

# Asian ICT Council Newsletter



Confederation of Asia-Pacific Chambers of  
Commerce and Industry

## Message from the Chairman

We are pleased to publish the fourth edition of the Asian ICT Council Newsletter.

This year I had the honor of once again serving as the chair of the Asian ICT Council Breakout Session during the 27th CACCI Conference held in Cebu City, Philippines on March 14-15, 2013. Two speakers from the private and public sectors – **Wilfredo Saa Jr.**, executive director of Cebu Educational Development Foundation for Information Technology (CEDF-IT), and **Jerry Rapes**, president of open source software engineering company Exist Quest – joined the session to share their insights on the latest updates and issues facing the ICT industry.



A summary of the breakout session is included in this issue. This issue also contains reports on the ICT sector development in countries like Mongolia and Nepal, digital trends in Southeast Asia, and feature stories on ICT.

We hope you will find the newsletter interesting and informative, and we highly encourage you to contribute articles in our future issues.

**Dr. Gwo Jiunn Huang**  
Fellow, Institute for Information Industry

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# Asian ICT Council convenes at the 27th CACCI Cebu Conference



*Dr. Gwo Jiunn Huang*



*Mr. Wilfred Saa, Jr.*



*Mr. Jerry Rapes*

**D**r. Gwo Jiunn Huang, chairman of the Asian ICT Council and a fellow of the Institute for Information Industry led the parallel breakout session of the Asian ICT Council during the 27th CACCI Conference held in Cebu City, Philippines on March 14, 2013.

Dr. Huang spoke about the strong ICT presence in several countries like Japan, South Korea, Thailand, India and Taiwan. He highlighted Taiwan's transformation from manufacturing-based ICT to service stream on the ICT industry.

The APEC Digital Opportunity Center (ADOC) Project Study was mentioned by Dr. Huang as one of the largest projects of APEC in 2003. According to the ADOC's official website, the organization aims to reduce digital divides in the APEC region by enabling people to overcome limitations due to age, gender, health, social or education status, and to enjoy the

ubiquitous benefits of digitalization.

ADOC has created 200 centers in the rural areas in Taiwan. In the Philippines, the ADOC project started in 2005 and has since established 17 centers, training more than 100,000 people.

Wilfredo Saa Jr., executive director of Cebu Educational Development Foundation for Information Technology (CEDF-IT), and Jerry Rapes, president of open source software engineering company Exist Quest, joined Dr. Huang as speakers during the breakout session.

The CEDF-IT executive director introduced the organization as a solution to address the huge gap between the talents of the graduates and the needs of the industry. Saa stated that the CEDF-IT is a consortium of industry, academe, support groups government and NGOs, that seeks to increase the quantity and improve the quality of the professionals in the ICT sector.

Saa noted that Cebu City, Philippines is now recognized as one of the top ten emerging outsourcing cities globally. Because of the success of the industry, over 100 Business Process Outsourcing (BPO) companies have established their businesses in the city in 2012, as compared to only four companies in 2001, said Saa.

Rapes, on the other hand, talked about the revenue made by the software services in 2012. He said that the 50% increase in revenue paved the way to a 10% growth in employment in the BPO industry in the Philippines, adding around 55,000 jobs. The country's BPO industry aims to reach US\$ 15 billion dollar-revenue in 2016, with 900,000 employees, Rapes added.

The Asian ICT Council breakout session was held on the sidelines of the 27th CACCI Conference in Cebu. The council gathers at the annual conference to discuss updates, trends and issues facing the ICT industry today. ■

# Leveraging technology for disaster risk management

*Japan shares lessons on ways information and communication technologies can help strengthen countries' disaster risk management plans and empower communities facing disasters.*

Otsuchi Town in Japan's Iwate Prefecture was struck hard by the Great East

Japan Earthquake and tsunami in March 2011. More than 800 people lost their lives, including the mayor, and 500 people remain missing. Vital information and communication technology (ICT) services were also interrupted, making it hard for citizens to carry on their daily business.

Two years later, Otsuchi Town is still recovering – and restoring ICT services is a priority. The municipality is trying to build resilience against future disasters, for instance by cooperating with the private sector to restore interrupted e-government services, leveraging cloud computing technologies.

