

Dell is not just PC seller

Says country head

IMRUL KAYES CHOWDHURY

Dell, a progressive 60 billion dollar US hardware company, has started its operations in Bangladesh as Dell Bangladesh.

Sonia Bashir Kabir heads Dell Bangladesh and is the only female who is leading a multi-national technology business in not just Bangladesh but also in South Asia.

In a recent interview with The Daily Star, Kabir spoke about Dell's products, solutions, services, market positioning and its plan for Bangladesh.

End-to-end hardware solution provider

Most of the people have this misconception that Dell only sells desktop and laptops. But Dell is an end-to-end hardware solution provider - which means that Dell also sells servers, switches, routers, storage and peripherals also which includes projectors, batteries, printers, monitors and more. Dell's competitors are IBM, HP, Cisco and EMC. Dell goes head to head with all these major brands in the Bangladesh market and is ramping up speed to get more aggressive.

"For your hardware solution if you take storage from EMC, servers from IBM and switches from Cisco and if something goes wrong, which vendor do you go after? My pitch to my clients is they focus on their core competency and let Dell take away their pain points. Dell is a one-stop shop - all you have to do is just make one call to Dell to solve the problem. It's like using one arrow to shoot and kill."

Number 1 in South Asia

According to a just released IDC (a market research, analysis and advisory firm specialised in information technology, telecommunications and consumer technology) report, Dell is now number one in the South Asia.

"We are doing very well in this region," Kabir said.

In Bangladesh Dell's biggest customers are the Financial Services Industry (FSI), the Government of Bangladesh and Telcos. Dell is now eyeing the Small and Medium Business (SMB) and has worked out an impressive "Go



Sonia Bashir Kabir

to market strategy" which they rolled out early this month.

Dell's mission is to touch every customer's lives from home user to corporate. Dell has its products classified into two segments - consumer and commercial. Dell plans to invest heavily to tap into the consumer market.

"We are betting on the consumer market of 160 million people and we are seeing growth in every quarter," she said.

Dell is number one in the South Asia in both the consumer and commercial segments.

Cloud computing

Like other companies, Dell is also focused on moving towards the cloud.

"I think it's very important for Bangladesh. We don't really need stand alone software or hardware here. It's an over kill at some point." She said everything is moving towards a service now. "Infrastructure is a service, software

is a service and so is the platform."

However, Bangladesh has to wait for some time for the cloud computing to kick in, because business models have to be rolled out."

Service drives future sales

Dell is providing after sale service for desktop and laptop PCs through Computer Source Ltd.

"Dell is playing in the server, storage and switch space, we are dealing with the mission critical applications. If a bank faces a problem with our product, they don't have the time to wait for Dell to provide delayed service. Instant support is needed to solve the problem. We will be investing in DSP (Dell Service Provider) for our enterprise products - there will be a team of service technicians and inventory /spare parts to provide 24x7 service. Stay tuned, as Dell's best is yet to come."

Dell's plan for Bangladesh

"We are working with the Ministry for Women and Children affairs and Ministry of Science and ICT. Our plan is to engage in meaningful CSR projects where a difference is actually made in people's lives. Cannot comment much as we are in the early stages of formulating projects but we will get the help of media to share what we will be doing."

"Our corporate headquarters team is constantly looking into acquisitions to complement our line of products and investing in R&D. I am confident we will continue to grow aggressively and give all our competitors a run for their money as we go after market share. "

Bangladesh has no legacy issues and morphs to state of the art technology. We are a nation known to leapfrog and acquire the best. There is a lot of work that needs to be done to make our Prime Minister's dream of Digital Bangladesh come true. Dell will be by her side."

When asked, Kabir did not comment on the size of the business in Bangladesh but informal market estimates indicate Dell is well positioned as a USD \$100m per year business in Bangladesh.



Samsung plans no settlement with Apple

AFP, Seoul

A top Samsung executive said Wednesday that the South Korean electronics giant had no plans to follow Taiwanese firm HTC in seeking a settlement over its patent disputes with arch-rival Apple.

Samsung and Apple are currently embroiled in patent lawsuits in 10 nations including the United States and Germany, accusing each other of stealing design and technology.

HTC, which had been locked in similar suits with Apple around the world, announced Sunday that the two companies had reached a deal to end all outstanding litigation and sign a 10-year licensing agreement over patents.

"We have no such intention," J.K. Shin, the head of Samsung Electronics'

mobile unit, told reporters when asked if Samsung would seek a similar settlement.

Samsung -- the world's top mobile and smartphone maker -- was ordered by a US jury in August to pay Apple \$1.05 billion in damages for illegally copying iPhone and iPad features for its flagship Galaxy S smartphones.

It has appealed the ruling.

Since then, two separate rulings by courts in Japan and the Netherlands have dismissed Apple's claims of patent infringement.

