

Moving Beyond the Price Chart

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Since inception...

- Focus on core offering only
- “Distributor” of large telcos
- Technical infancy
- Spreadsheet sales
- Lacking innovation
- Scarcity

Last few years have resulted in...

- Low overall broadband penetration
- One of the lowest penetration of highspeed broadband in the world
- One of the highest per Mbps rates in the world
- Peak speed of just 12 Mbps as per Akamai's State of the Internet Report for Q1 2014 (as compared to highest of ~68 Mbps)
- Total consumption of international Internet capacity substantially lower than even less populated countries like Taiwan and Singapore

Need of today...

- Focus on the potential rather than the core offering
- Scarcity to Abundance → “Why?” to “Why not?”
 - Monthly average usage > 30 GBs for FOX (Fiber Optic Xperience)
 - Peak usage ~600 GB in a month
- Product innovation
 - Move beyond just GBs and Mbps → bundling
- Design to deliver an *amazing* service → From complexity to simplicity
 - Helping customers do more, do better

Need of today...

- Build deep domain technical knowledge → move to technical maturity
 - Routing, DNS, Latency, Security, CGNAT
 - Overall QoE
- An *effective* IXP → locally relevant and useful content
 - Globally acceptable peering and interconnection policies
 - Open to all



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