This is just one example of Japan's experience in using ICT for disaster risk management. On March 25, ministers and high-level policy makers from nine disaster-prone countries – Bangladesh, Chile, Indonesia, Myanmar, the Philippines, Sri Lanka, Thailand, Turkey, and Vietnam – and more than 150 participants from the Japanese government, disaster-related agencies, embassies, the private sector, academia, and civil society gathered in Tokyo to learn from Japan's rich experience and discuss how it could be applied to disaster risk management in developing countries.

The symposium was hosted by the Japanese Ministry of Internal Affairs

and Communications, the World Bank, and the Global Facility for Disaster Risk Reduction and Recovery (GFDRR).

ICT Development, said, "The World Bank's support is evolving to reflect new development challenges, and disaster

risk management is becoming one of the key areas in which ICTs can make an exceptional impact."

Myanmar's Union Minister of Social Welfare, Relief and Resettlement, Dr. Daw Myat Myat Ohn Khin, emphasized that lessons from Japan will contribute to strengthening disaster preparedness in other nations, including in Myanmar, where the recent Thabeikkyin earthquake claimed 18 lives and affected more than 10,000



*The 2011 earthquake shook the Japan Meteorological Agency operations center. Junko Narimatsu/World Bank*

## Impact of disasters

While the Japanese experience is a reminder that no country is immune from the impacts of disasters, the statistics show that poor and vulnerable countries suffer the most. Since 1980, the economic costs of disasters in developing countries amounted to US\$1.2 trillion, equivalent to about a third of all official development aid. Over that same period, low-income countries accounted for only 9 percent of the total number of disasters, but 48 percent of the fatalities.

Opening the symposium, Japan State Secretary for Internal Affairs and Communications Masahiko Shibayama emphasized the critical role ICT plays in disaster management and the need to stimulate wider use of these tools in the developing world.

Chris Vein, World Bank Chief Innovation Officer for Global

people. She identified geo-spatial and remote sensing technologies, along with modern ICT systems, as ways to strengthen disaster management planning.

## Technologies for disaster risk management

Since the January 2010 earthquake in Port-au-Prince, Haiti, where tools such as Ushahidi, Twitter, and Open Street Map proved their efficacy, the power of technology for disaster risk management has been widely recognized. The Tokyo event highlighted technologies Japan leveraged in the aftermath of the Great East Japan Earthquake and tsunami, for instance:

A real-time traffic map was generated and made available to the public (including via Google) using data

*Continued on page 11*

# An information-communication revolution in the *Pacific*

*Comprising thousands of islands across a large ocean, countries in the Pacific region are among the most remote in the world.*



**I**ncreased access to mobile phones has improved communication among the population, and broadband internet is coming soon.

The World Bank continues to place Information and Communication Technologies high on the agenda in the Pacific to help support the region's development.

Information and communication technology outreach is happening fast in one of the most dispersed regions on Earth, the Pacific. It's a region comprised of some 9,000 islands spread across a vast ocean, where governments and businesses deal with some of the highest transaction costs in the world.

## **Two million more people in the Pacific gained access to mobile phones**

Over the last six years, more than two million people in Papua New Guinea and the Pacific Islands gained access to mobile phones. In countries like Vanuatu, eight in ten people now have a mobile phone connection (a 70 percent increase from 2007), and call prices have dropped.

Villagers who for years had made treacherous three-hour long boat trips to make a simple phone call to the capital, are now calling and texting family in other provinces and other countries. Access to mobile phones has reduced isolation, made it easier and cheaper to

do business, and increased government options for service delivery.

The benefits have been felt right across Papua New Guinea, Samoa, Solomon Islands, Tonga, and Vanuatu, and are now stretching into the North Pacific. This 'telecommunications revolution' is also creating jobs where they are needed most: directly creating livelihoods for at least 30,000 people in Papua New Guinea alone.

## **High-speed broadband next step in the Pacific**

Mobile phones are just the beginning. High-speed broadband is the next step to help overcome these challenges. Most Pacific Island countries still depend on costly satellite links with limited bandwidth, and internet connectivity costs are among the highest in the world.