Shin also said Wednesday that Samsung expected fourth-quarter smartphone sales to be as strong as the third quarter, when its newest Galaxy S3 device became the world's top-selling smartphone.



CSL brings Fujitsu's Lifebook

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Computer Source Limited (CSL), has introduced Fujitsu Lifebook LH772 in the local market.

The device is powered by Intel Core i3- 2350M processor, 2GB NVIDIA graphics, DTS boost sound, 2GB DDR 3 RAM (Can be upgraded up to 8GB).

The device also features 500GB HDD, 14 inch LED Display, Dual Layer DVD RW, Wi-Fi, Gigabit LAN, Bluetooth 4.0, USB 3.0, HD Webcam, Finger Print Sensor, 6 cell battery and more.

The black LH 772 has a price tag of Tk 83,000. The white Lifebook is available at Tk 83,500.

Nokia to offer free maps app, service for rival handsets

BBC ONLINE

Nokia has unveiled plans to offer a free maps app on rivals' devices.

Maps will initially be released on Apple iOS devices offering downloadable street plans for offline use, and audio-based directions for pedestrians.

Nokia is also developing a version for Mozilla's forthcoming Firefox operating system, and will release software tools to allow third parties to make use of its data on Android devices.

The move is designed to help the firm compete against Google's rival product.

Nokia already powers maps available on Windows Phone handsets, Amazon's Kindle tablets, Yahoo services including Flickr, Garmin sat-nav kits, and about four out of five cars with in-built map displays. Last month Nokia also unveiled a deal with Oracle that will see the business software firm make use of its location services in its products.

Nokia claims more than 20 years of expertise in the area thanks to its acquisition of Navteq for \$8.1bn (£5.1bn) in 2007.

