

CHANNEL WATCH

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SNAPSHOTS

Secure Password Organizer now in India

Atek announced the introduction of the Logio Secure Password Organizer. The portable, battery-powered electronic device with an LCD display enables computer users to store private login and other information and protect it with a single master passcode. Logio, which is about 1/8-inch thick, features a three-line display for website name or address, user ID, and password. The Logio can store 200 or more records, including website and desktop login information, and it will not lose data even if its user-replaceable coin cell battery is depleted. Logio features include auto-off to save battery power and reduce intrusion vulnerability, useful navigation and search functions, audible button feedback, optional lost and found information on the master passcode screen, and a special characters button for inputting symbols and punctuation marks. A neck lanyard and protective storage sleeve are included with the product.

Transcend unveils 8GB JetFlash V90P & V90C

Transcend Information has introduced two new ultra-compact USB flash drives—the 8GB JetFlash V90C and V90P in India. The upgraded 8GB storage capacity lets users transfer, store, and share even more important files and data. The V90P flash drive has a slim and stylish metal body with a genuine black mother-of-pearl faceplate. The products feature durable polished chrome outer cases with rotating high-strength USB connectors for long-term reliability, and come with either an attractive metal keyring (V90C) or a fashion-sensible carrying chain and necklace (V90P), making them accessories for day-to-day use. Transcend constantly strives to blend innovative fashion elements into its new USB flash drives. The JetFlash V90 series offers convenience with its portable size and useful data-management features, and is also backed by three-years warranty.

CONNECT NEWS BUREAU

"We are focusing on delivering convergent solutions"

Ahmedabad-based *Elitecore Technologies, a convergent billing provider is looking at increasing its exposure to the channel community in order to make further inroads into the Indian market.* Zia Askari, Associate Editor, *Voice&Data Connect* spoke to Nikhil Jain, Director and COO, *Elitecore Technologies* about his plans for the company



Nikhil Jain, Director and COO, Elitecore Technologies

What is your present focus of operations, as far as India is concerned?

India is one of the fastest growing telecom markets. Operators are launching new services like IPTV, DTH, WiMax and 3G. Telecom operators are shifting from being pure telecom companies to communication providers—a one stop solution for all communication needs, voice, video and data services for their customers.

With government issuing additional licenses to new players, there is intense competition in this market. Old operators are offering triple play and cross bundled services to increase subscriber stickiness. India is a typical market in which low-cost and knowledge of local psyche is critical for success.

The focus for us is to deliver convergent solutions to our customers. For EliteAAA, which is used by operators for their authorizing and accounting needs, we are focusing on developing channel sales for the same.

How are you targeting the SP space?

For Crestel, Elitecore has taken a market led approach rather than a technology led approach. Through Crestel we are offering a business solution and not merely

a technology solution, hence we have designed a software that takes the entire ecosystem in which the telecom business operates through the 4C principle—customers, channel partners, content partners and competition.

What is your go-to-market strategy? How many channel partners are you working with at present?

We approach service providers (SPs) through both direct and SI partners and business partners. At present we are working closely with Sun Microsystems and IBM, as our major SI partners. We plan to increase the distribution and channel set up to have better reach among corporates and telcos in the region. We have already initiated a well-defined channel strategy to achieve this objective.

Today SPs are looking at increasing their average revenue per user (ARPU). How are your solutions positioned to help SPs increase their ARPU?

SPs are launching new services, bundling services as

the ARPU from basic services has dropped. Through the launch of new services operators are increasing their ARPU. For this, SPs need a flexible OSS BSS system that helps launch services quickly. Crestel's Convergent Billing platform enables SPs to charge, bill and manage a wide range of services via multiple networks, payment models, pricing plans and value chains. Crestel's open integrated architecture can interface with other systems and applications; enables SPs to introduce new services quickly, providing high business value and low total cost of ownership.

Handset vendors are busy packing more features into their products today. How can your solutions and applications derive the maximum from the handset segment?

With voice tariffs declining globally, telcos are resorting to value-additions to maintain and increase ARPU. Wireless VAS as a stand alone service is capable of stimulating incremental demand for core services for handset segment.