

# Expanding Cloud based Services among SMEs in Sri Lanka

Chamitha de Alwis, PhD

Senior Lecturer

University of Sri Jayewardenepura

[chamitha@sjp.ac.lk](mailto:chamitha@sjp.ac.lk)

# SMEs in Sri Lanka

In Sri Lanka, Small and Medium Scale Enterprises (SMEs) accounts for;

- 80% of all businesses
- 90% of business establishments in the service sector
- 20% of all industrial establishments
- 35% of employment

generating over 70% of the GDP.

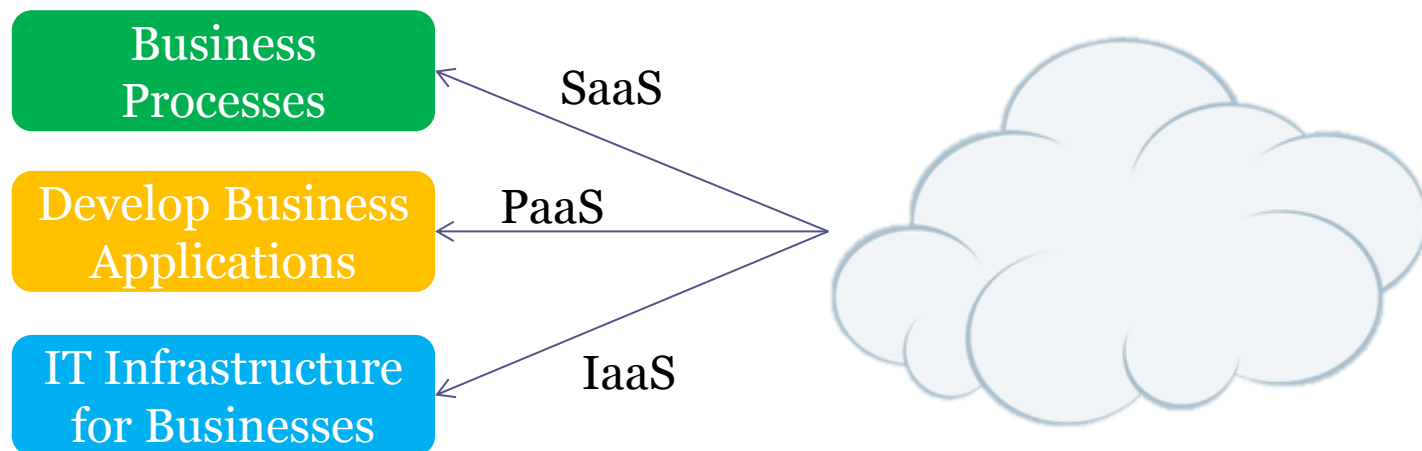
# SMEs in Sri Lanka (Contd.)

- “...As proposed in Science, Technology & Innovation Strategy for Sri Lanka (2011 – 2015), a mechanism should be introduced to support SMEs to innovate and transfer technologies, giving priority to high end technologies through Small Business Innovation Research (SBIR) and Small Business Technology Transfer (SBTT) schemes...”

- National Human Resources and Employment Policy, Sri Lanka

# The Solution is in the Clouds???

- Cloud computing can offer access to enterprise grade tools on a pay-per-use basis making them immediately accessible and affordable, and the ability to scale up and down such access as required.



