

## "Our solutions can help organizations to take faster decisions"

A promising telepresence market and its strong adoption are driving Business Octane to come up with innovative solutions for the emerging Indian market.



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MD, Business Octane

### What is the range of solutions you cater to this market?

Business Octane is committed to delivering such innovative, easy-to-use, flexible, and enterprise-class solutions that will help enterprises accelerate collaboration and learning in a manner like never before to make them more agile so as to outpace competition. Our portfolio of solutions comprises of Enterprise Unified Collaboration Accelerator Solutions, Enterprise Unified Learning Accelerator Solutions and Enterprise Collaboration & Learning Infrastructure Solutions.

### How promising do you think is the telepresence market in India?

Immersive telepresence is gaining momentum and has a huge potential in India. As per conservative estimates, the market is expected to grow over \$3 billion in the next 5-10 years and India as a market has a huge potential. We foresee much more revenue coming in from immersive telepresence in India. Immersive telepresence will become all-pervasive and will be a real killer application in the near future.

### How do you place your brand in the competitive landscape of the country?

Business Octane is creating a new paradigm to accelerate collaboration and learning for enterprises with their immersive solutions range. We are in a product category where there is hardly any competition. We do expect competition in the near future, but currently there is no competition to our solutions.

We have a direct-selling market strategy in India. We are currently focussing on corporate, government, PSUs and education sectors. Our highly skilled sales and business development teams of around 50 people aggressively go to market and we have several live executive experience centres in New Delhi, Mumbai, Bangalore, Chennai and Hyderabad, where we conduct demonstrations for our clients to show how our solutions can accelerate collaboration and learning in their enterprises. The government sector can also gain immensely with these solutions.

### What is the impact of telepresence on enterprises and educational institutions?

Business Octane has developed world's first enterprise class, easy to use, seamless and highly flexible, Unified Collaboration Accelerator Solution to help enterprises collaborate and get together on demand their leadership and management teams with all their nationwide and worldwide users without travelling. Our Immersive Telepresence makes it possible for up to 15 participants from any two locations or up

to 40 locations or up to 600 participants to get together and conduct mega management reviews or town halls or strategy sessions, on demand.

These solutions can help any organisation to become more nimble and agile by helping them take faster decisions without compromising on the effectiveness and also implement them faster than ever before. This further helps in reducing the time to market for the organisation and also provides their leadership and management teams with additional strategic time to quickly seize new opportunities. This translates into sharper competitive edge for enterprises to outpace competition. Likewise, educational institutions can enhance accelerated learning for students by enabling their best faculty to train up to five times faster their nationwide/worldwide students.

### What innovations in telepresence technology can be expected in the near future?

The usage will become a lot simpler. The quality of displays will further improve. Also, the bandwidth cost will further drop down. We will see seamless interoperability across diverse networks, protocols, devices and vendors that will extend the reach of telepresence. Also, with advancements in technology the immersive telepresence will see enhanced adoption across enterprise-wide teams to being just restricted to senior management and leadership teams.

Business Octane has already started identifying the trends that will shape the future and our technological advancements reflect the same. For instance, our Immersive Dynamic Telepresence encourages adoption across enterprise-wide teams with 40% less cost and one-third bandwidth requirement to our immersive group telepresence suites. Our suites are equipped with a new revolutionary user interface SimpleUSE that incorporates TelepresenceWIZARD for connecting multiple locations with extreme ease of usage and without any external help.

### What are Business Octane's expansion plans for 2011?

We will continue to innovate and bring the best of solutions for the Indian market. We have just India expansion plans and are moving towards our goal aggressively. Our industry-leading Enterprise Immersive Telepresence solutions are highly advanced, yet, extremely simple to use, fostering higher adoption and highest ROI for enterprises. We have plans to open our first overseas executive experience centre and for the Indian market we are planning to open executive experience centres in Kolkata and Pune. ■

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