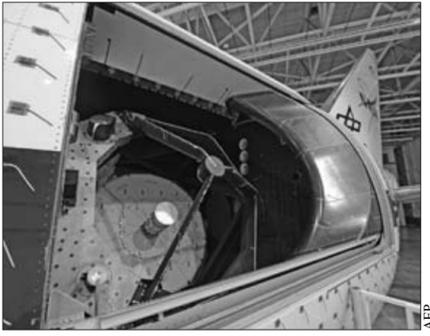


SMARTMOVES



Visa to buy CyberSource

Visa has agreed to buy CyberSource, a technology company that processes online payments, for about \$2 billion.



Sofia to scan the sky

Nasa Boeing 747 carrying a German infrared telescope Sofia will scan celestial targets that emit infrared radiations.

Bhagat is new Barclays India head

Karan Bhagat has been appointed as MD and country head for Barclays Corporate in India.

Fiat board names Elkann for top job

Fiat named John Elkann, grandson of historic boss Gianni Agnelli, to the chairmanship of the firm.

Six Indians to attend US summit

Six Indians will attend the two-day presidential summit on entrepreneurship from April 26 in US.

Citi puts 3 in acquisition finance

Citigroup appointed Najeeb Haider as the MD, and two others, for its acquisition finance team.

Compiled from agencies

Disney ties up talents to go Indian

To roll out six to eight films each year; focuses on Hindi, Tamil, Telugu cinema

D GOVARDAN
Chennai

THE Walt Disney Company (India) may well have just coined a new phrase for itself in India, in its attempt to have a larger presence in this fast emerging market. Rather than Walt Disney India, it should be Indian Walt Disney. That's how simply and bluntly Mahesh Samat, managing director, The Walt Disney Company (India) put it across to the media over an interaction here on Wednesday.

"A few years from now, if a kid thinks about Disney, he should think of an Indian brand and not just the relevant global past," Samat said. To make this happen in India, Disney is looking at attracting the entire family and not just the kids alone in the family. "We want to be known as a family entertainment brand in India and will focus more on creating Indian and local content to make that happen," he said.

Disney recently announced its first co-production of a Telugu film, which is still untitled. Besides having announced the tie-up with veteran Telugu film maker, K Raghavendra Rao, all that Samat revealed was



FIRST VENTURE: Disney's first ever Bollywood movie named Zokkomon, with Darshel Safary as lead, will hit theatres in May

that "it will be a fantasy, action adventure film".

While evading questions on budget, with a simple "funds are no constraint", he said that the focus will be on Hindi, Telugu and

"A few years from now, if a kid thinks about Disney, he should think of an Indian brand."

Mahesh Samat
MD, The Walt Disney Company

Tamil films as the company moves forward. "These films will be globally exploited as is the nature of Disney and the focus is to attain a level where we can roll out six to eight films per

year from India," he added.

Apart from films, which includes releasing Disney's Hollywood productions in the Indian market, the company will focus on television, publishing comic books as well as its traditional grip over franchises and licences based on some of the best known Disney characters.

"We have tied up with large retailers like Landmark and others. We had undertaken an assessment study to see the possibility of setting up exclusive Disney stores. But, nothing in the radar in the immediate future," he said, while hastening to add that "theme parks" are quite a distance away from India as per its current business plans in the country.

The company that entered India over five years ago, has so far invested close to \$0.5 billion in the country. This includes its investments in UTV as well as in Disney India's operations.

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LPOs to need 12,800 professionals in 5 yrs

KUMAR SHANKAR ROY
Kolkata

THE Legal Process Offshore Outsourcing (LPO) industry is poised for significant growth in the next five years with revenue growth between 2010 and 2015 expected to be approximately 26 per cent annually.

At present, there are over 5,200 professionals in the LPO industry in India and the Philippines, contributing annual revenue of approximately \$300 million, and this is expected to reach 18,000 professionals with an annual revenue of \$960 million by December 2015, said Dr Alok Aggarwal, co-founder and chairman of Evalueserve, a knowledge process outsourcing (KPO)

services firm.

The previous two years were among the worst for the legal market in the United States with billable rates and realised rates dropping by almost 10 per cent.

However, the LPO industry is already the fastest growing sub-sector in the KPO domain with a growth of 40 per cent in 2008 and 2009. The general KPO industry grew by only 5 per cent each year in 2008 and 2009.

