

Ordyn Technologies is one of India's leading fixed line equipment suppliers and it is now moving into the WiMAX sector. TeleGeography talks with two company executives to see why WiMAX is so important.

Ordyn: A Small Player With Big Expectations

Though it was only established in 2001, Ordyn Technologies did not take long to make its mark on India's fixed line equipment sector, releasing its first optical products in 2002 and going on to provide its carrier class SDH platform to the country's incumbent telcos, including BSNL (Bharat Sanchar Nigam Limited). Having built up its business at home, in 2007 Ordyn established offices in Singapore and Indonesia to act as bases for its expansion into south-east Asia. 2008 has seen more changes, with work beginning on new production facilities, offices opened in Malaysia and the United Arab Emirates, and the enlargement of its product portfolio to incorporate DWDM, EPON, SDH Radio and, last but not least, WiMAX.

The decision to move from a wholly wireline business to one with both wireline and wireless solutions was a fairly simple one, the company claims; having built up a strong portfolio of optical networking products, Ordyn has expanded to offer end-user links via WiMAX. 'We are taking WiMAX and we are riding it on the wireline product range,' says R.

Srinivasan (Srini), co-founder and chief operating officer of Ordyn Technologies. 'Ordyn was instrumental in significantly reducing the prices of SDH optical networking products in India, which led to cheaper calls for everyone. We are going to do it again with WiMAX and other information transport systems.'

The firm, which is a privately owned company with participation from private equity investors, began working on its first WiMAX products in 2007 in response to a strong demand from its customers for a cost-effective solution to rural telephony rollouts. The first prototype equipment was in place by the end of that year and the company has gone on to launch a number of trials with operators in south-east Asia. The advent of its first wireless products has coincided with the company's first steps into the international equipment market. Ordyn says that it could see its domestic equipment sector reaching saturation level in the near future, so it was keen to expand its horizons into markets with a similar demographic of a large population underserved by fixed line networks, especially in rural areas: 'In five years time,' Srini says, 'India is going to reach maturity level and we realised that [if we did not act quickly] we would not have much time to carve out a presence in the international market.' In keeping with its domestic strategy, Ordyn's international operations are predominantly aiming for the low ARPU, high volume emerging markets. As a result, WiMAX trials are being conducted in Malaysia, Indonesia and Vietnam, with others set to follow in Asia and further afield: 'Ordyn opened up an office in Dubai a few months ago to address the SAMENA (South Africa, Middle East, North Africa) market,' says Idris Vasi, Senior Vice President for Global Strategic Sales and Alliances. 'That's very much a work in progress, but it's another very big market that we are looking at.'



LEFT: Ordyn 9240 Indoor WiMAX Residential Gateway

