

GROW THE BUSINESS AND THE COUNTRY IT'S IN. THE IBM BHARTI AIRTEL PARTNERSHIP.

: Long form.

Sir Mark Tully: Well when I first came to India in 1965 more than 40 years ago now the telecom sector was totally undeveloped because very few people had telephones, and then of course you got a big innovation which was the PCO, the Public Call Office, where people could go and call anywhere in India. That was really the first major telecom revolution in India.

Dr. Jai Menon: Our challenges in 2002 were on scale to go from a few million to 20, 30, to 100 million customers, around differentiation in a highly competitive market, and around cost dedicated to IT cost that can really handle best agreed solutions in such a lower tier structure. To meet the challenges that were pretty obvious to us in the 2002 timeframe it was very clear we needed a very innovative, comprehensive model, and IBM played a very, very important role in working together to co-create this model.

We've got a very complex data center move that's happening. There's over 300 racks of service and the 150 trucks of IT gear that's moving from multiple disparate data centers into on centralized data center, and we at our team we don't have to worry about it. IBM takes care of everything. It allows us to focus on the business processes, on our organization construct, and how it is we really bring to bear what it takes to deliver services to the customer.

Shukla Bose: At the Parikrma schools that provides very high quality education and equal opportunity to children from marginalized sections of society. We could never have imagined having a school without internet, that is so much an integral part of learning these days.

Ashish Kumar: If we can provide specialized services like location-based services, things like which is the nearest Italian Restaurant for our area. It gets new revenue streams to Bharti Airtel and to customers it provides a differentiated service, which induces them to stay with Bharti Airtel as a service provider.

Dr. Jai Menon: We've been able to manage scale and innovation through a very comprehensive set of services that IBM has been able to bring to the table whereby we look at scale, integration, architecture, capability, and quality, all of these parameters coming together to handle this massive growth that we have been able to experience over the past several years.

Ashish Kumar: Three years back when I started this Bharti was I think somewhere in the region of about 200,000 subscribers. That number went up to 400,000 subscribers and I remember Manoj, who used to run the mobile business at that time, saying we're going to touch the sky and touch the sky was adding 1 million subscribers every month and we touched the sky, we broke the sky, we went through it. So now it's like 2 1/2 million subscribers added every month. It's not stopping it's only accelerating, it's just been amazing.