"Almost all of the offshore outsourcing work is sent by the US and the UK. More than 90 per cent of the LPO work is either directly outsourced by corporate counsels or on behalf of corporate counsels (by their preferred law firms). Due to the recession, there will be pressure on law firms to reduce their overheads related to marketing and sales, general administration, information technology, accounting, clerical, paralegal and knowledge management," Aggarwal said.

He added that these expenses account for about 17 per cent of the total overhead expenses that a typical law firm with 20 or more lawyers incurs in the US.

By moving most of its non-billable work offshore, these firms can reduce this cost by approximately 10 per cent. The implementation of Clementi proposals in the UK may also provide a boost to the LPO industry.

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mjunction unveils solution to help carbon mapping

KUMAR SHANKAR ROY
Kolkata

MJUNCTION services, an eCommerce company, on Wednesday announced an innovative eProcurement solution 'Green Sourcing' at www.greensourcing.in. Green Sourcing is an online 'environmentally conscious' purchase solution targeted at companies from across diverse industries who have recognised sustainable development through optimal resource utilisation.

The launch of the service becomes significant for Indian industries when adopting a green policy, which has become important after the declaration made by the government on the country's voluntary emission targets, mjunction said.

Viresh Oberoi, MD of mjunction, said, "Business entities need progressive initiatives to propel a greener system into their practices. Natural resources constitute the backbone for all industries and sustaining our ecological reserve is crucial for sustainability of businesses. Green Sourcing is an emerging strategic business imperative. It offers a smart solution for industries to reap rich dividends, while conserving natural resources."

Aligned to meet India's voluntary emission targets, many large companies in India like that of the Tata group, ITC and others have already mapped their carbon footprint and have a mitigation strategy in place

Eco-nomic help

■ Green Sourcing is an online 'environmentally conscious' purchase solution, the firm said

■ To meet emission targets, many firms have already mapped their carbon footprint

■ The solution aims to capture this space & help firms deploy the mitigation plans

to positively impact climate change, said a statement.

These companies also have carbon consultants advising on how to abate carbon emission and quite often industries are left to fend for themselves while implementing the carbon abatement strategies.

Thus, there is a requirement of a service provider who can help these companies in implementation of their carbon mitigation strategies to keep their cost at a minimum, and implement their strategies in quick, efficient and productive way.

The solution aims to capture this space, helping in deployment of the mitigation plans in their respective supply chain processes and helping them to procure green products with the lowest impact on the environment on one hand, and optimising procurement cost on the other.

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India ranked 5th in world in cyber crime

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SYMANTEC, in its fifteenth edition of 'Internet Security Threat' report, pointed out that India's surge in malicious activity has moved the country to the fifth position for overall malicious activity in 2009 from 11th position in 2008.

India is the highest spam originating country in the world, contributing 4 per cent to the worldwide spam volumes, while the country ranks first in the APJ region.

In 2009, India accounted for 15 per cent of all malicious activity in the APJ region, an increase from 10 per cent in 2008. About 19 per cent of the attacks targeting India originated in India itself. On the basis of web-based attacks, India has gone up from the rank of 13 in 2008 to rank 3 in 2009, next to US and Brazil. Of the phishing URLs identified in India, 91 per cent targeted the financial services sector last year.

"Malicious activity in China has come down by 1 per cent in 2009, due to stringent policy in domain registration, while in India it has gone up by 1 per cent. As the internet usage keeps rising, the country is becoming more prone and vulnerable to cyber attacks," Vishal Dhupar, MD, SAARC region, Symantec, said.

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New smartcards to hold clinical data

N VASUDEVAN
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SMARTCARDS (with embedded chips) issued at some hospitals in India, which generally used to contain only personal information of the patients, are evolving as a tool that would contain critical clinical data of the patients.

Hospitals and healthcare enterprises have not really looked at intense investment in IT, as their primary focus is on doctors, medical technology and medicines. Emergency case handling is a common phenomenon and utilisation of smartcards will only enhance the healthcare delivery, according to experts.

Many companies in India create healthcare technologies for the developed world. But, in India IT in healthcare offerings is still in the infancy stage.

Vishal Bali, chief executive officer of Fortis Hospitals, said, "IT adoption in healthcare is low in India because hospitals have not

realised that how much more effective and productive they can become by using IT. In future, smartcards will carry all the hospital records, but as of now, there is much more to be done."

