



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

LOCATION:
*Gurgaon, Haryana,
India*

YEAR:
2011

STATUS:
Laureate

CATEGORY:
Economic Opportunity

ORGANIZATION:
Sistema Shyam Teleservices Ltd

ORGANIZATION URL:
<http://mtsindia.in>

PROJECT NAME:
MTS IT Innovation Lab

PROJECT OVERVIEW

Sistema Shyam Teleservices Ltd. (Brand name: MTS) started an IT Innovation lab to create new and innovative offerings which were traditionally only large enterprise products. This innovation lab intends to enhance the reach of small and medium business across the country to innovative products which use MTS Telecom Core to gain both in terms of business benefits, and operational excellence. With growing economy, Small and medium business has a large role to play, both in gaining from economic growth, and contributing to this growth. MTS IT Innovation lab focuses at offerings which enable entrepreneurs to reduce their capital expenditure, optimize the operational costs, substantially reduce expansion time and go to market time. Typical challenges that small and medium business face are the costs of initial set-up and optimizing the operational costs to keep the business running. Need to align with the dynamic market requirements and doing that in a cost effective manner is another challenge that a lot of Small and medium business units face. Additionally businesses today are not limited to catering just a defined geographical area, because of encouraging domestic and international outsourcing projects. This is where the need of solutions which do not compromise on quality of service, have a substantial difference of costs, and support mobility arises. This need of the hour has lead MTS IT Innovation lab to create offerings such as m-Top (Virtual Desktops on MTS Data Dongles and other devices), Mi-fi (MTS Pocket Wi-fi router to connect up to 5 users at one time), ERP on the move (ERP solutions on smart phones and low cost mobile phones) and other Cloud services. While the technology has been there for a while, marriage of this technology with core telecom strengths required innovative thinking. MTS IT has used some very innovative business models to reduce both costs and risks for all partners involved to take these offerings to the market. A regular business review of offering success has been set-up to evaluate performance and success of the offerings and take corrective action as required. This has also led to a focused contribution to the innovation lab from MTS IT partners such as technology OEMs providing service to all customer segments. These alliances leverage MTS customer base, its penetration in Indian market and



mobility strengths to deliver innovative technology solutions built on the latest infrastructure and service stack. Another challenge that MTS IT Innovation Lab faces is bringing the costs down to acceptable levels for the end subscriber, which is where the innovative business models have resulted in a win-win-win situation for the MTS subscriber, OEM partner, and MTS.

SOCIETAL BENEFITS

The products which are built in MTS Innovation lab help small entrepreneurs setup and manage their business effectively at low operating costs. Mobility solutions and Cloud offerings also help these business units become more geographically independent and reach out to more customers while using the latest in technology.

PROJECT BENEFIT EXAMPLE

Local retailers and dealers of telecom products in the small cities/towns in state of Rajasthan, India have used MTS solutions to enable their business set-up quickly and enabled these small towns to be a part of the Indian Telecom revolution by gaining connectivity and coverage and very low costs. A lot of these towns have low earning groups constituting a significant part of the town, and MTS coverage has enabled these groups of the society to grow as small entrepreneurs, and also connect with the world better.

IS THIS PROJECT AN INNOVATION, BEST PRACTICE? Yes

ADDITIONAL PROJECT INFORMATION

MTS is one of the fastest growing Telecom companies in India with over 9 million voice subscribers, and 0.5 million data subscribers across the country. MTS also is the first Telco in India to launch Rupees 0.5 per second billing, and the concept of free website browsing making connectivity and communication cheaper for Indian subscribers. There is a strong focus on innovation and a dedicated department within IT to ensure a continuous outflow of innovative technology products and solutions to meet specific needs. With these offerings, MTS also becomes a leader in providing innovative technology solutions to Telecom subscribers at very competitive prices.