

Affordable Computing

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DIGITAL TECHNOLOGY



INFRASTRUCTURE

1 : 1 Computing

**Rs 750 Per-
Person-Month**

**10 Million New
Users Per Annum**

- ◆ one family : one computer
- ◆ one employee : one computer
- ◆ one business : one server

- ◆ hardware
- ◆ software
- ◆ support
- ◆ networking

- ◆ homes
- ◆ small & medium enterprises
- ◆ rural markets

AFFORDABLE COMPUTING ECOSYSTEM

New Technologies & Trends

COMPUTER

GOOGLE

SOCIAL SOFTWARE

INTERNET

WEB SERVICES

OPEN-SOURCE SOFTWARE

BUSINESS PROCESS AUTOMATION

BROADBAND

RFIDs

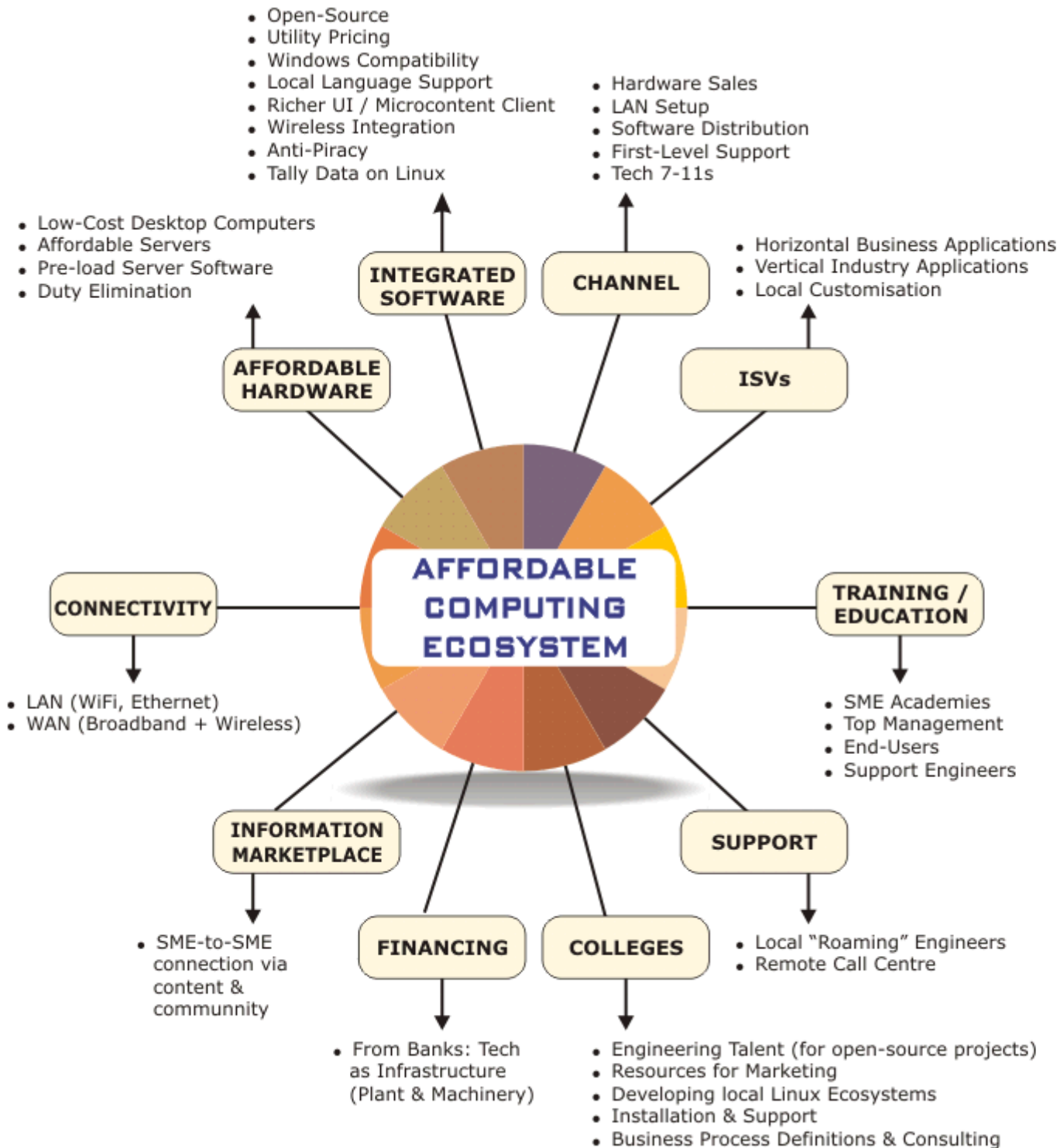
WIRELESS

INSTANT MESSAGING

UTILITY COMPUTING

VOICE-OVER-IP

SOCIAL NETWORKING SITES

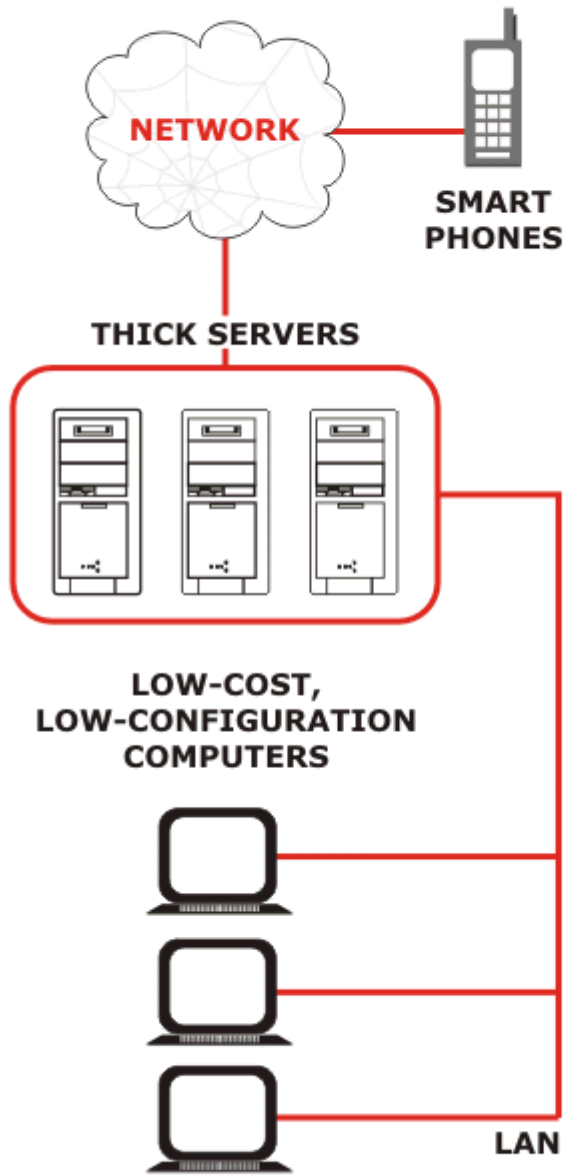


NEEDED

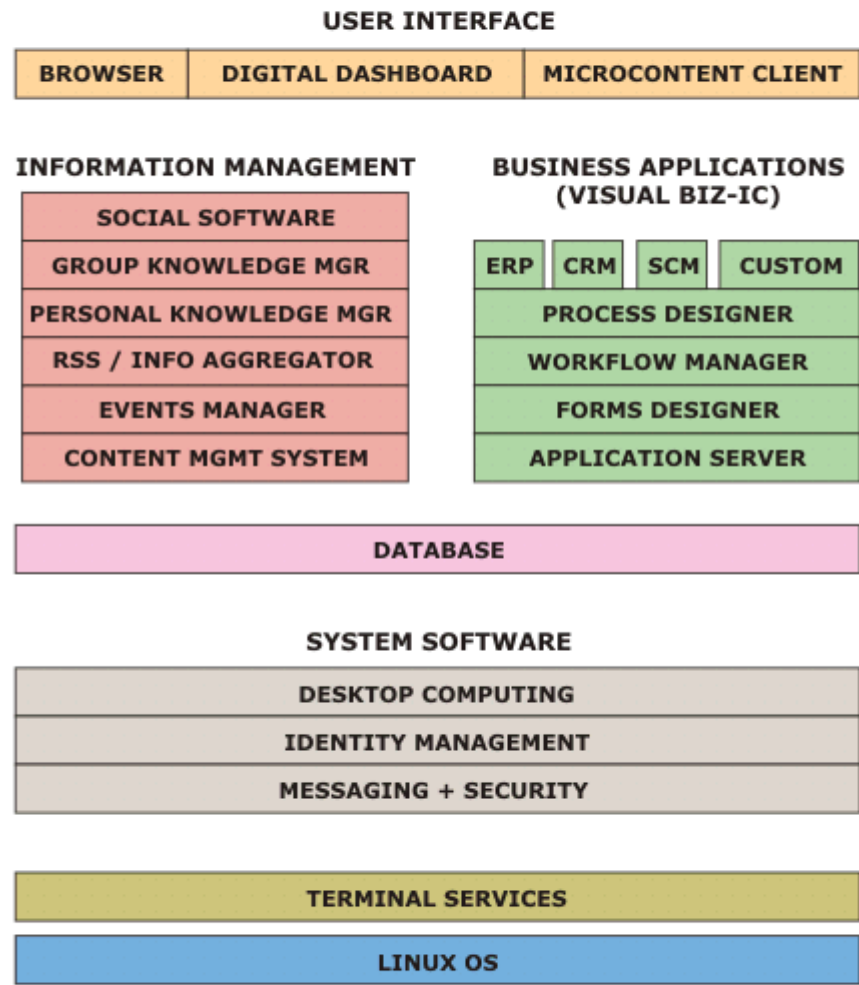
10 KEY INNOVATIONS

- **All-In-One Server-Software Solutions**
- **Linux Biz PC, Dev PC**
- **Rs 5,000 Computer**
- **Local Languages Support**
- **Next-Generation Desktop**
- **Visual Biz-ic for BPM**
- **Information Marketplace**
- **Remote Management**
- **Solution Distribution Network**
- **Fixed-Price Broadband Bundles**

REFERENCE ARCHITECTURES FOR SMEs IN EMERGING MARKETS



HARDWARE ARCHITECTURE



SOFTWARE ARCHITECTURE

ROADMAP

- Increasing Personal Productivity using Computers
- Installing a Server for back-office functions
- Providing every Employee with a Computer
- Developing Business Applications

ONE BUSINESS : ONE SERVER

ONE EMPLOYEE : ONE COMPUTER

1:1
ENTERPRISE

GOALS

- Scalable Backend Infrastructure
- Personal & Group Productivity
- Information Refinery
- Intelligent, Real-Time, Event-Driven