**“T**he internet here is so bad. Sometimes it comes on and off and on and off again. It's very bad for business and for my family.” -*Kelela Pasina, Internet café owner*

A 256kbps broadband internet connection costs US\$650 per month in Palau. In Kiribati, one of the poorest countries in the region, it would cost US\$430. Such high rates are common across the Pacific. As a result, less than

one percent of the region's population typically has access to a reliable internet connection. Outside the main towns, people are still more likely to communicate with letters transported by ship than an email.

Where the internet exists it's often painfully slow. Kelela Pasina runs an internet café just outside of Nuku'alofa, the capital of Tonga, but there are major bandwidth constraints. “The internet here is so bad. Sometimes it comes on and off and on and off again. It's very bad for business and for my family.”

Like many Tongans, he has family overseas but he says, he can only contact them on Sundays when less people are using the internet.

Yet the coming months will see the arrival of broadband. Through a World Bank and Asian Development Bank funded project, an 830 km fiber-optic cable will be installed underwater to connect Tonga, a country made up of 176 islands spread across 700,000 square kilometers of ocean, to the Southern Cross Landing Station in Fiji, and onwards to global broadband networks.

Currently the World Bank has projects to better ICT access in seven Pacific Island countries and Timor-Leste, including in far-flung rural areas and Outer Islands, with projects on the way in Palau and Federated States of Micronesia. ■

*World Bank Feature Story*

# ICT sector's development in Mongolia



**T**elecoms, Mobile and Internet...Mongolia aims high to launch own satellite by 2015 as it drives towards 'ICT Vision 2021'

Since the Mongolian Government's telecommunications reform program in the mid-1990s, there has been effective liberalization of all market segments, partial privatization of the fixed-line incumbent operator, Mongolia Telecom, and establishment of an independent regulator. Mongolia acceded to the WTO in 1997.

Competition is in place for both fixed and mobile telephony including local, long-distance and international, internet, VoIP and VSATs. The internet market is a growing sector supported by government initiatives such as the e-Mongolia National Program and ICT Vision 2021.

Although the fixed-line network is declining as per other markets in Asia, the mobile phone market has seen strong growth, spurred by the launch of 3G networks more recently and the increased popularity of smart phones. The national policy has been to have a competitive telecommunications segment with two CDMA and two GSM mobile telephone service operators. Accordingly, two additional mobile licenses were awarded in 2005/06 to Unitel (GSM) and rural mobile operator G-Mobile (CDMA) except Mobicom Corporation and Skytel LLC .

As part of the transition to a market-based economy, Mongolia committed itself to modernizing its telecommunications network and steadily introducing advanced communications services. The government considers national infrastructure development as a high priority and, in particular, it has focused on the development of the telecoms sector, seeing it as central to the overall development of the country, the improvement of living standards, increasing foreign investment, boosting tourism and private sector development, and implementation of innovative changes.

## Market Highlights:

- Cabinet approved Mongolia's first satellite in late 2012, making clear the height of the country's ambitions for improving ICT and transforming the economy into a

knowledge-based economy by 2021.

- In addition to the satellite project, the National Broadband Program (2011-15) is a government plan to ensure that over 50% of households have access to inexpensive broadband connections for bandwidth-intensive services, high-speed internet and television. The government also plans for 40% of households in remote areas to have access to a wireless broadband service.
- Mongolia has been quickly rising through the ranks of global networking surveys. In the Networked Readiness Index 2011-12 released by the World Economic Forum, Mongolia achieved 63rd place out of the 143 countries surveyed compared to 85th out of 138 nations in 2010-11.
- Coverage in rural areas improved into 2013, with a World Bank-funded project creating a network of 152 satellite public telephones for herders in remote areas beyond the reach of mobile networks.
- 4G or long-term evolution (LTE) technologies are expected to be deployed in the next few years as the market shifts from traditional voice and message services and their associated declining margins, to a future revenue stream from services such as IPTV, high-speed mobile internet, VoIP, content and applications.



The MNCCI initiated and organized "The National ICT Expo & Conference" in 19-21 April, 2012 with support from Information Technology, Post and

Telecommunications Authority of Mongolia. The main objective of the National ICT 2012 was to effectively penetrate the business sector with the information technology sector development and achievements, and to support IT specialists in properly managing the growth of an organization.

