

ITI Marketing Plan & Opportunities in Smart Infrastructure

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Smart Infrastructure

Smart Infra implementation is nothing but ICT enabled Automation of various Processes to human advantage.

SMART

- Simple to Use and Operate
- Man and Machine Friendly (Interface-wise)
- Adaptive to Changes (Flexible)
- Robust and Resilient
- Trustworthy (Reliable)

Key Enablers

A number of significant technology changes have come together to enable the rise of the IoT/Smart Infra. These include the following:

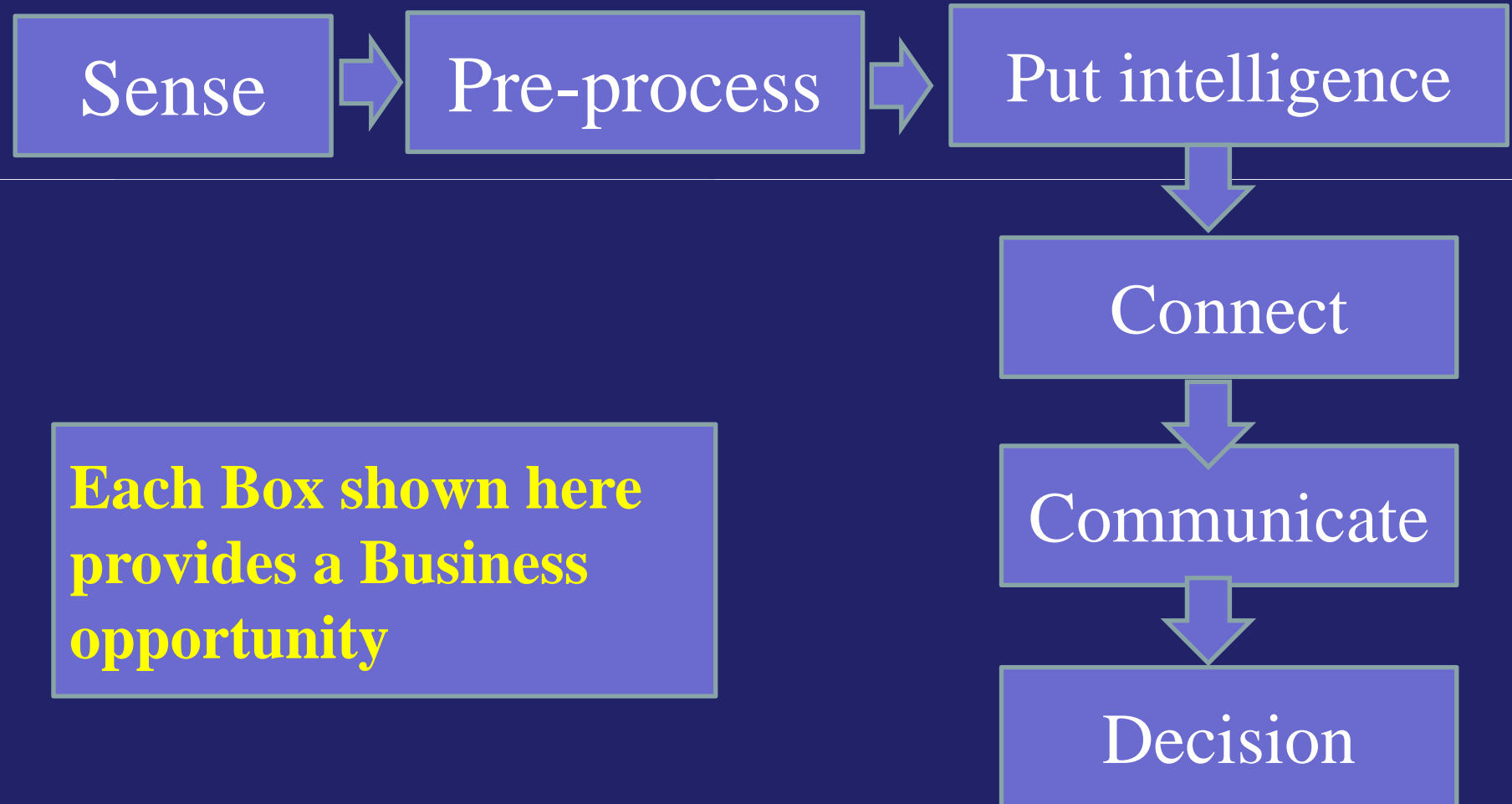
- IPv6
- Cheap sensors
- Cheap processing
- Cheap bandwidth
- Availability of Big data analytics
- Readiness of M2M framework

Market Size and Demand Pattern

- 50 billion devices by 2026 worth 15 Trillion US \$ across multiple sectors.-a **Mind boggling Figure.**
- Nearly 8% investment would happen in India.
- It is growing at a CAGR of nearly 20%.
- Any pain point of a consumer or user can be exploited as an opportunity for the business establishment
- Fortunately Moore's Law still holds good

Smart Infrastructure Process

Smart Infrastructure Automation passes through the following Universal Process



Smart infrastructure eco System Market

Device Market

- **Embedded Sensors**
- **Actuators**
- **RFID Tags**
- **GPS Tracking Devices**
- **Smart Cards**
- **Micro- Cameras**
- **Embedded SIM cards**
- **Sensor Interfaces**
- **Embedded Biometric based Products**

Smart infrastructure eco System Market

Solution Market

- Computing
- Networking
- Security Equipment
- Wi-Fi Access-Points (APs) and Radios
- Cloud Services
- M2M integration
- Mobility and Payment Platforms
- Software Applications

