Mobile Cloud – The New*er* Reality
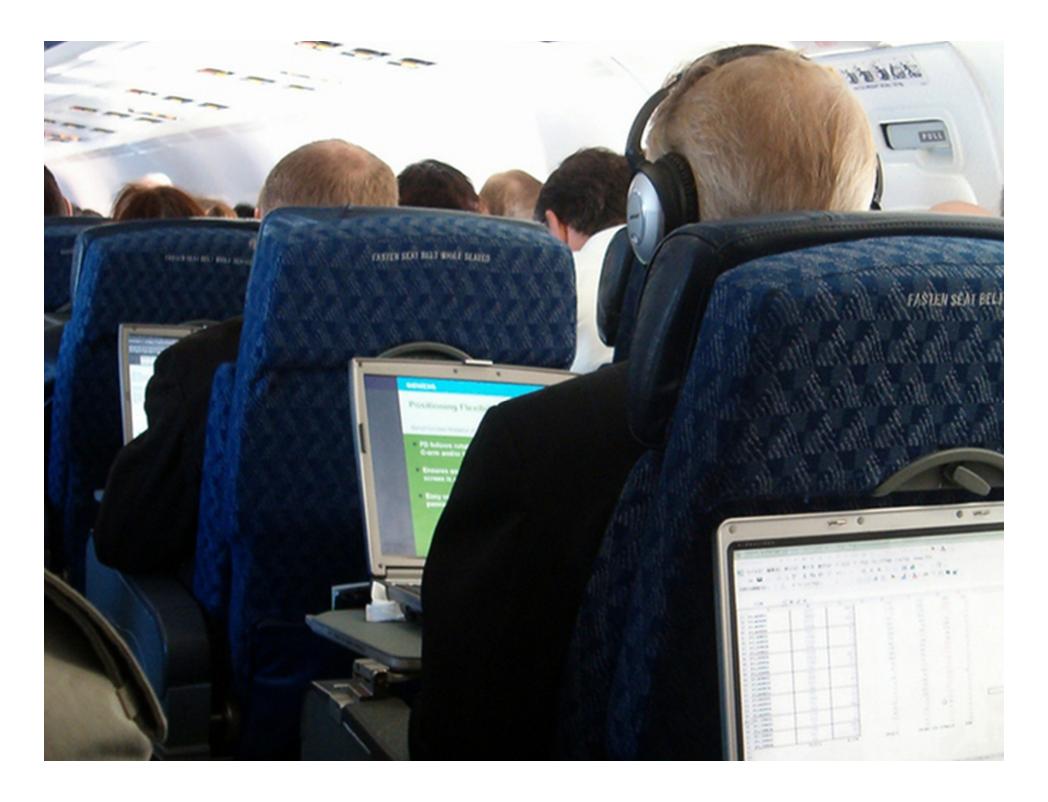### *Newer Opportunities. Newer Challenges. Newer Responsibilities*

Deepak Maheshwari

Director – Corporate Affairs

Microsoft India

Agenda

- *State of ICT & Broadband in India*

- *The New Reality*

- *Newer Opportunities*

- *Newer Challenges*

- *New Responsibilities*

ICT & Broadband in India

Attribute	Current	2015
Fixed Telephone Lines	37 million	30 million?
Mobile Connections	700 million	1 billion!
Mobiles Capable of Data Access	*230 million*	*750 million ?*
Fixed Internet Connections	17 million	100 million ?
Fixed Broadband Connections	11 million	100 million ?
Internet Users	50-80 million	600 million ?
Broadband Users	?	?
PC Base	40 million	100 million ?
Public Access Kiosks	0.2 million	0.5 million ?
TV services with Addressable System (CAS/DTH)	30 million	100 million?
Contribution to GDP	11%	15%?
Input-Output Multiplier	2.5	3?
Ranking Decile in ICT Indices	30-50	60-70?

The New*er* Reality

- **Development**

  - **Inclusive**
  - **Equitable**
  - **Sustainable**
    - **Growth Rate**
    - **Environmental**

- **Demographic Changes**

  - **Young Population**
  - **Urbanization**

- **Onset of the Innovation Decade**

- **Networks & Devices Are Converging**

  - **ICT Becoming more pervasive, productive and protecting**

Cloud Is Here And There's A Silver Lining!

Awareness is low but usage is higher!

Newer Opportunities

- **National Broadband Infrastructure**

- **3G & BWA Rollouts**

- **Cloud Based IT Delivery Services**
  - **e-Governance**
  - **Tele-Medicine**
  - **e-Learning**
  - **Skill Development & Reskilling**

- **Distributed Development & Usage; Centralized Computing & Storage**

- **Innovation in Technology AND Business Models**
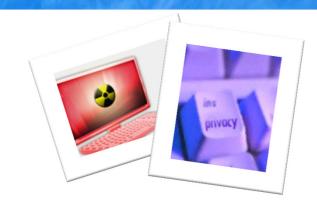
Newer Challenges

- Data is becoming 'stateless': x- platforms, x- providers, x- borders

- We need coordinated action about how data will move in and out of the cloud and across the clouds

- Increasing 'control' over data means:

  – *Citizens* need confidence that their data is protected
  – *Service providers* need clarity over the laws affecting their infrastructure
  – *Developers* need certainty to that their innovation will be protected

- Public policy needs to be *pro-cloud*

- How legal & regulatory frameworks 'interoperate' will be critical

"No cloud is an island"

Newer Responsibilities

- **Security & Privacy are about creating trust**

- **Privacy law**

- **Public-Private Partnership**

- **Need to foster harmonisation between data protection and law enforcement access regimes:**
  - National
  - Regional
  - Global

- **How 'trusted' is India will be crucial**

Your potential. Our passion.™
Microsoft®

Co-exist, Collaborate & Compete

It's Newer, It's Now!
Or else, It'd Never Be!!!

Comments/Questions?

Contact me:
dmahesh@microsoft.com

Your potential. Our passion.™

Microsoft®