Latest products and technologies were announced by top Mongolian ICT companies like Skytel LLC, MCS Electronics LLC, BSB LLC, Datacom LLC, Migma LLC, Empasoft LLC, Interpress LLC, and Mon Cable LLC among others. Golomt Bank and Xac Bank introduced mobile and internet banking solutions for customers. During the exhibition, MNCCI also launched a virtual expo called "ICT for Business, ICT for Citizen" technology show, which subscribers can view directly on the internet.

The exhibition and conference aimed to give comprehensive information to business organizations and IT specialists on utilizing information technology to reduce cost and increase benefits, to overcome any difficulties, risks and protection issues in business activities. ■

*Contributed by Mongolia National Chamber of Commerce and Industry*

## Information and Communication Technology in Nepal

The basic telecom



infrastructure in Nepal is quite good by South Asian standards, although technical and managerial capabilities in Nepal have not been able to keep it working efficiently. Digital exchanges have been set up even in remote areas with the assistance of multilateral agencies.

The infrastructure has all the capabilities required to run any form of technology application that needs telephony interface. Establishment of optical-fiber network along the East-West Highway has been completed and the government is planning to establish optical fiber network in all 75 districts by the year 2015.

Of late, there has been a sizeable investment in the telecommunication sector. Since the government's liberalization of this sector, it is growing at a rapid pace, with heavy investment coming through FDIs. Until 2003, state-owned Nepal Telecom (NT) formerly known as Nepal Telecommunication Corporation (NTC) was the only telecommunication service provider in Nepal.

Now there are six telecom service providers viz, Nepal Telecom, Spice Nepal Private Ltd. popularly known under its brand name "Ncell," United Telecom Limited "UTL," STM Telecom Sanchar, Nepal Satellite Telecom and Smart Telecom.

According to the MIS report published by Nepal Telecommunication Authority (NTA) up until July 14, 2011, telecommunication penetration rate was only 46.05% while internet penetration rate was just 10.89%. With an annual population growth rate 2.24%, the demand for telecommunication and internet is certain to grow bigger every year. ■

*From FNCCI Publications*

# #FutureinFocus

## Southeast Asia Digital Future in Focus 2013

*A report on key insights and digital trends in Southeast Asia by comScore*

This past year saw digital media's continued rise in prominence as part of people's personal lives and in business environments. Consumers are quickly becoming platform agnostic in their digital media consumption and in today's world they can choose when and how they'd like to consume content. It might be that they started watching a film at home on their TV, continued watching it on their smartphone on the way to work, and finished watching it in bed at night on their tablet.

It's the pinnacle of convenience for consumers, but an utter headache from an audience measurement and advertising analytics standpoint, comScore has adapted to this changing digital world to become a trusted resource for understanding cross-platform consumer behavior and enabling multi-platform unification of all data.

### Tweet-bits



Asia Pacific accounts for 41% of the total online population, 644 million



At 16.1 million, Vietnam has the largest online population in Southeast Asia



Philippines is the fastest growing online audience in the region, grew almost 22%



Non-PC traffic in Southeast Asia zooms ahead, in excess of 20%



27.2 hours spent online by Thais in a month, highest average in SEA



74% of Vietnamese and Thai online population is under 35 years old



41.5% of PC screen time is spent on Social in the Philippines



3 of the top 15 Facebook markets by percentage reach are in SEA (92.1% in the Philippines, 89.2% Thailand, 82.3% Malaysia)



Non-resident Filipinos drive more than half of news website traffic in the Philippines



Indonesia is the blogging capital of SEA, average 32.9 minutes spent on blogs per visitor

### Key Points:

*More than 40% of internet users come from APAC*

Internet user numbers across APAC continue to grow at a much greater pace than any other market. Six countries from Southeast Asia is home to an online population in excess of 62 million.

### *Growth driven by younger power users*

Users from Thailand and Vietnam record the highest time spent online which is clearly explained by a significantly large percentage of population under the age of 35.

### *E-commerce starts to make a move*

Local and regional online retail setups are beginning to capture the Southeast Asian online audience. In the online travel category, low cost airlines and meta-search platforms see healthy traffic.

### *Social networking still captures majority of screen time*

Social Networks capture the largest percentage of consumers' time in the region. Facebook continues to be the number one social network with 3 of its top 15 markets by reach in Southeast Asia. Twitter, LinkedIn and Tumblr are the other established players.

