JioBusiness for IT and ITES: Growing the world's back office
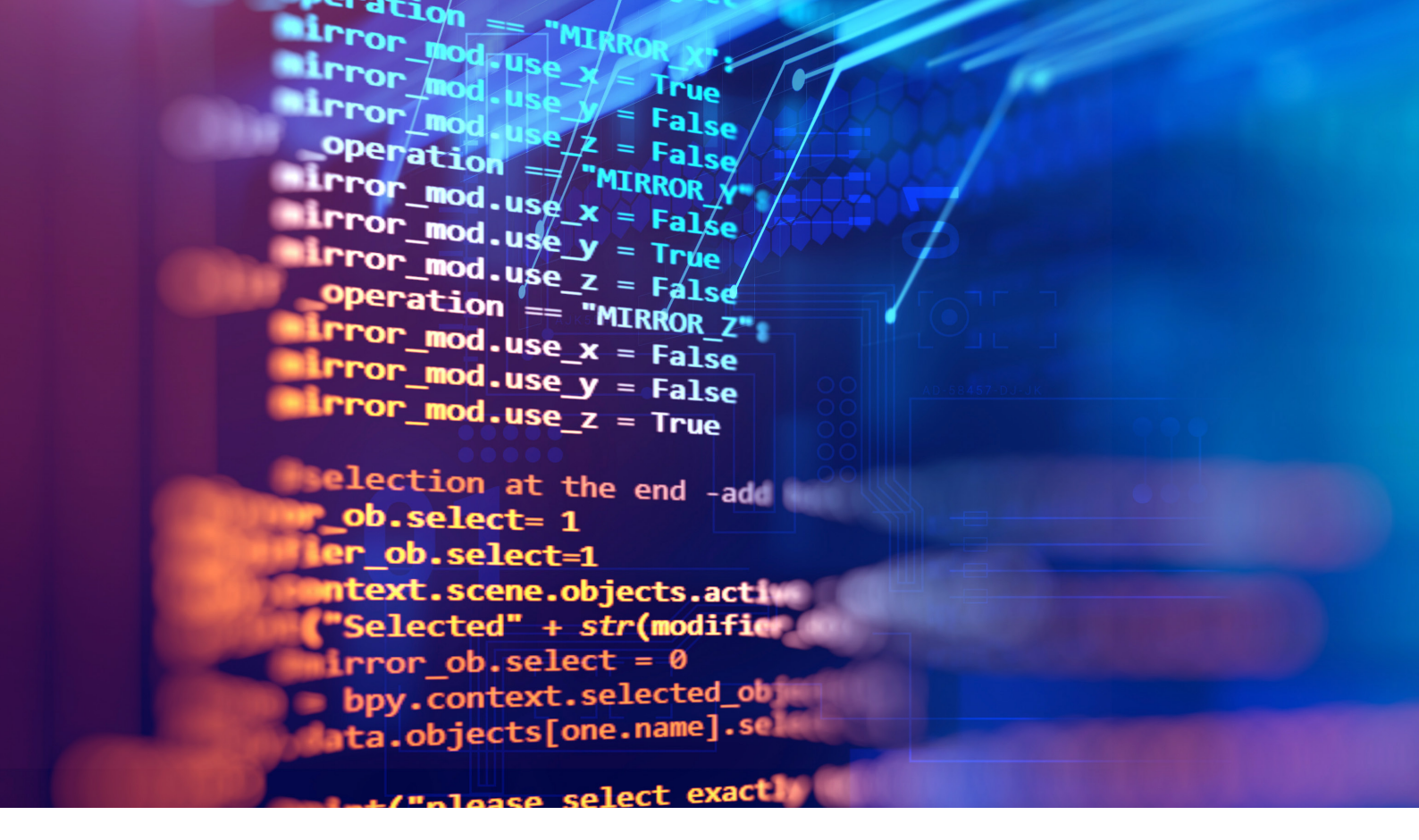
Introduction

India is the world's largest outsourcing destination with nearly 55% of the international offshore business process outsourcing (BPO) market[1]. The IT & Information Technology Enabled Services (ITES) industry in India constitutes 8% of India's Gross Domestic Product (GDP). The industry is the largest employer within the private sector employing nearly 4 million people. Clearly India is the world's IT powerhouse.

While the IT sector in India ensures growth in revenue and employment, it still faces its fair share of challenges. With changing technology and tough competition from neighboring

countries, India's relevance in the field is likely to be tested. IT companies in India have struggled to shift their workforce to remote-work, provide devices to employees, overcome low Internet bandwidth, and disperse from IT hubs. Reliance Jio has worked diligently on addressing these issues. Jio's nationwide wired and wireless network, collaboration and meeting tools, devices, cloud, IoT, and other offerings provide the perfect complement to keep the back office of the world humming. The future of IT is bright in India and a partnership with Jio will enable IT companies in India to continue to achieve their ambitious goals.

[1] National Association of Software and Service Companies (NASSCOM)

IT Industry in India

India's foray into the IT industry began 5000 years ago when Aryabhatta invented the digit zero. India is a true knowledge-based society leading the information revolution. The Indian IT industry made up 18.5% of the total global IT spend in FY20[1]. India is the world's leading sourcing destination accounting for approximately 55% market share[1]. The domestic revenue of the IT industry is estimated at US$ 45 billion and export revenue is estimated at US$ 150 billion in FY21. Indian software product industry is expected to reach US$ 100 billion by 2025. Indian IT's core

competencies and strengths have attracted significant investment from major countries. The computer software and hardware sector ranked 2nd in foreign direct investment (FDI) inflows worth US$ 62.47 billion between April 2000 and September 2020[4]. In Budget 2021, the government has allocated Rs. 53,108 crores (US$ 7.31 billion) to the IT and telecom sector. India is the topmost offshoring destination having proven its capabilities in delivering both on-shore and off-shore services to global clients. The IT and ITES industry have been India's crown jewel in its economic growth story.

