

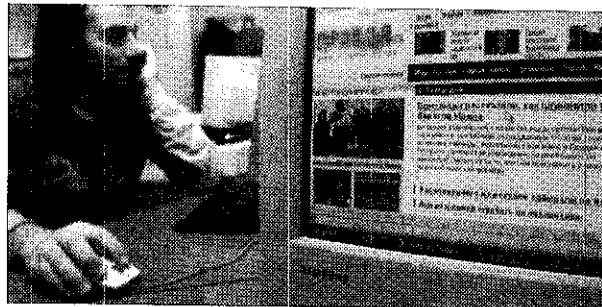
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## RComm launches wireless Net

**Bureau**  
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Reliance Communications is setting out to do broadband what it did with its mobile telephony. Expand the market exponentially by bundling of tailor-made services riding on a wireless broadband network for the largely neglected small and medium enterprise segment.

This foray into wireless broadband begins in Pune and will soon be rolled out nationally. With the first mover advantage in this market, Reliance is hoping to reach out to this scattered community. "This is not about wireless technology but much more profound. This segment is about who gets in first. It will become bigger than the current large enterprise business," Prakash Bajpai, president and CEO, Reliance Communications, said.



The enterprise business is already a billion-dollar business for the company. The new offering is expected to bring in more than this considering it has a seven million strong SME segment to service.

It was for the first time in the country that this kind of a service was being offered. "Reliance is taking away the headache of managing the IT component of their business so that they can focus on their core business," Bajpai said at the

launch of the service in Pune.

The service has been designed to address the pain points of a small business such as capital investment pressure, lack of access to IT and networking skills, securing the business data and rapid obsolescence available in the country where the solutions were being converted into a service, Bajpai said. Reliance's service will converge with technology from Cisco, applications from SAP and offer the SME customers a

chance to use IT without heavy capex and instead offer a subscription based pay per use model.

The Reliance Business Internet Services is targeted at small companies employing below 50 people and the medium size companies having less than 300 employees.

Ubiquitous broadband coverage was being bundled with a suite of products including business email package, domain name service, firewall, anti virus suite and LAN/WAN was being offered in the country. Reliance is promising a managed, secure and high speed service. This is the first phase of the package, the company is already working on adding new applications.

This includes linking up the biz mail with Blackberry, fixed mobile-VPN integration, remote surveillance to enable working anywhere.