### *Entertainment and online video continues to grow*

The online video audience in Southeast Asia grew around 8 percent in the past year, YouTube continues to be the top video property in all markets. ■

# Building IT Communications Sanjib Raj Bhandari

CEO, Mercantile Communications Pvt. Ltd.

**M**ercantile Communications was one of the first organizations to launch internet services in Nepal. The Mercantile name has become synonymous with the IT sector in Nepal and as the pioneers in this field. Sanjib Raj Bhandari has been the person behind the success of Mercantile and in the process an expert in Nepal's IT industry. Though tentatively optimistic about the progress of IT in Nepal, Raj Bhandari sees an immense need to improve and work towards further development.

The only competitive advantage of the IT sector in Nepal has over its neighboring countries is the cost of manpower. But even in this scenario Raj Bhandari sees the need to separate between India and the other South Asian countries as India stands heads and shoulders above its neighbors in terms of IT.

"The competitive advantage Nepal has over the neighboring countries, including India, is cost of manpower. However, it must be said that the quality of technical manpower available in Nepal compares favorably to countries like Bangladesh, Pakistan, Bhutan but does not measure up to the quality of technical manpower in India and Sri Lanka. So the advantage we have in terms of lower manpower cost is in many ways negated by the relatively poor quality of manpower," he says.

But the tentative optimism remains. Raj Bhandari does believe that the educated unemployed youth of Nepal could possibly find employment in Nepal but he again emphasizes that there needs to be an improvement in educational standards. "While we have plenty of educated unemployed, the quality of education imparted in our schools and colleges leaves a lot to be desired. Not only is the fluency of English an issue, the education the students receive in our educational

institutions does not produce analytical minds as there is too much emphasis on learning by rote," he says. The mushrooming of technical colleges in the past decade according to Raj Bhandari has produced quantity but not quality. "This said, our technical institutions do churn out a few thousand graduates every year. And given proper training, these graduates can be productive and employed in the IT industry," he adds.

The IT sector has also seen its fair share of hindrances due to the poor or non-implementation of existing policies. Raj Bhandari believes that the FDI policy per se is not bad but the implementation is pathetic and that labor laws need to be friendlier. "IT companies must be able to 'hire and fire' with ease to be able to compete with other countries that have very liberal labor laws. In several states in India, IT industry comes under the 'essential services act' and employees cannot call a strike or disrupt production in any way. We have to have something along these lines," he says.

Raj Bhandari sees the need for private companies to make progress in the IT field and also the government to be more supportive of these efforts. "There is plenty of work that has to go into raising the standard of our companies. Unless there is some serious investment in the IT sector, it is unlikely that Nepal can compete with other countries that already have developed IT industries," he says.

But Raj Bhandari has also seen progress in the speed of data networks to and within Nepal. He cites the example of several companies who now have high capacity fiber network from India and have networks in several cities in Nepal. "It is true that the national carrier, Nepal Telecom, has



not made its national fiber network available to other companies and this has slowed progress in most parts of Nepal. Nepal Telecom's attitude towards other communication companies has been extremely unhelpful and has resulted in stifling of progress," he says but adds, "However several companies are now building parallel fiber networks around the country to compete with Nepal Telecom which is a welcome relief."

*Sanjib Raj Bhandari is the CEO of Mercantile Office Systems, the pioneer company in Nepal's IT sector. Having seen the evolution of sorts in IT in the past two decades, Raj Bhandari himself has effected a sea-change in his business, priorities and processes. At the beginning, his company was a computer distributor in the mid-1980s, became an internet service provider in 1990s, produced own brands of computers in the beginning of 2000, and now, Mercantile is chiefly a software producing company. Mercantile-produced software are extensively used in Nepal, especially in the banking sector. Raj Bhandari foresees*

*Nepal's great future in IT, as well as expresses concern that the country is among the bottom few in the global IT map.*

■  
*From FNCCI Publications*





# Startups tap into mobile app explosion

by Jessica E. Lessin

**A**s the mobile business booms, an industry of little-known companies that serve app developers is growing quickly behind the scenes.

Companies that build software for app makers to send messages to users, accept payments, track analytic information, store data and more are drawing interest from customers and investors as developers race to build more features into their applications.

