



# Case Study in Innovation: India's Netcore Solutions and Open-Source

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**Red Hat Asia Pacific  
Partner Conference FY09**

Indigo Pearl Hotel • Phuket, Thailand  
16 - 19 July 2008

# Emergic Ecosystem: Creating India's Digital Infrastructure

- **Netcore:** Enterprise Mail+Security; Mobile Data
- **Novatium:** Sub-\$100 Network Computers
- **Rajshri Media:** Bollywood-centric Broadband Video Portal
- **mChek:** Mobile Payments
- **Midas:** Wireless Communications Equipment
- **New Horizon Media:** Language Publishing (Books)
- **ValueFirst:** Enterprise Mobility Solutions
- **Yos:** Personal Healthcare Records
- **Greynium:** Local Internet Portals and Classifieds
- **Intelizon:** Solar for Rural Electrification
- **MobiFusion:** Consumer Mobile Apps

**netCORE**  
Mobile & Enterprise Messaging

**Novatium**  
Network Computing


**Rajshri Media**  
Digital Media

**mChek**  
SAFE - SMART - SIMPLE  
Mobile Payments

**midas**  
Wireless Technology



Language Publishing

 **valuefirst**

 **Yos Technologies**  
Continuous Healthcare  
Online Healthcare

 **greynium**  
Language Portals

**IntelIZON**  
Solar for Rural

 **MOBIFUSION**  
Mobile Applications

# Netcore Solutions

Managed Services for Enterprises

Mobile Data for Consumers and Enterprises

# Netcore Solutions

## Mailing and Security

- Started in 1998
- Focus on SMEs in India
- Email as “Heartbeat” of the Enterprise
- Based on Linux and Open-Source
- #3 in India after Microsoft (Exchange) and IBM (Notes)
- Emergic Brand
- Profitable business (and growing 100% annually)

## Mobile Data

- Started in 2005
- Focus on Consumers and Enterprises in India
- Media on Mobile / VAS Operator
- Based on SMS
- #1 in India in SMS Subscriptions and Mobile (SMS) Advertising
- MyToday Brand
- Investment phase

Netcore was founded by Rajesh Jain, who had earlier built IndiaWorld, India’s largest Internet portals. IndiaWorld was acquired by Sify in November 1999 for \$115 million.

# Enterprise Mailing and Security is a growing, profitable business

## ■ Emergic MailServ

- Linux-based Mailing & Security Software
- 100K users (mailboxes) spread over 1000+ installations

## ■ Emergic CleanMail

- Hosted Anti-Spam & Anti-Virus
- 200K users over 2000 domains
- CheckMark Certification from Westcoast Labs

## ■ Emergic FlexiMail

- Hosted Mail Management

Number of Users (in Enterprise)	Number of Customers
0 - 99	1200
100 - 249	350
250 - 499	200
500 - 999	150
> 1000	100

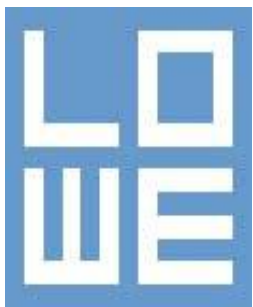
## ■ New Mailing Products

- Emergic ClusterSuite
- Emergic Archiva
- Emergic Email2SMS



#1  
IN VALUE

# Key Enterprise Mailing Customers



# Open-Source Use within Netcore

## ■ Internal Development Environment

- Perl, PHP, MySQL, Apache
- 50+ Thin Clients with Server running Red Hat Enterprise Linux (RHEL)
- Java: JBoss

