



As you look around the globe, which markets will provide the best opportunities for tech companies in the next five years?

Most of recent growth trajectory and net job addition seems to be coming from mobility/ social space. With more and more people accessing their social, email and other day to day functions/ applications via their mobile, app development in mobile is a given. India as a target & growth market cannot be ignored. Tele-density has been increasing at a random pace and the telecom sector itself has been growing at more than 25%. Some interesting dynamics include land line adoption of only ~ 35 million whereas cell phone adoption at ~ 882 million. Recent Mckinsey study revealed that India's internet users will increase fivefold by 2015 and more than 3 quarters of them will choose mobile access. Gartner sees the penetration reaching 82% in 2014.

Yet with all this growth, infrastructure is a challenge and it isn't going to be easy. Of the country's 100 million Internet users, just 12.5 million have broadband, compared with 450 million households in China. Internet speeds are sluggish compared to international average of 5.6 mbps. Policymakers are trying to solve this by utilizing cable TV lines. However there are couple challenges to this approach-most of the subscribers only have analog connection and upgrading infrastructure isn't going to be cheap. Secondly it isn't going to be easy to up convert an analog box to digital box. Given the demographics, companies might have to push the box at real low price.

Now, where there is a challenge there is an opportunity. Mobile content and applications could be the answer.

There are over 850 million registered mobile numbers (these numbers are skewed as there are multiple accounts registered to the same user). Average revenue per registered number has fallen over the years and service providers are constantly looking for ways to up that. Mobile apps if delivered at affordable prices and with the right content will deliver attractive returns to content and application development companies. As long as the applications are compelling and tuned to local demographics (more so with all the different languages spoken and read) and the pricing right (in order to attract the low end of the demographics), all players can make some

money. With mobile advertising picking steam, local ads could be another money spinner.

If email takes a backseat to Facebook, Twitter, and SMS for business communication in 5 years, how will that change your business strategy? What are you doing today to prepare for that possibility?

It is true that new channels have come up but I think there is a synergy between new channels and email. You still need an email to login to Twitter and Facebook. You still get notifications via email for updated info and new followers. It is true that web based email is starting to take a back seat but that is web based. Mobile email usage is skyrocketing. In fact comscore's own numbers show that about 30% of American mobile users regularly access email via smartphones / mobile devices.

[Numerous studies](#) have shown that email is still one of the most effective ways to drive online and offline sales, and [is the preferred method](#) by which consumers are notified of offers. Sure, there are better ways to communicate a single line or a short message but the way twitter and Facebook is set up, it is difficult to imagine that someone would send a contract via social sites.

While in about 5 years Facebook and the probably likes may take over intranet communications, for all external communications email still might make sense. I wouldn't change the business strategy yet...

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