Vijaya Verma, founder and CEO of Bangalore-based Healthcare IT company Yos Technologies, said, "Just as the UID will hold the general identity for all citizens, smartcards and associated personal health record will hold the health identity of all citizens. For a country like India, having a medical identity and database of every individual can be of tremendous use for preventive healthcare and epidemic management."

Yos has issued about 40,000 such cards in Bangalore through 30 hospitals in less than a year. The company, which helps hospitals to digitalise data through its operation executives, expects the number to cross a lakh by end of 2010 in Bangalore alone.

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Medical aid

■ Many companies in India create healthcare technologies for the developed world

■ But, in India information technology in healthcare offerings is still in the infancy stage

■ Yos Technologies has issued 40,000 smartcards in Bangalore, which will cross a lakh this year

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Indian govt put filter on Google data 142 times in '09

AGENCE FRANCE PRESSE
San Francisco

INTERNET major Google on Tuesday launched an online tool breaking down how often countries around the world ask the Internet search giant to hand over user data or censor information. Brazil topped the list at the nascent government requests website, which indicated that officials there asked Google to filter data 291 times between the beginning of July and the end of December in 2009.

Germany was second with 188 requests to remove data while India and the United States ranked third

and fourth respectively with 142 and 123.

"Government censorship of the web is growing rapidly: from the outright blocking and filtering of sites, to court orders limiting access to information and legislation forcing companies to self-censor content," Google chief legal officer David Drummond said in a blog post about the new tool.

"So it's no surprise that Google, like other technology and telecommunications companies, regularly receives demands from government agencies to remove content from our services."

Brazil also made the most requests for user information, with Google logging 3,663 requests. The US was a close second place with 3,580 requests for user data while Britain was third with 1,166. India is at the fourth place with 1,061 requests.

"The vast majority of these requests are valid and the information needed is for legitimate criminal investigations," Drummond said. "However, data about these activities historically has not been broadly available. We believe that greater transparency will lead to less censorship."

Google said it planned to update the website in six-month increments. "We're new at this, and we're still



learning the best way to collect and present this information," Google said at the requests website. "We'll continue to improve this tool and fine-tune the types of data we display."

The number of governments censoring the internet has grown from about four in 2002 to more than 40, according to Open Net Initiative figures.

"Increased government censorship of the web is undoubtedly driven by the fact that record numbers of people now have access to the internet, and that they are creating more content than ever before," Google vice-president of public affairs

Rachel Whetstone said.

"This creates big challenges for governments used to controlling traditional print and broadcast media."

The launch of the government requests tool came on the same day that officials from 10 nations sent a letter to Google's chief executive demanding that the California firm better defend people's privacy.

Canada's privacy commissioner Jennifer Stoddart said a collaboration of countries representing a total of 375 million people were "speaking with a common voice" to remind internet firms to obey each nation's privacy laws.



GIS necessity

■ A GEOGRAPHIC information system captures and stores data that are linked to location. With its usage in tracking, land surveying, geography, urban planning, emergency management, navigation, and localised search engines, the GIS has become an important necessity in modern world. With its ability to allow users to edit data, maps, GIS is a useful tool especially in today's globalised world. The developed world has been using the technology in various departments and sectors for quite some time now but it is still in nascent stage in many developing countries. So the potential for its application and implementation in a fast progressing country like India is quite good. With so many developments taking place in key sectors like telecom, information technology, infrastructure, aviation and defense—India possesses a huge scope for the system's application. Moreover with agriculture being one of the major contributors to the country's GDP and the government initiating measures to boost agricultural infrastructure for better production, it is one of the potential sectors where GIS service is much required. ESRI is therefore, moving in the right direction with its investment plans in India.

Anuradha Adhikary

ENGAGING GenNext

■ IT'S getting tougher and tougher for companies to manage its young crowd these days, which is forcing them to innovate ways to engage the GenY into newer ways of communication. It's no news that youngsters want to stay connected with the outside world through social networking, even while on their work desks. Big IT firms have got the message and are working out ways to pull their office crowd on internal, or even external, websites to discuss and comment on office challenges and issues. This mode will be very beneficial for the company in more ways than one. Apart from having genuine interactive conversations with all employees, it even invites suggestions from those who often have the right ideas but fear to speak up.

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