

## **A) Customer & its Backdrop:**

### **Strixel Technologies Pvt Ltd, Hyderabad.**

Strixel provides most flexible, promising, need-based and focused services. Company caters to the needs of individuals, corporates and institutions, offering Live and On Demand Video Streaming services along with Remote Video Surveillance solutions. Strixel provides complete solution for streaming video over IP networks. The technology has capability to webcast, record, store and rebroadcast video & audio over the internet & corporate intranet. It helps in enhancing the quality and reduces significant costs for the organizations.

### **Business challenges addressed by TekEdge.**

1. Test market the application areas of Live Video Streaming & Remote Video Surveillance solutions outside Hyderabad market.
2. Establish a case of business feasibility with different sets & class of prospects in Education segment & take into consideration the interest levels of OEM's for Surveillance solutions.
2. Identify suitable partners to market the solutions & understand their expectations.
3. Understand the landscape of competition to determine revenue generating opportunities.

### **Project Details:**

- a) Duration: 12 calendar months.
- b) Period: From October 2012 to September 2013.
- c) Markets covered: Pune & Mumbai.

- d) Domain: Surveillance solutions & Live Streaming of audio & video over internet.
- e) Category: Better.
- f) Nature: Enterprise Class.
- g) Intended Benefits:
  1. Superior quality of video & audio
  2. Reduced cost of bandwidth for streaming videos.
  3. Live & on demand classrooms
  4. Improved attendance of students in class rooms.
  5. Increased penetration into geographically distant areas for private educational institutions
  6. Remote video surveillance in reduced cost of internet bandwidth.
- h) Readiness to deliver: Basic horizontal platform of flash based video streaming was ready. From the functional perspective application specific to Educational institutes was good enough to start with. Over dependence on a set of individuals to deliver or engage with prospects was a big limitation.

### **What Strixel on its own has done up to that point?**

1. Identified different application areas like Infrastructure, Real Estate, Education, Healthcare, Manufacturing, Banks and Government but with very little response from the market.
2. NATCO pharma, Hyderabad was already using their technology for some of their factories spread across AP.
3. Strixel until this point has almost consumed their mobilized funds & has spent huge investments in Sales & Marketing.
4. They required a clear direction from an external consultant in arriving at a concrete futuristic business decision in terms of continuing the effort in the market.

For Team TekEdge this was a huge challenge in terms of meeting the expectations of the customer to arrive at business pointers for continuity as per the requirements spelt out by the client.

## **B) Landscape of TekEdge's activities performed during the assignment:**

### **Go to market preparation:**

1. Domain understanding along with technical aspects of video streaming on internet along with application features created for LIVE & ON DEMAND CLASS ROOM streaming on internet.
2. Formal interactions with various professionals, individuals and institutes in the field of education.
3. Database finalization considering size, type of education, nature of institute, mind set of promoters of the institutes & mind set of class of students / parents.
4. Promotion of LIVE CLASS room concept and application with educational institutes and collecting relevant feedback on various parameters supporting & deterring the technology and concept of LIVE CLASS ROOM.
5. Suggestions on the educational application's modules & feature set.
6. Creating the database of corporates (pharma & others) where there is need for continuous video surveillance.
7. Creating the database of system integrators who install and support video surveillance systems in corporates & large housing complexes.
8. Test marketing the REMOTE VIDEO SURVEILLANCE application with corporates & system integrators.
9. Collection of market feedback and assessment of revenue potential & predictability.

### **Analysis:**

1. Educational institutes (both private, Government & coaching classes) showed excellent initial inclination on the concept of LIVE CLASS ROOM. However it proved to be futuristic & ahead of the curve because of various reasons stated below.
  - a) Lack of internet infrastructure.
  - b) Rules & regulations imposed on domestic educational institutes by concerned ministries.

- c) Mindset of students & their parents is not yet set to easily accept the education system through live class rooms. They still prefer to have physical class rooms & teachers teaching personally.
  - d) Investments VS ROI for upfront cost investments was not appealing enough.
  - e) Extremely low or no usage of LIVE CLASS ROOMS who preferred SaaS model leading to no revenue situations.
2. Remote Video Surveillance: Low cost solutions with limited quality and functionality is available in the market. The market is dominated by the low cost cameras and free software though with low quality. Corporates are happy with the available quality and cost. Very few companies in the market think about quality. Most of the market is not aware about the associated huge band width costs and are insane about it.

### **Value Addition by Team TekEdge:**

- 1. Evangelization of concept of LIVE CLASS ROOM with the educational institutes that too with private institutes & coaching classes in making them understand the business dimensions.
- 2. Inputs in improving functionality in LIVE CLASS room application.
- 3. Technical presales.
- 4. Attempted alliances with the educational technological institutes like SEED Infotech where they have their own content which can be commercialized with the help of Strixel Platform.
- 5. Ability to convince & close two customers from Pune who though use the application limitedly that does yield or match revenue expectations of Strixel.

### **Market Feedback/Recommendations suggested by TekEdge:**

- 1. Educational market is yet to evolve to use LIVE CLASS ROOM in day to day delivery of education. Hence products fall into “good to have” category with very low revenue predictability.
- 2. Surveillance market is dominated by unorganized system integrators with abundant of low cost Chinese products/solutions available.

3. To penetrate into the Corporates Strixel will need to compete with fairly accepted products in the market like Skype, Go To Meeting and WebEx which have a huge presence.
4. Build alliances with content publishers to help them penetrate into the distant geographies.
5. Convert platform into ON DEMAND kind of subscription model and sell it to the educational institutes.

### **Current status of the product:**

To penetrate & make a significant impact into the market space Strixel had to spend huge on marketing for a PAN India presence & hence decided to withdraw itself from promoting its products in Indian market in spite of having superior technology as they felt the solutions or intended usage of the products are far ahead of the curve with respect to the adoption & usage of such technology, due to the demographic characteristics or limitations of the market itself & also because of the alternative low cost business models or products available in India.