Among them are upstarts like Twilio Inc., a San Francisco-based company that offers notification technology, along with other tools. Customers include the car-service Uber Inc., which uses Twilio to send riders text messages when their rides arrive, and TaskRabbit Inc., which texts people who perform on-demand tasks for the service to see if they are available to jump on new ones.

Jeff Lawson, Twilio's chief executive, says its revenue will grow about 150% this year to US\$50 million and that it is on the path to go public within a year or 18 months.

The startup is expected to soon announce it has raised an additional US\$70 million in financing from investors including Redpoint Ventures and Bessemer Venture Partners, according to a person familiar with the matter.

The company, which also helps companies build their own virtual call centers, says it has more than 200,000 developer accounts, including Web and mobile developers. It charges companies per message or per call sent.

"Developers are a market," says Mr. Lawson, who believes that the growth in mobile apps will make tools

marketed at developers a big business.

Such companies are disproving a Silicon Valley maxim that small developers make poor customers compared with bigger businesses. Some early computer-industry investors learned a harsh lesson, as programming tools sold to PC software developers failed to become a big business.

But the app-service companies are benefiting by the sheer size of the mobile business—with app stores run by Apple Inc. and Google Inc. approaching one million apps each—and the growth of online software that has made it easier for developers to integrate new tools. At the same time, legions of mobile-app makers are trying to build businesses as inexpensively as possible, leading them to outsource features instead of building them themselves.

The enthusiasm will be on display at Apple's developer conference in San Francisco, where thousands of attendees will attend sessions on how to improve their apps.

Services that allow developers to accept payments and sell ads were some of the first categories of tools to grow. Among them: payment-processing services like Braintree Payment Solutions LLC and Stripe Inc. and ad-selling services like AdMob, later bought by Google. Global revenue from app stores is expected to rise 62% this year to US\$25 billion, according to Gartner Inc.

Now technologies that allow apps to outsource or integrate storage, analytics, email management and a wide variety of services are drawing attention.

App toolmaker StackMob Inc. has seen strong growth for technology that allows developers to host data

they need to access—like customer accounts or player scores—remotely. Chief executive Ty Amell says demand has been particularly strong from enterprise companies the past eight months. Overall, the number of apps that use the service has more than tripled in the past year.

Big technology companies already offering hosting services for Web developers are starting to target mobile, too. Google recently announced a service that allows Android developers to use its servers to store data and send push notifications. Facebook Inc. bought mobile-app toolmaker Parse in April for about US\$85 million.

Sequoia Capital partner Jim Goetz says that some of the upstarts could become "roadkill" if bigger technology companies decide to incorporate their features into their own operating systems.

But he said that the firm has a "pretty good idea" about the bigger companies' road maps and there are plenty of features they don't plan to integrate.

Sequoia has invested in several companies in the sector, including Chartboost, which helps mobile games promote and make money from their applications.

Mr. Goetz says he likes the category because the tool makers aren't dependent on any one company. He acknowledges sales can be slower because of the need to wait for developers to integrate the technology. But that is no different, he notes, from how a semiconductor company relies on a computer maker. "When it finally comes together, it can grow rapidly," he says. ■

*Wall Street Journal*

# CYPTEC on Wheels leads basic mobile ICT training project



A room full of 25 young women in an atmosphere of cheer, pride and excitement marked the certification ceremony of CYPTEC on Wheels, CYP Asia's mobile ICT training project (Mobile Training Van). This was just a glimpse into the changing times and the courage and determination of young students, mostly women, to reach out and carve their own niche in the world.

With accessibility as the approach and skill development as the upshot, CYPTEC, in association with the Govt. of India's Swarna Jayanti Shahari Rozgar Yojana (SJSRY) took a step forward in an initiative to promote basic computer training and literacy among the urban poor. This program was conceptualized by the Chandigarh Municipal Corporation in partnership with the Commonwealth Youth Program (CYP) Asia Center as a resource and technical know-how provider.

A batch of 28 students enrolled for the program which included as many as 25 girls and three boys. Training diplomas were awarded to the successful participants upon completion of the course. Most of the students come from rural families that are below the poverty line.

On receiving the certificate, Nagma, a mother of two children said "I loved the course, I can further teach my children about computer and take up a job in the field with time." Susheela, a twenty year old girl, while speaking about the course and its impact on her life said, "I had no idea about computers. When I heard about the course and



registered for it I was unsure, but now I am proud of the fact that I can go out and earn from my knowledge and teach people all that I have learnt here."

