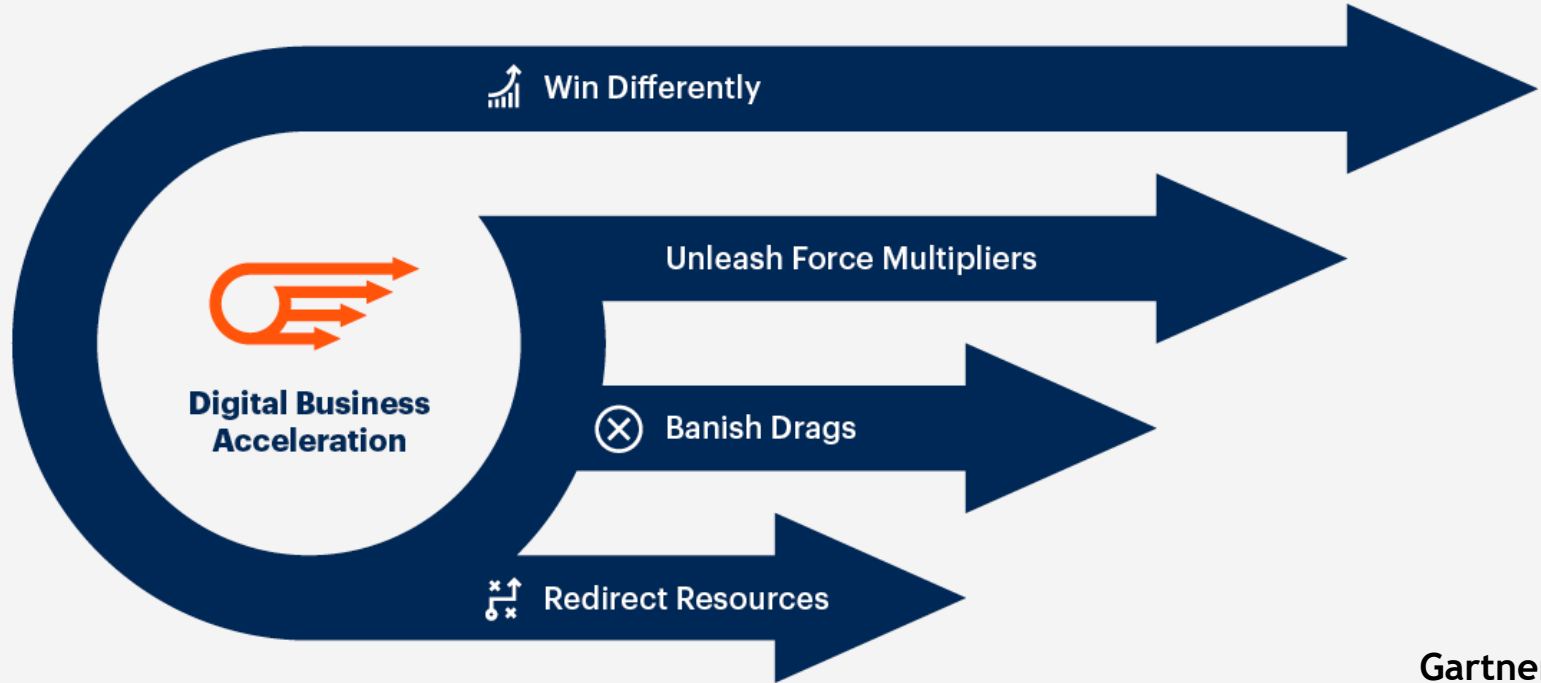# BRIDGING THE DIGITAL DIVIDE: LOCALIZATION TO HYPER LOCALIZATION

ISP CONCLAVE

June 2023

Sify is a leading integrated digital infrastructure partner in India, helping customers to achieve their digital ambition through its world class digital infrastructure, digitized services & core digital platforms.

DIGITAL TRANSFORMATION IS BRINGING CHANGE IN BUSINESS MODEL

NAVIGATING COMPLEX TECHNOLOGY TRENDS

Digital twins	Blockchain	IoT	5G	AI TRiSM
Cloud (Central & Edge)	Quantum computing	Super apps	RPA	New energy solutions
Sustainable technologies	Metaverse	Digital immune system	Applied observability	Generative AI

ISP PLAYS A KEY ROLE IN THIS JOURNEY OF DIGITISATON

Bridging the digital divide between unconnected & connected

Bringing rich content near to consumer enriching their lives

IS INDIA READY TO SATISFY CONSUMER NEED

Localized content to hyper localized content

Last 5 years	Next 5 years
Content got LOCALIZED and based in India	Content to get HYPER LOCALIZED and based in cities & centres
138 DC ~ 1GW capacity	5GW capacity
Metro based - Mumbai, Bangalore, NCR, Chennai, Hyderabad, Pune	New metro based – Lucknow, Patna, Jaipur etc.
Cloud	Cloud to Edge