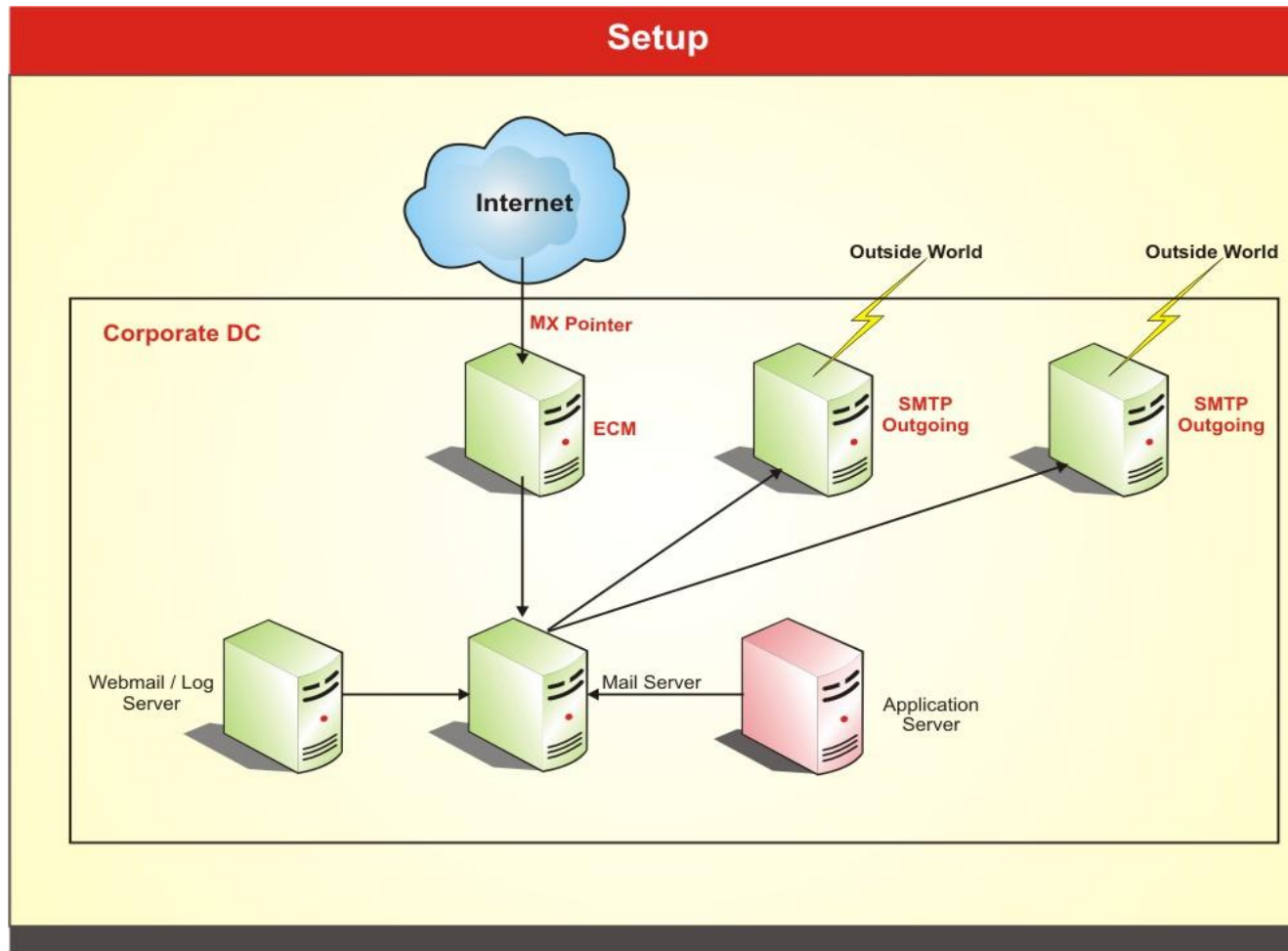
## ■ Mailing and Security Infrastructure