It was a moment filled with pride and joy as parents, friends, and relatives of students congratulated the students on the occasion. Stanzin Dawa, Programme Manager, CYP Asia handed over the certificates following a heartening keynote address which summed up efforts, beliefs and opportunities in a story. While congratulating the students, Dawa said "It is only the first stepping stone and it's your first flight to new horizons."

'CYPTEC on wheels' was awarded as the Most Innovative Idea of the year by State Urban Poverty Alleviation Cell of the Chandigarh Municipal Corporation for giving a new outlook to skill building and bridging the digital divide amongst urban poor in the city. ■  
*Commonwealth Youth Programme Young Asia Newsletter July 2012-June 2013*

## Tablets to outsell PCs: research

Sales of mobile personal computers will grow sharply during the next five years, as tablets begin to replace notebook PCs this year as the device of choice and touch becomes a key feature, NPD DisplaySearch predicted in a recent report.

The mobile PC market is expected to increase from 367.6 million units shipped in 2012 to 762.7 million units shipped in 2017, driven by touch-enabled functions, according to the market intelligence firm.

The rapid rise and establishment of white-box tablet PCs — tablets made by small local brands mainly in China — is putting pressure on traditional notebook PCs, said Richard Shim, senior analyst with NPD DisplaySearch.

"These low-cost tablets are reaching further into emerging regions where notebook PC penetration rates have remained low, resulting in cannibalization by tablet PCs," he said.

Tablet PC shipments are forecast to increase 67 percent year-on-year to 256.5 million units in 2013 and reach 579.4 million units by 2017, according to the NPD DisplaySearch report.

White-box tablet PCs accounted for one-third of global tablet PC shipments in 2012 and will maintain that share for the next several years.

Shipments of notebooks with touch capabilities are also expected to grow 48-percent year-on-year in 2014, in part driven by Intel Corp.'s recent mandate that the third generation Ultrabooks using its new Haswell processors must include the touch function, the report said.

Shim said the penetration of touch-enabled notebook PCs will be driven by a reduction in touch component costs and new types of devices, such as hybrids, sliders, and convertibles, rather than new operating systems.

"Thus far, Windows 8 has had a limited impact on driving touch adoption in notebook PCs, due to the lack of applications needing touch and the high cost of touch on notebook PCs," Shim added. ■

*The China Post*

# The IT Talent Problem



*Business-savvy IT executives can be hard to come by, and that's a big problem if your company relies on technology to exist (it does). Maybe it's time to start growing your own.*

**by Martha Heller**

**W**ay back in 2000, just before the dot-com bust, I wrote a weekly column for CIO magazine, and I spent months covering “the technology workforce crisis.” The big issue was the cap that the U.S. government had put on H-1B visas and the strong need that companies had for developers and other technologists. Then along came the dot-com bust, and the news (and my column) was all about layoffs and identifying the real goats in the Internet debacle.

As the economy recovered from the bust, we all took a more balanced view of technology hiring. Companies needed good technology people, and they were able to recruit them pretty easily or augment their teams offshore.

Enter the 2010s. With cloud, mobility, big data and consumerization, companies are in even greater need of technology talent than they were in the late 1990s, and that talent is in even shorter supply. Computer science enrollments are at an all-time low; baby boomer workers are retiring and taking all of that legacy-systems knowledge with them; and Silicon Valley is hot again. Would that young, brilliant developer rather join the next Zynga or upgrade the payroll systems at your insurance company?

Two weeks ago, I asked the IT executive readership of my weekly newsletter, The Heller Report, to answer the question: If you had a magic

wand, what one talent problem would you solve? Responses poured in and addressed challenges around recruiting, developing leaders, and retaining the talent that they currently have. But more than 70 percent of readers would use their magic wand to do only one thing: give business skills to their technologists. Their people, they worry, are so narrowly focused on the technology that they fail to see the forest through the trees. They do not understand the business context of their technology work, nor can they have a meaningful discussion with the leaders of the business as a result of their technology supports.

This lack of business-savvy technology talent is a serious problem for every company that relies on technology to exist (which is, of course, every company). Those beautifully “blended executives,” who can talk technology in one meeting and can talk business in another, are rare birds. Yet with technology moving directly into the revenue stream of your company, you need them, and your need is only going to increase.

