

# Intellect Broadband Campaign Case Study 5 – ICICI Infotech

Case Studies Demonstrating how SMEs in the ICT Sector are using Broadband  
Campaign Sponsors: Intel Corporation (UK) Ltd



Website: [www.icici-infotech.com](http://www.icici-infotech.com)

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***Type and size of organisation:***

SME based in London providing software and consultancy. 8 employees.

***Description of Business:***

ICICI Infotech is a technology company developing products and providing software consultancy for companies in the financial, insurance and Logistics domains. The office in London is primarily a sales and support centre and serves as a focal marketing point for initiatives across Europe.

***Remote workers / are all employees office based?***

Our staff are based in London and Berlin. Some consultants are deployed in other companies' offices.

***Type of broadband connection (ADSL/Cable/Leased Line) and length of time connected:***

ADSL routed into 9 units

***Are you using any associated technology?***

We use Voice over IP and Instant messaging.

***Benefits of using Broadband:***

We need robust and fast connectivity 24/7 because email forms the primary mode of communication and the internet is used widely in market research activities, competitor analysis, product comparisons and domain information gathering. Broadband allows us to make much better use of time, which improves efficiency and increases productivity. Because it is "always-on" we can take full advantage of tools like instant messaging, and everyone is connected all the time in the office.

We are now able to do online, web-based demos of our products for clients all across Europe, using a remote software application with the only requirement that the customers either have a DSL connection or a leased line, and this is proving very popular with customers and cost effective for us. Using our Voice over IP system and the online demos we are able to save costs on travel and resources in a very large way and are able to therefore divert more funds into building a stronger infrastructure.

Broadband has enabled us to harness the power of the Internet in a more productive and satisfactory way. We can toggle between windows, looking for bits of information, pull graphs from websites, collate information. It's like having 5 or 6 telephone lines, talking to 6 people at the same time. This means we can get instant access to the kind of information that previously could only have been obtained by purchasing or commissioning an expensive report, and this enables us to present the kind of well-prepared and researched proposals that would usually be expected of much larger organisations. That's a huge change and it allows us to compete for business on equal terms with much larger organisations.

Our future plans include ramping of our internet bandwidth to enable seamless video conferencing capabilities and even offer our products in an ASP mode to allow clients to use trial versions of our products. We are also embarking on a new initiative of online support in terms of having live help services on our European website for our products.

In summary broadband has not just improved our business efficiency but has allowed us to explore market opportunities and access customers in a fashion that hitherto did not exist.

***Does it save you money?***

Yes, it saves us lots of money on communications and travel in particular. We save money on research because we can now collate information ourselves instead of having to purchase expensive reports or commission researchers. Broadband saves time, and that means we save money.

***How would you cope if you couldn't have broadband?***

Our functionality is built around broadband and we would have to change the way we work completely.