- Postfix, MySQL, Apache, Cyrus, SpamAssassin

## ■ Mobile Data Platform Infrastructure

- Java: JBoss

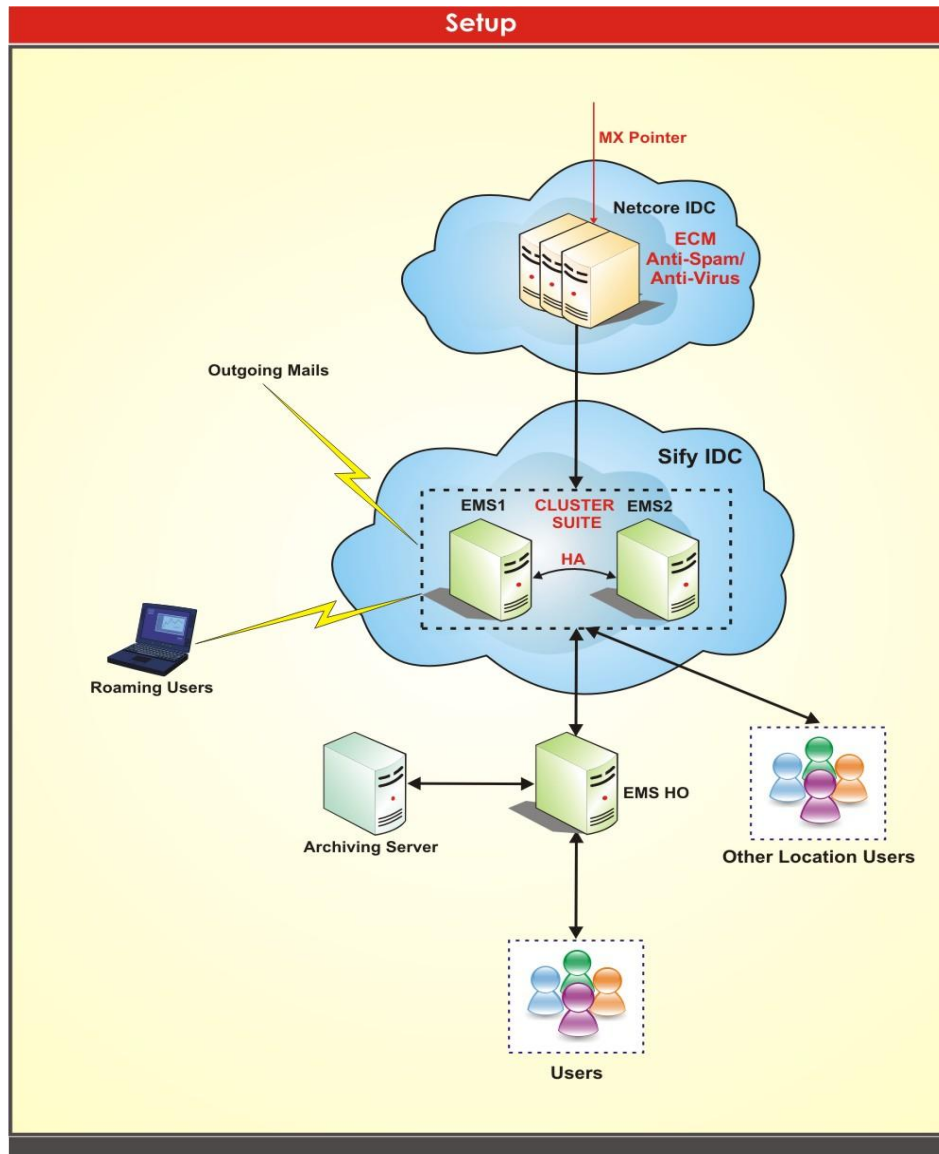
# Customer Case Study 1: Religare



- Religare is a large financial services co. in India
- 400K mailboxes
- 5 Red Hat Enterprise Linux Servers
- MySQL server for storing logs



## Customer Case Study 2: Geojit



- Geojit is a large financial services co. in India (33% owned by BNP Paribas)
- 5000+ mailboxes on a centralised server (with RHEL)
- Complete Outsourced Managed Email Services
- Clustered Solution for High Availability
- Mail Archiving Solution for Compliance and Regulatory purpose