One option is to spend all of your time (and money) recruiting

blended executives from the outside. You will be in heated competition with every other company in your market, and if your recruiting function is not a competitive weapon for you, you will find yourself in a losing battle.

You would be much better off growing your own. Here are some ideas:

#### **Build a rotational program.**

Encourage your head of human resources to work with your CIO and a few of your other business leaders

to build a program that rotates IT people into different functions of the business. This kind of program is not easy,

with your CIO having to survive without a trusted IT leader for a period of time, but the long-term result of a good rotational program can be tremendous. It may well be worth the investment.

#### **Involve your business leaders.**

If a rotational program is too much to take on right now, build a leadership development program for IT that involves your business executives.

*Continued on page 11*

### *Leveraging technology ... from page 3*

gathered from moving vehicles; Observation data from flood sensors was distributed to car navigation systems and smartphones; and

GPS data from mobile phones was used to reproduce and analyze the flow of people at the time of the earthquake.

The Japanese presented other advanced technologies for disaster risk management, including for early warning (such as J-alert - a nationwide automated early warning system); emergency response, data analysis and decision making (such as tsunami arrival time, flood level and risk analysis); and information sharing (such as mobile TV and satellite mobile phones).

Participants discussed how low-income countries with limited resources and skills capacity could take advantage of Japanese technologies. Some have been leveraged in countries like Indonesia, where an interesting example of local customization was presented: use of mosques' speaker systems to disseminate early warnings information.

Other participants underlined the need to build awareness in communities through regular training and school education so that people can



*"The World Bank's support is evolving to reflect new development challenges, and disaster risk management is becoming one of the key areas in which ICTs can make an exceptional impact."*

*– Chris Vein, World Bank Chief Innovation Officer for Global ICT Development*

make informed decisions.

### **Building resilient societies**

Japanese Ministry of Internal Affairs and Communications Vice Minister Eiichi Tanaka and World Bank

Special Representative in Tokyo Kazushige Taniguchi affirmed the Japanese government's and World Bank's readiness to help build the capacity needed to meet these challenges in developing countries.

"Japan's experience of the Great East Japan Earthquake and the lessons it learned can be beneficial in establishing a resilient society for all countries that suffer from natural disasters. And I think these experiences and knowledge should be shared with all," Tanaka said.

Taniguchi emphasized the importance of not only hardware installation but also applications and services, starting with basic systems such as emergency drills. He also stressed the need for governments, the private sector, and civil society to work in partnership to effectively leverage the technologies and make the appropriate investments.

The meeting provided positive perspectives on how technologies can help strengthen countries' disaster management plans and empower communities and individuals in disaster situations. ■

*World Bank*

### *The IT Talent Problem ...from page 10*

Encourage your CIO to invite the heads of your major business units to meet regularly with the senior IT team to educate them on their business area.

And be sure that you, CFO, are spending enough time with IT. Use that interaction to chip away at the long-standing wall that often exists between the business and IT.

### **Embed your IT people in the business.**

By now, your CIO should have restructured the IT organization so that each major business or functional area has a dedicated IT leader. These positions are called "business relationship executives", portfolio CIOs, or customer relationship managers and they often report both to the CIO and to a functional or P&L leader.

The more time they spend in "the business," the more valuable they become to you over time.

### **Use the "buddy system."**

If an embedded structure is

currently beyond your reach, start with a "buddy system" where each major IT leader has a partner on the business side. Your head of IT operations can buddy up with your head of business operations; they head of application development can buddy up with your head of sales.

They sit in on each other's meetings, get to know each other's organizations, and learn the major drivers – and challenges – of each other's areas of responsibility. The buddy system can be a good way to ramp up to a more formally aligned structure.

In some ways, getting technologists to be better at "business" is fighting the natural order of things. Many technologists are drawn to the bits and bytes of what they do, and are not overly interested in broader context (or in building the relationships that come along with working with their business peers). But with the right leadership development program, you can fight the natural order of things and develop a new high-value generation of blended executives.

Now, all you need to do is retain them. ■

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*Source: CFO.com*

**The Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI)** is a regional grouping of apex national chambers of commerce and industry, business associations and business enterprises in Asia and the Western Pacific.

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