The IT/ITES industry faces several challenges that it must overcome. Poor Internet connections and call traffic management have taken a toll on BPO firms that must operate 24/7. Higher attrition rates and rising costs in Tier I cities in India is another issue plaguing the Indian IT industry. IT firms have started to set up centers in Tier II/III cities to meet future demands, lower costs, and combat attrition. This can lower their operational cost by 10-20%5. However, connectivity and uptime

remain an issue in Tier II/III cities.

IT services and outsourcing companies in India struggled to shift their workforce to a remote-work setting. Companies scrambled to provide computers to hundreds of thousands of employees. Large companies expect communications over various channels which has been another challenge. Connectivity to public clouds, online tools, and ease of doing business are other areas affecting the IT industry.

An omnipresent telecom infrastructure is a must-have for the IT industry to thrive. Reliance Jio has the most widespread wired and wireless network in India. This allows IT companies to set up operations from anywhere in India allowing them to tap into the talent pool, lower costs, and provide 24/7 support. In addition, Jio provides collaboration and meeting tools to conduct business efficiently. Jio's vast array of tools and partnerships provides IT companies with the gears to move their business forward.

The IT industry is expected to contribute 10% to India's GDP with revenues touching **US$ 300 – US$ 350 billion** over the next five years[5]. Partnering with Jio can accelerate the growth of IT companies while increasing profits and customer satisfaction.

[2] Statista Research Department, Share of Indian IT industry in global IT spend FY 2001-2020
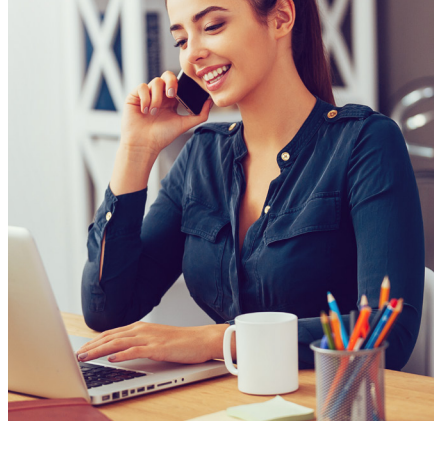[3] National Association of Software and Service Companies (NASSCOM)
[4] Department for Promotion of Industry and Internal Trade (DPIIT)
[5] National Association of Software and Service Companies (NASSCOM)
[6] McKinsey & Company

Jio Solutions

| Connectivity for 24/7 Operations | Digital Solutions for Collaboration | Intelligent for Productivity |

The IT industry needs to provide uninterrupted services at all times. Clearly connectivity is non-negotiable. Jio has the fastest 4G speeds nearly double the download speed of the closest competition according to Telecom Regulatory Authority of India (TRAI)[7]. Jio's High Speed Internet ranks top in Netflix's ISP speed index as the fastest wireline network in India[8]. Jio has built the largest optical fiber network in the country. The Indian IT industry has more than 17,000 firms, of which over 1,000 are large firms with over 50 delivery locations in India. Jio has the most widespread and deeply peered network in India to connect these locations and allow companies to expand to other regions

Empowering employees to stay connected and productive is a must. Businesses with effective communication are 50% more likely to have lower employee turnover[9]. However, 59% of employees report challenges with their company's tools[10]. Jio offers interaction platform JioMeet to enable communications. Microsoft 365 bundled with Jio, offers services like Office Apps, Microsoft Teams, OneDrive, and Outlook that helps drive productivity. 57% of customers rank calling support as their preferred choice of communication. For companies running cloud contact centers, Jio provides the largest number of voice channels over its network for crystal clear voice communications with customers.

Devices from Jio can transform employee, partner, and customer experiences. With JioBusiness solution companies can avail the Digital First Business Membership from Reliance Digital, that offer additional discounts, extended warranties and on-site support. The right tools in the hands of knowledge workers can enhance customer experience. JioAttendance enables contactless employee management and real-time tracking. The Jio network also provides low-latency high speed access to public clouds and SaaS tools. This allows the IT industry to easily design and operate cloud-based solutions for their customers which is a must-have for IT offerings.

[7] TRAI MySpeed Portal (May 2021), URL: https://myspeed.trai.gov.in/
[8] Netflix ISP Speed Index, URL: https://ispspeedindex.netflix.net/country/india/
[9] Clear Company, Blog: Could too much transparency in the workplace be bad for your culture, March 11, 2020
[10] Alfresco, Whitepaper: Collaboration trends and technology survey knowledge workers

Summary

India is the digital hub of the world. With a young population, growing talent pool, conducive policies, and a knowledge-based approach, the Indian IT industry is poised to reach greater heights. Blockchain, Internet of Things (IoT), Artificial Intelligence (AI), Virtual Reality (VR), Cloud Computing, Robotic Automation, Smart Cities, and other emerging technologies are rapidly finding their ways into mainstream applications. The Indian IT industry must evolve quickly to adopt these solutions for their customers. The Jio network and tools provide the perfect complement for Indian IT companies to stay ahead in the game. Innovation and knowledge will keep India's IT companies flourishing. Superior network connections from Jio will enable access to that knowledge and ability to disseminate it as needed.