



An Exclusive Interview of
Mr. Paul Zuber, CEO, Dilithium
By
TelecomWatch

Mr Paul Zuber is the founding **CEO of Dilithium** with twenty-five years of experience in founding and growing successful global technology companies. **Mr. Zuber** began his career as a management consultant with Bain & Company (Menlo Park, California/Mexico City, Mexico), where he was a founding member of their venture capital group (Bain Capital) and also performed strategy consulting for Fortune 500 technology companies of Business. **Mr. Zuber** was President of Solectron Australia and after acquisition **Mr Zuber** co-founded and led Bluegum Group as CEO. **Mr. Zuber** became the President of the new Solectron subsidiary with customers including Agilent, Alcatel, Cisco, Hewlett-Packard, IBM, Lucent and NEC. Before joining Ready Systems, **Mr. Zuber** co-founded John Galt Computer Corporation (San Francisco, California).



Q1. With The 3G Policy In Place In India, Operators Are Moving Full Steam To Launch 3G Services In The Very Near Future. What Plans Does Dilithium Have For The Indian 3G Market?

A1. We have heavily invested in India for the last couple of years now & India is the largest development center we have in the world - California, China & Singapore being the other three. Dilithium has a big commitment in India; it has local talent & large market opportunity that matches the growth potential. We are providing services in 5 continents & 60 countries. We share our experiences with the local/regional partners who are very focused and we provide end-to-end solutions to them. The curve that was low earlier is now going higher.

Q2. Which Services Have Been Short-listed By Dilithium For The Indian Market?

A2. Traditional operators, Value added service providers as well as multimedia companies have approached us and our solutions depend upon their specific requirements, based on the content and the customer needs. Globally streaming is the most sought after service today; portal access & surveillance come next. Dilithium solutions enable 40-50 types of services, which cover the above needs - the most important being the requirements for the countries which have 2.5G and are moving towards 3G. Dilithium is the world leader in the deployment of these services & we can very effectively cater to the Indian telecom sectors' needs.

BSNL & Airtel have selected us to provide world-class services to them. In the video space Dilithium is the world leader. Indian market is very diverse & hence lots of opportunities as well as challenges exist. The India Design Center is our global center & it is becoming one of our three IOT centers for testing. The whole thing is very complex. We are going to invest more in India, deploy more teams & cater to the diverse needs of the Indian market. Initially the pick up speed was slow and the reasons were more political than technical. But that happens everywhere in the world.

Q3. Dilithium has applications for Mobile & Broadband Operators, Content Owners, Broadcasters, Enterprises & Handset / Chipset OEM's – Will Dilithium target all of these segments at once or take up the market in phases?

A3. Our primary market is infrastructure, software solutions & network equipment products for service operators. Dilithium's business is 60% global, 30% is broadband, 10% others & growing. Typically we would like all the segments to grow. Business is developing and it is picking up speed. With our centers around the world we can work round the clock & produce end-to-end software solutions required by our customers within their time schedule. And Dilithium has done that.

Q4. With regard to revenue generation, what business model is Dilithium likely to adopt with the operators & other segments of the Indian telecom industry and how does it differ when compared to other markets?

A4. Dilithium's strength lies in its rich experience gained while providing solutions in 5 Continents & 60 countries & the quality of its products. Dilithium has service-oriented business. We provide software solutions, install & maintain them & finally get paid for it. Because of our rich & on ground experience our customers treat us as trusted advisors. Dilithium is a well-known brand around the world for providing end-to-end software solutions.