Smart infrastructure eco System Market

Governance Market

Software based Tools for observing:

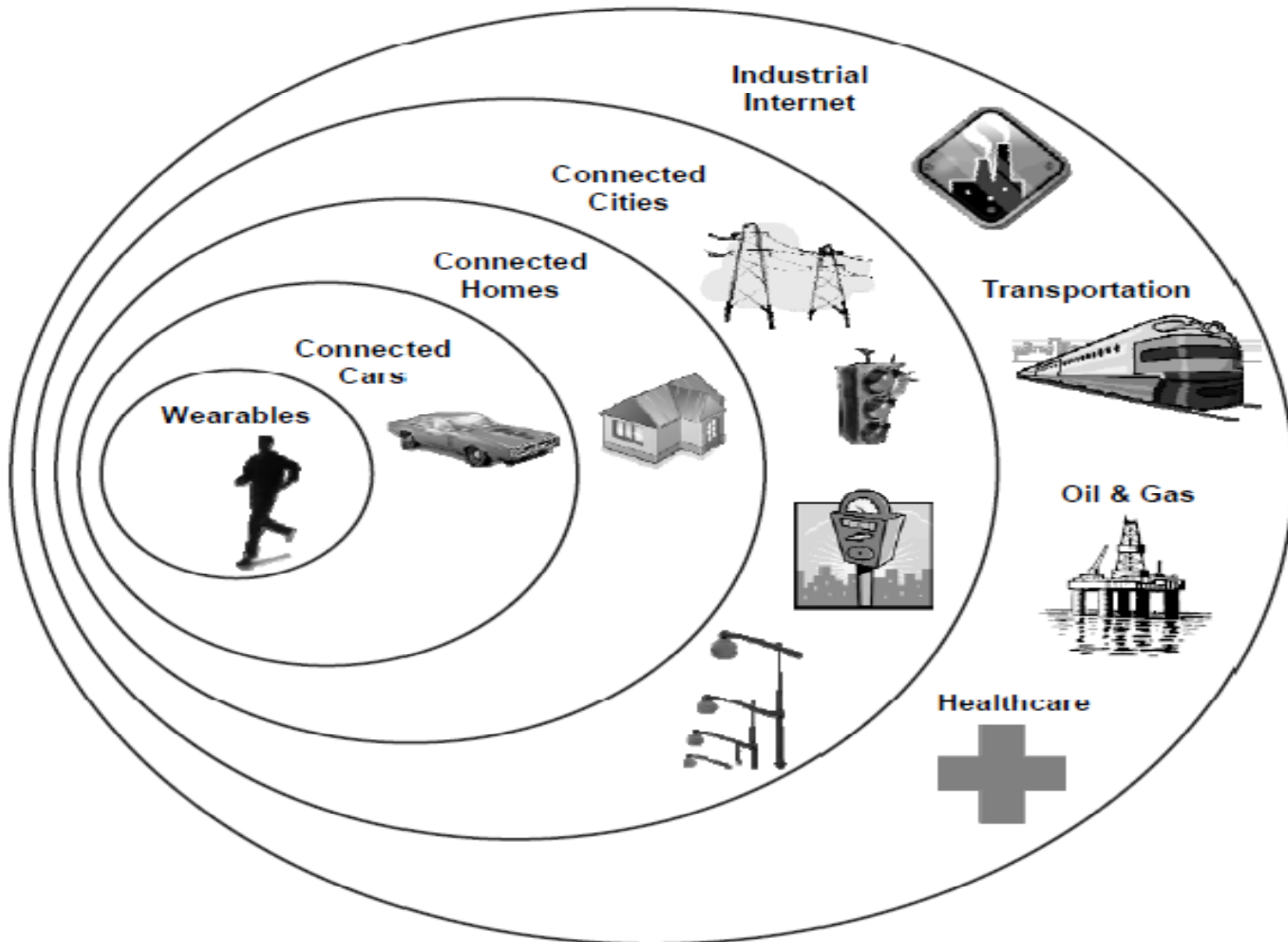
- Compliances
- Efficiency
- Cyber Security
- Fraud Incidences
- Lawful Monitoring and Tracking
- Administrative Tools

Opportunities in Smart Infrastructure Domain

The Opportunity

- The opportunity is huge, but there is a lot of uncertainty, as there is with any emerging trend.
- As the Internet of Things (IoT) gains momentum, the various organizations would update their existing IT architectures and operations to capitalize on this trend.
- The scope extends to all business verticals.

Smart Infrastructure Opportunities



Markets already Available

- **Smart Energy (Grid to Home)**
- **Smart Building management**
- **Smart Parking**
- **Smart Transport / Vehicle Tracking**
- **Smart Health**
- **Smart Security and Surveillance**
- **Smart Banking**
- **Smart Retailing**
- **Smart e-Governance**
- **Smart Water Management**
- **Smart Waste Management**

Marketing Strategies to Tap the Potential

Institutional Selling- (through strategic partnerships)

Project/Solution Selling- Direct or through SPV.

White-Boarding of Products

Device Selling through Channels (we need to appoint channels in faster mode to market.

We would have to create a strong USP for ourselves to have a good penetration in to market .

Selling Modes for Smart Infra

Reactive Mode

Proactive Mode

The Business Model is likely to witness a radical change from a reactive model to a proactive one. It would also change from a Price-based model to a Performance-based

Conclusion

- The real challenge lies in harnessing the technology and solutions in time to make money.
- We Need to find competitive differentiators to sustain the market forces