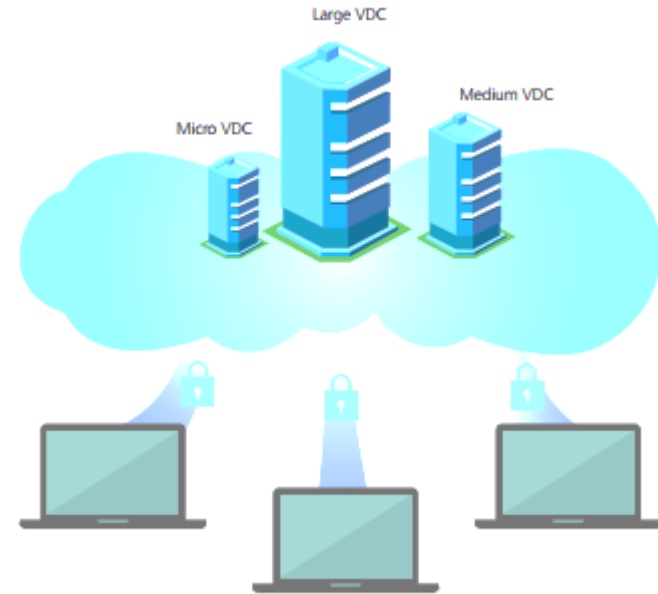
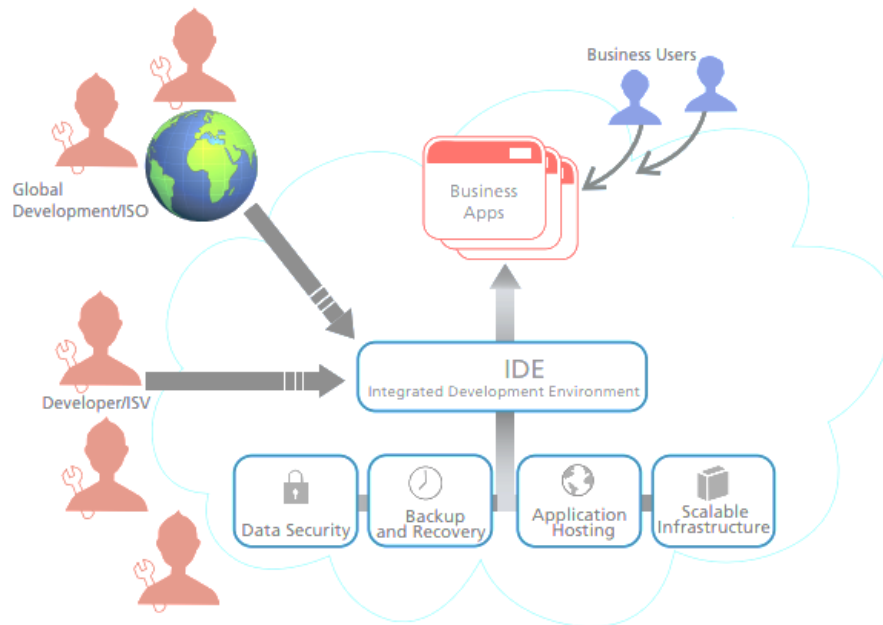
# Cloud Solutions for SMEs???












- Productivity
- Project Management
- CRM
- Database
- File Syncing
- Finance
- Online Storage/Backup and Collaboration
- IT Tools & Management

And a lot more...

# How Cloud Solutions are Advertised?



 <p><b>Built for Reliability</b> Cloud Servers reside in our primary &amp; DR data centers. Our hardware is built with an entirely different level of RAID-protected, enterprise-level storage, ECC memory and fully redundant networking and power all the way to the host.</p>	 <p><b>Fast Processors</b> Cloud Servers use powerful processors to deliver up to 32 virtual CPUs.</p>	 <p><b>Cloud Storage</b> Independently scalable and reliable Cloud storage that you can attach to your Cloud Servers. Available in both Standard and Enterprise volumes.</p>
 <p><b>Cloud Networks</b> Create multi-tiered, software-defined networks. You can also create complex topologies.</p>	 <p><b>Cloud Load Balancers</b> Distribute workloads across multiple cloud servers to raise throughput, lower response time and avoid overload.</p>	 <p><b>Simple &amp; Affordable</b> Starting with consistent pricing across the country.</p>
 <p><b>Pay-as-you-go</b> We bill per hour from the time you create Cloud Servers until you delete them.</p>	 <p><b>Save even more</b> Get discounts on Cloud Servers with volume usage, term commitments and prepayment.</p>	 <p>Every AKAZA account includes an Infrastructure Service Level with 24x7x365 access to dedicated support from our expert Cloud teams.</p>

**Most SMEs have very few or no IT staff!**



# But Aren't we Already in the Cloud?





# What SMEs Need?

Cloud Services for SMEs should be offered in such a way that users will find it easy to,

- Move to the Cloud
- Access Cloud Services
- Use Cloud Services
- Compare Prices between Cloud Services

Cloud Services should simplify IT so that SMEs stay business-focused.

# Moving to the Cloud?

- “...In Indonesia, only 3% of business owners understood the basics of what cloud computing was about. Surprisingly, the figures for more technologically well informed countries weren’t much better. In Japan, 30% of companies were familiar with cloud solutions. In Hong Kong, four out of the top five obstacles to cloud computing uptake had to do with not understanding cloud: uncertainty about what solutions were available, uncertainty about what to buy, lack of IT skills, and unfamiliarity with cloud computing...”
  - Asia Cloud Computing Association | SMEs in Asia Pacific: The Market for Cloud Computing 2015

Innovative marketing and extended customer services.

# Accessing Cloud Services?

- Over 100% mobile penetration and a surge in mobile broadband services.
- Less than 3% fixed broadband penetration.

**Mobile based solutions (apps).**

# Using Cloud Services?

- ✗ Training SME staff to use existing solutions?
- ✗ Adapt the nature of business to suit existing cloud solutions?
- ✗ Learn the language in which existing cloud solutions are provided?

Customized Cloud Services.

# Prices of Cloud Services?

- GDP per capita in SL is 3279.89 USD (Japan: 38633.71 USD, UK: 41787.47 USD, USA 53041.98 USD).

Competitive and easy to understand pricing of Cloud Services.



Thank You.