YOUR DIGITAL BRIDGE FOR TRANSFORMATION   4.0

WHAT'S HAPPENING IN OTHER PART OF WORLD

In 2022 sheer scale of edge became evident in Europe

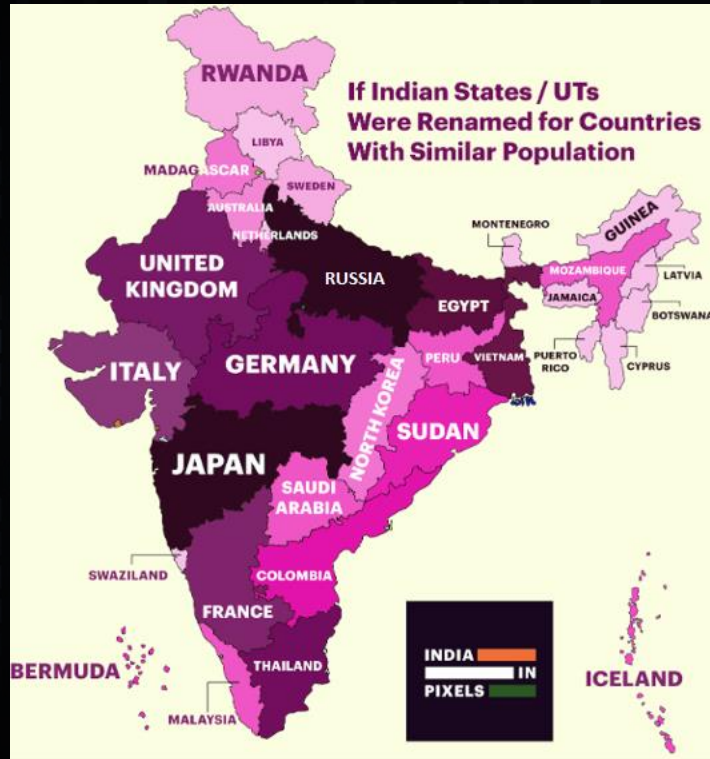|			
2022 witnessed first wave of Edge in Tier 2 cities across continental Europe.	2023 expected momentum to continue and Edge to move to Tier 3 Europe cities with Edge DC much larger 2MW plus.	Germany leading the way with Edge ready to sell capacity in key locations spread across the country and primed for further spread and expansion.	Rest of Europe ready to move out from single dominant cities London Paris Madrid Milan with secondary Manchester Marseille Barcelona Rome to many other cities.

Atlas Edge

INDIA IS MANY (EUROPEAN) COUNTRIES AS ONE

Each India state is equivalent to large other countries in terms of population (consumer)

MP = Germany I Rajasthan = UK I Gujarat = Italy
Karnataka = France

-In India content reach is underserved with DCs only in few metros
-Content reach need to follow the eyeballs in Tier 2 & Tier 3 cities
-Underscoring the massive need of Edge DC in India

Colocating in Edge DC will help ISP to serve the last mile consumer with rich content at a reduced cost

Reddit I Map not to scale and representative to convey idea

YOUR DIGITAL BRIDGE FOR TRANSFORMATION   4.0

EDGE USED CASES

Supply side will get support from demand side

Low latency Enterprise & Consumer application

Edge Video analytics

Edge will help On prem IT in an atmosphere of WFH

Retail, Logistics, OTTs will witness successful deployment of Edge at scale

Compliance & Data sovereignty will be a key driver

SIFY WILL BE A STAKEHOLDER IN THIS JOURNEY

Edge DC plan

PLANNED

Ahmedabad	Nagpur
Lucknow	Guwahati
Patna	Kochi
Jaipur	Bhubaneshwar
Chandigarh	Indore

YOUR DIGITAL BRIDGE FOR TRANSFORMATION

4.0

SIFY WILL BE A STAKEHOLDER IN THIS JOURNEY

Metro & Non Metro Network Cities

OPERATIONAL	WORK IN PROGRESS Operational FY 23-24	PLANNED FY 23-24
Chennai	Coimbatore	Kanpur
Mumbai	Nagpur	Guwahati
Delhi	Bhubaneshwar	Bhopal
Kolkata	Chandigarh	Trivandrum
Bangalore	Indore	Vizag
Hyderabad	Patna	
Pune	Lucknow	
Ahmedabad		
Jaipur		
Cochin		

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Thank You