola's 19 percent.

## **NTT & OpSource team for SaaS**

***NTT has entered into a strategic partnership with OpSource to accelerate the adoption of Software-as-a-Service (SaaS), initially in the US.***

OpSource's application operations and business operations services will be offered on top of NTT's managed hosting and global IP network. Subsequently, the companies will offer the combined Web operations solution worldwide. The new service will be sold by both NTT and OpSource.

OpSource claims that its On-Demand offering enables SaaS and Web companies to deliver their applications and services quickly and securely over the Web to consumers and businesses alike and that it "goes far beyond full-featured managed hosting [by] including the application management, compliance and business services that are necessary for on-demand business success."

OpSource On-Demand: Application Operations include data management; performance management, including multipoint user-experience monitoring; application rollout and change management; application optimisation; compliant infrastructure, processes and procedures including: SAS 70 Type II audited, HIPAA and PCI DSS compliance and salesforce.com and WebEx certifications.

OpSource On-Demand Business Operations include; OpSource Billing CLM - an end-to-end subscription management, metering and payment stand-alone solution; OpSource Connect - a Web services infrastructure and integration toolset, for application integration in the cloud and behind the corporate fire-wall; OpSource End User Support - 24x7 customer branded end-user support; OpSource Analytics - a real-time application and customer usage information, and health of business analysis and reporting tool.

## **Technology**

### **FTTH getting to be cheaper than ADSL2+**

***Prices for FTTH service - even at 100Mbps - are becoming highly competitive with ADSL services that are a tenth of the speed, claims Tariff Consultancy.***

In a new report, *FTTH Pricing in Europe 2009*, Tariff Consultancy report on prices from almost 30 FTTH infrastructure providers in 19 European countries.

It says that an increasing number of European FTTH providers are offering a 100Mbps service at 30 euro per month. "Although there remain significant differences in FTTH pricing, it is clear that where there are competing service providers FTTH rates - even at 100Mbps are becoming highly competitive with ADSL services that are a tenth of the speed," says Margrit Sessions, managing director of Tariff Consultancy.

"Out of 13 FTTH providers in Europe, more than half are providing 100Mbps FTTH and triple play services that are the same or less than the monthly rate of a lower speed ADSL2+ triple play service. There is also a growing threat to traditional broadband providers posed by the cable TV operator," Tariff Consultancy says.

According to Sessions, "operators are discovering that there is no single 'killer application' that is driving FTTH deployments. Instead FTTH operators will find that the increased demand for capacity plus the opportunity to offer supplementary services including TV on demand, symmetrical bandwidth, music, and storage services to boost ARPU. It will be those FTTH providers that are most successful in selling additional services that will see a greater return on their fibre investment."