## Market Learnings

- **Open-source has to be sold – inexpensive still doesn't mean easy wins**
  - Strong Internal Development team
  - Customisation Capability
  - National Direct Sales team complemented with Channel Partners
- **Partnerships are critical for big enterprise wins**
  - The Red Hat Advantage
  - Indian Enterprises beginning to see value of a Paid Solution [Support, Services, Upgrades, Maintenance]
- **Focus first on segments we can win**
  - SME segment focus over the years
  - Now have the credibility and brand to pitch in large enterprises

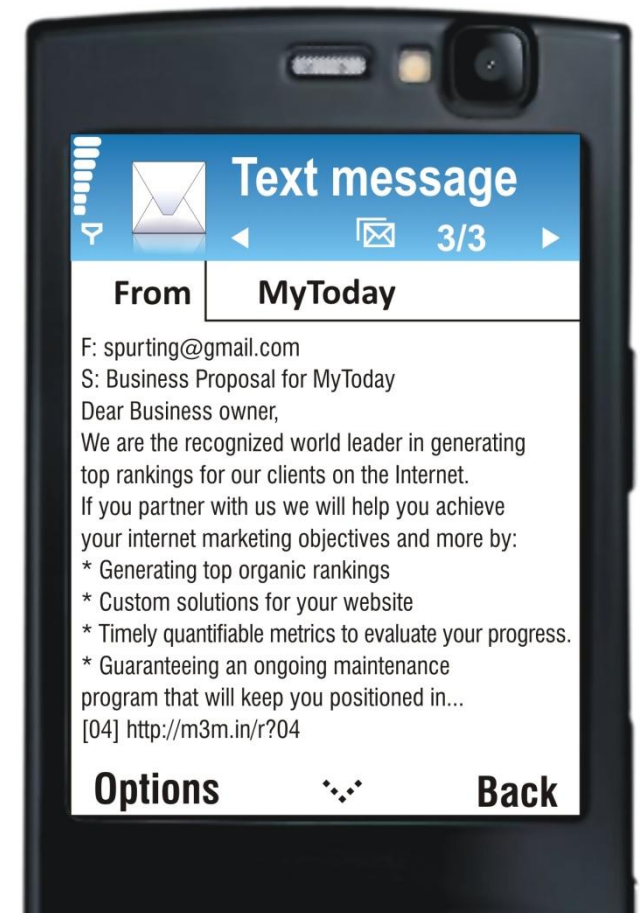
## Netcore [Mailing and Security] Future Plans

- Target larger enterprises for new wins
- Deepen penetration into SMEs with newer products
- Grow to smaller cities and towns – ‘Feet on Street’ team
- Integrate Mobility with products like Emergic Email2SMS
- Expand internationally in emerging markets

# Emergic Email2SMS: Poor Man's Blackberry

- Now receive all your Emails via SMS
- Imagine **Push Mail on Mobile**
- In short, an **alternative to Blackberry for the Masses**
- And all you require is
  - An email account with auto-forward capability
  - Your existing mobile phone
- Read, Compose and Reply to emails using just SMS
- *Using just SMS on existing mobile phones. No GPRS required. No purchasing new phones.*

**Key Breakthrough:  
Long (480-char SMS)**



# Blue Ocean Opportunities for Us

- **Computing as a Utility for Homes, SMEs, Education**
  - Creating Simple and Affordable Computing in Emerging Markets
  - \$100 for the device (one-time), and \$10 / month for computing and connectivity
  - India opportunity: 50 million users in the next 5 years
- **Software-as-a-Service for SMEs / IT “Operator”**
  - Managed Services for SMEs
  - Complete Software Stack – Desktop, Mailing, Collaboration, Business Application
  - Think Subscriptions, “ARPU” and Value-added Services
- **Mobility Integration into Business Processes**
  - Foundation for the Real-Time Enterprise