ECONOMICS

COST

Rs 750 Per-Person-Month

BENEFIT

10% Increase in Productivity

INSTANT
PAYBACK

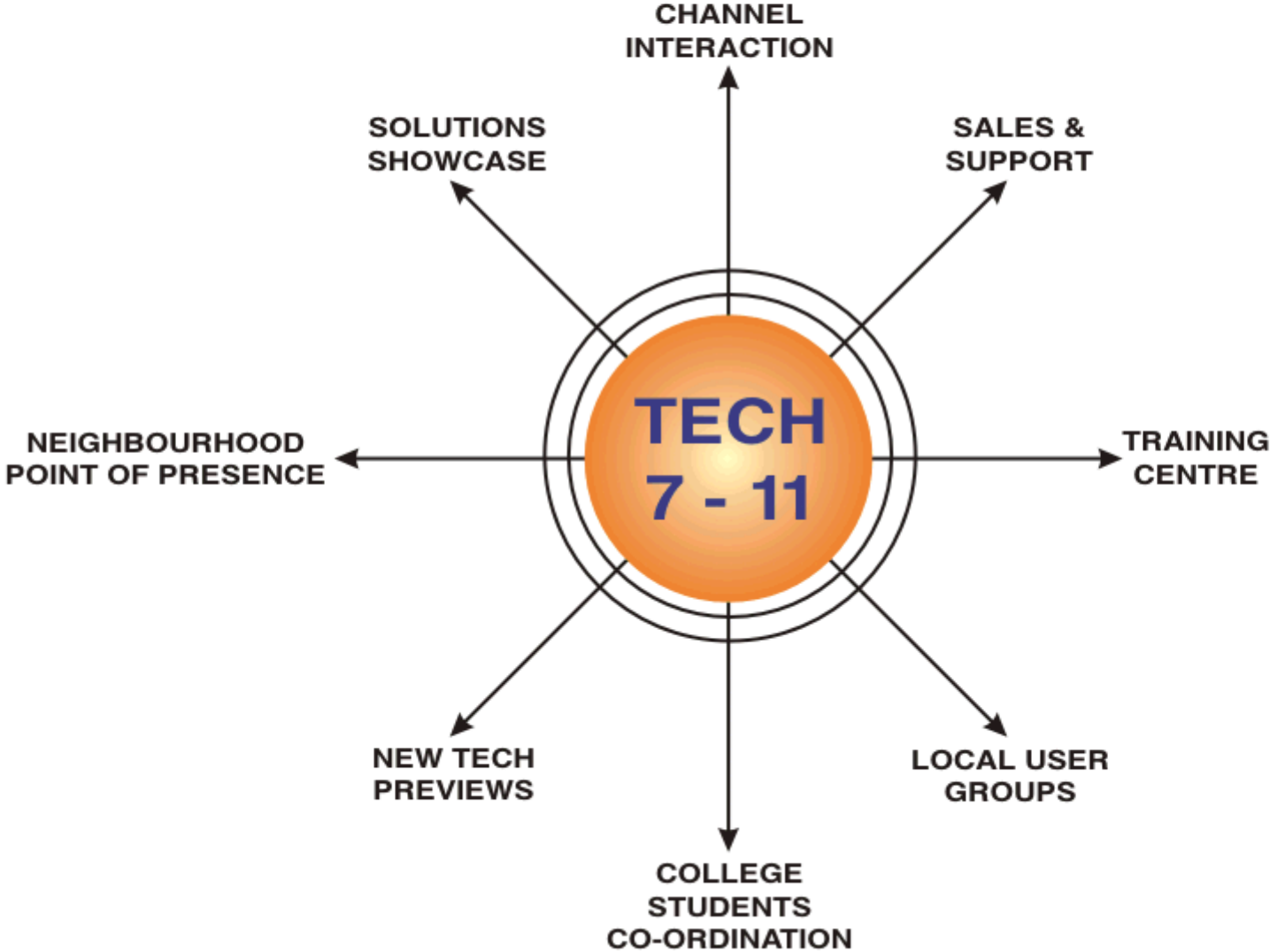
WEB PRESENCE

- Standard, Corporate Website
- Industry Outline
- Daily News & Views (Weblog)

1:1 Computing Economics for 10-person organisation over a 3-year period

- Hardware = Rs 1,50,000 (Y1), Rs 12,000 (Y2, Y3)
 - 9 Thin Clients for Rs 11,000 each = Rs 99,000
 - 1 Thick Server (and Desktop) = Rs 50,000
 - AMC Costs: Rs 12,000 each in Years 2 and 3
- Software = Rs 20,000 (Y1), Rs 3,000 (Y2, Y3)
- Networking = Rs 10,000 (Y1)
- Training = Rs 5,000 (Y1), Rs 3,000 (Y2, Y3)
- **Y1: Rs 1,80,000; Y2, Y3: Rs 18,000**
- EMI of Y1 costs: Rs 6,000 (12% interest, 3 years payback)
- EMI in Y2 and Y3 = Rs 1,500
- **Net EMI = Rs 6,000 + Rs 1,500 = Rs 7,500 = Rs 750 per-person**

TECH DISTRIBUTION



netCORE

Engineering Tech's Next Revolution

- Focus on Non-Consumers
- Disruptive Innovations
- Tech as Utility
- Affordability