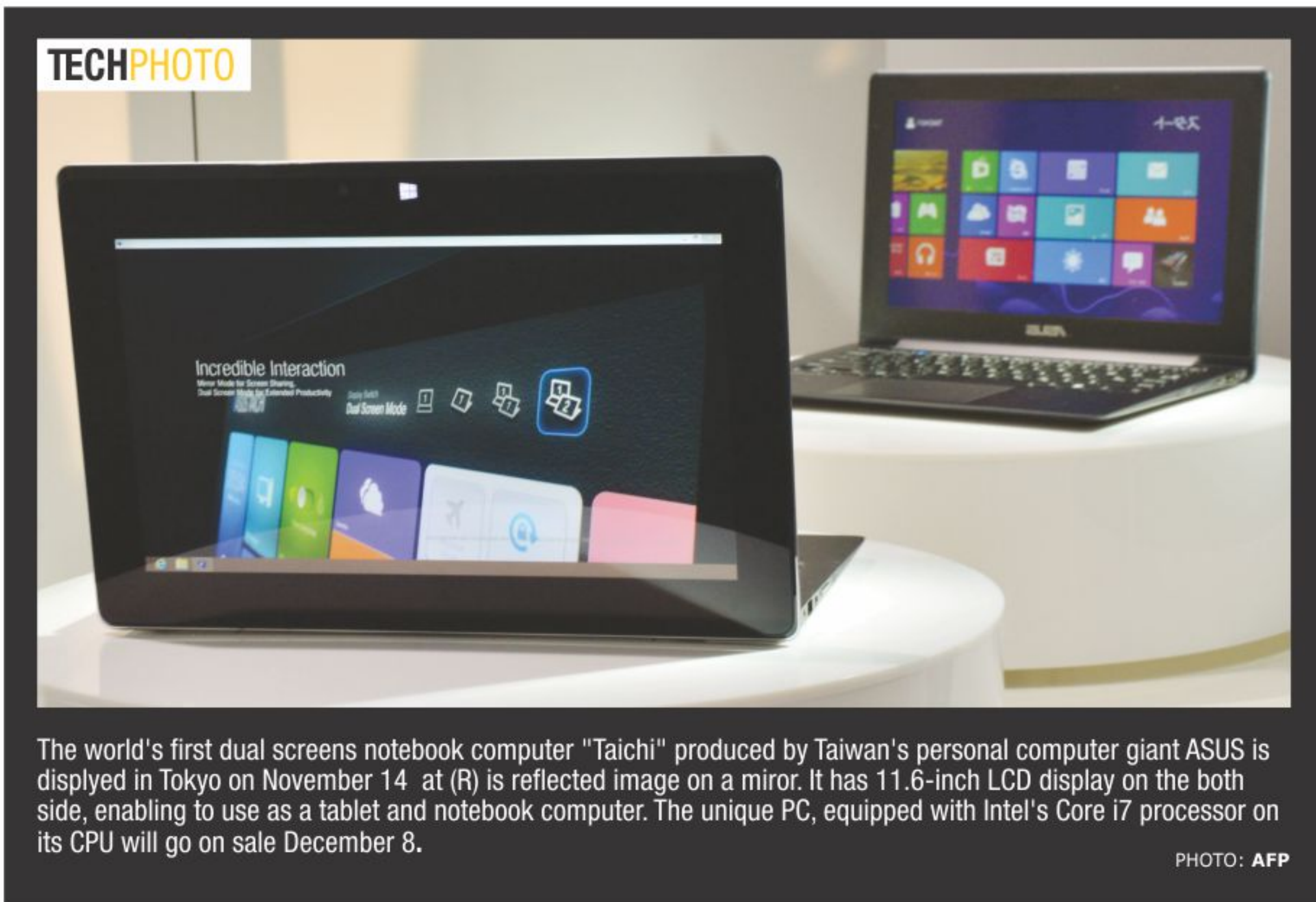


CIO Summit held in Dhaka

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I-Station Limited and UBM India, a part of UBM PLC, UK jointly organised second edition of The Bangladesh CIO Summit on November 8 at the Ruposhi Bangla in the capital.

The summit was held aiming at providing Bangladeshi top level IT executives with a unique opportunity to interact with innovative global solution providers, with whom they can partner to build innovation in their IT department. At the event participants also got a chance to interact with internationally recognised tech experts.



The world's first dual screens notebook computer "Taichi" produced by Taiwan's personal computer giant ASUS is displayed in Tokyo on November 14 at (R) is reflected image on a mirror. It has 11.6-inch LCD display on the both side, enabling to use as a tablet and notebook computer. The unique PC, equipped with Intel's Core i7 processor on its CPU will go on sale December 8.

PHOTO: AFP

Qubee's limited edition offer

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Qubee has introduced a limited edition package for the users who looks for good volume, decent speed and affordable price.

The new package is tailored to fit the needs of both potential and existing Qubee users.

Under the new package, the user will receive usage allowance of 7 GB for a monthly fee of Tk 750 (Vat inclusive) and up to 350 kbps speed. Beyond the 7 GB, Tk 0.15 will be charged per megabyte. This limited edition package is under the new 36 month contract, and a discount of Tk 1,000 is applicable over the period of 1st three months' bill.

South Asian Carriers' Meet begins today

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A two-day South Asian Carriers' Meet (SCAM) 2012 begins today in the capital.

The first ever such meet is organised to bring together the carriers dealing with termination of international calls and International Gateway (IGW) Services Providers Licence holders.

The meet will show up the strong presence of data, network and service providers and interconnect exchange operators of Bangladesh and South Asia.

Post and Telecommunications Minister Sahara Khatun is expected to inaugurate the event at Radisson Blu Water Garder hotel. Sunil Kanti Bose, chairman of Bangladesh Telecommunication Regulatory Commission (BTRC) will attend the event as special guest.

The event is organised Windmill Advertising Ltd. Cell Telecom, DBL Telecom, Bangladesh International Gateway Ltd, Golden Telecom and Bangla Tel Ltd are the sponsors of the event.

The event will have multiple conference sessions with experts from carriers and service providers to help delegates understand the latest market developments.

Microsoft's Surface tablet has modest start

REUTERS, Paris

Microsoft Corp's new Surface tablet - its challenger to Apple's iPad - had a "modest" start to sales because of limited availability, Microsoft Chief Executive Steve Ballmer told French daily Le Parisien.

The world's largest software company put the Surface tablet center stage at its Windows 8 launch event last month in its fightback against Apple and Google in the exploding mobile computing market.

"We've had a modest start because Surface is only available on our online retail sites and a few Microsoft stores in the United States," Ballmer was quoted as saying.

The new device, which runs a limited version of Windows and Office with a



thin, click-on keyboard cover, is being positioned by Microsoft as the ideal combination of PC and tablet that is good for work as well as entertainment.

Ballmer also said 4 million upgrades to Windows 8 were sold in the three days following the system's launch.

World Cyber Games Bangladesh ends

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World Cyber Games (WCG) Bangladesh 2012 ended on Saturday with the promise of future events from the next year on regular basis.

The three-day event came to an end with the prize giving ceremony on the Independent University campus.

Eeshan Zaman's Void | Smash became the champion in the multiplayer game Call of Duty 4, while Tasbir Mahmud's Void | Hostile secured the runner-up position.

In Counter Strike Source, Georgis Alam's Evolution Gaming became the champions, while the second team of Evolution Gaming, led by John Sohrawardi claimed the second spot.

In single player events Alif Rahman Chowdhury won the championship of NFS Most Wanted and Salman Hossain took the championship of FIFA12.

The runners up of NFS Most Wanted and FIFA12 are Towfique Sadat Rahman and Waise Alam respectively.

M Omar Rahman, VC, Independent University, A U Khan Jewel, MD of Computer Source, H M Foyez Morshed, country manager of WCG Bangladesh were present at the event among others.