Enterprises in India are steadily increasing their focus on digitalisation and beginning their own digital journey. There is a new-found interest to leverage technologies such as big data, artificial intelligence (AI) and internet of things (IoT) to enhance efficiency and streamline operations. Orange Business Services (OBS) is well positioned to cater to this growing demand for digital solutions and aims to be a leader in assisting enterprises in their digital journey. In an interview with tele.net, Saurabh Sanghoee, vice president, sales and global services, India, Orange Business Services, shares the company's key focus areas, challenges and future growth plans…

What is OBS's market strategy for India? What are the key focus areas?

India is a growth market for us. We are partnering with Indian enterprises that have already embarked on their digital transformation journey. Further, several of our global customers have a big footprint in India and we are catering to those. We are also working with the government at the state level. We are working with seven to eight states on specific projects that tie back to the Digital India programme. We have around 3,000 people employed in the country catering to over 600 customers.

What opportunities are you tapping under the government's Digital India programme?

We are focusing on select segments of the Digital India programme. One of them is e-governance, under which we are building state data centres. This is in addition to the infrastructure that the states may already have in place for their power distribution companies or other companies. We have built such data centres in five states and continue to operate them. The whole idea behind this is to launch e-governance services and other related applications at the state level. We have also built state-wide area networks (SWAN) for some states and continue to operate them. In the past two years, we have ventured into the "safe city" domain, as part of which we undertake surveillance and analytics. We are currently at the last stage of implementing IP surveillance across 34 major districts in a state. Thousands of surveillance

cameras have been installed across all these districts to provide real-time video feed to the command and control centre. This video feed is analysed by a real-time underlying video analytics platform, which helps authorities in taking immediate action. We have also introduced features such as number plate recognition for automatic generation of challans in case of traffic violations.

What are the key requirements of your enterprise customers at present?

Enterprises want to collaborate on the cloud and are more interested in applications on the cloud – such as a contact centre on the cloud or unified communications on the cloud. We provide these services and customers do not have to worry about building infrastructure on their premises. They can simply connect into our cloud and use the services on a pay-per-use basis. We are also seeing a lot of interest in software defined WAN (SDWAN). Several customers are adopting it. SDWAN as a technology is maturing with the emergence of several use cases. Some of the large customers have undertaken pilots and are deploying the technology. We are expecting to see more of this over the next few years.

What is your outlook on the adoption of next-generation technologies among Indian enterprises?

Over the past three to four years, Indian companies have invested significantly in the digital space. It is important to develop relevant use cases from these technologies. For instance, in the manufacturing segment, many industries are now talking about Industry 4.0 and are moving towards automation.

What are the challenges facing the company and how do you plan to address these?

We are yet to achieve recognition in segments such as small and medium enterprises, as we have not focused on them traditionally. We have done most of our business with large enterprises. However, we know that in the coming years, several Indian companies in the mid-market segment will grow two to four times, and it is important to be recognised by them. We want to increase our visibility across all market segments.

What are the company's future growth plans? What will be OBS's key priorities for 2019-20?

OBS has been growing rapidly in India and we expect to continue to maintain that. Also, we expect to see greater adoption of next-generation technologies such as AI and new-age concepts such as Industry 4.0 or multi-source integration. The expectation is to initiate more complex digital projects. The next two years will see us growing in these new areas of technology. We aspire to be a leader in the internet of enterprises, globally as well as in India

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