Emerging Markets

SMEs

Intelligent, Real Time Enterprises

Connected Computer on every Desktop

RURALS

Transforming Rural India



Integrated Server-Software Suite for Growing Businesses



Specialised Solutions for SMEs

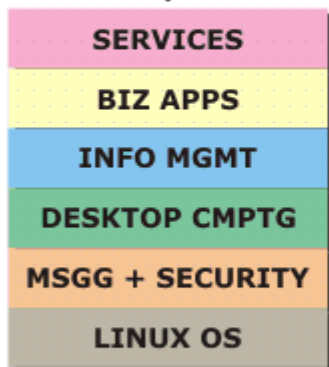


RSS Ecosystem for the Publish-Subscribe Web

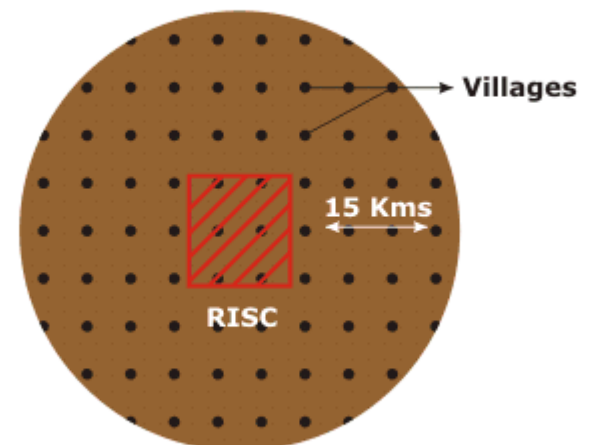


Transforming Rural India

Rural Infrastructure & Services Commons (RISC) for Development

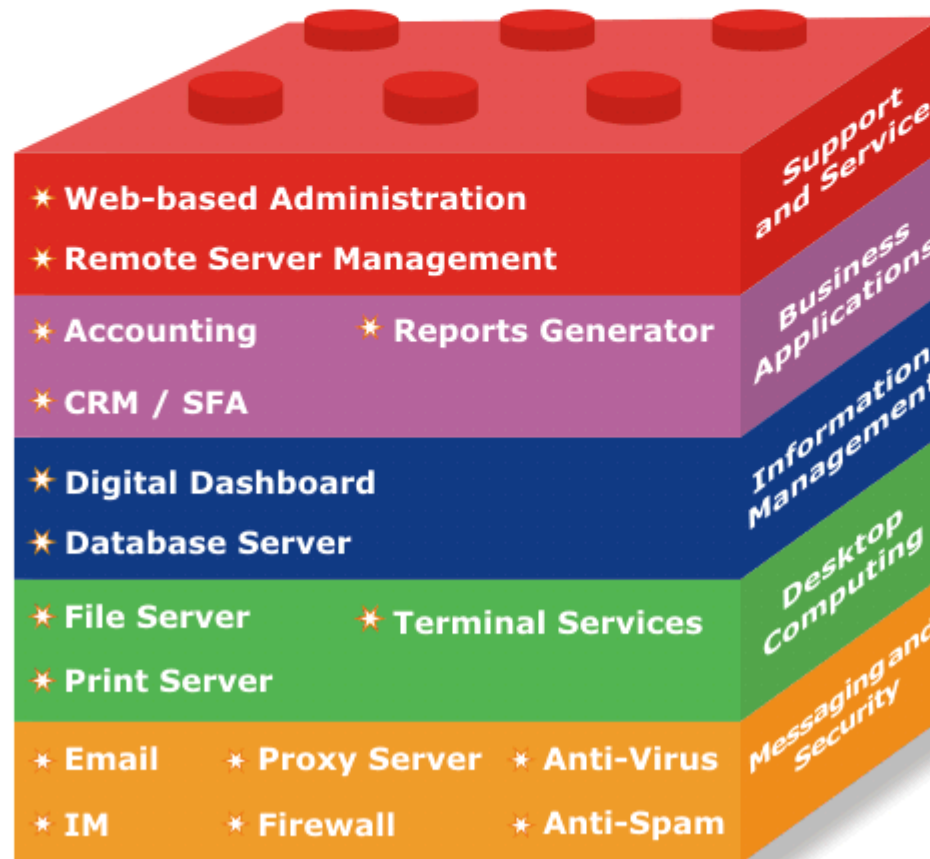


EMERGIC SERVICES
EMERGIC ENTERPRISE
EMERGIC TOPSIGHT
EMERGIC FREEDOM
EMERGIC INFRASTRUCTURE SERVER





The Integrated Server-Software Solution for growing business



RISC : Rural Infrastructure & Services Commons

An Economic Model for the Development of Rural India

