

## Telecom industry server cost savings - A strategy.

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**ABSTRACT:** The essence of any business is the money that flows through it. Global circumstances impact responsive intervention and often volatile change processes in the telecom industry. There are 108 crore mobile phones in Indian market and only one-third is the share of smart phones. Internet is a transactions based medium serving market intermediaries but not a good vehicle for entertainment. The paper talks of various value added services to save on telecom server costs.

**KEYWORDS:** email, data, telecom industry.

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### I. INTRODUCTION:

Global circumstances impact responsive intervention and often volatile change processes in the telecom industry [1]. India started private competition value-added services in telecom sector in the year 1992 [1]. Even in comparison to USA telecom network, India's tele-density will be 18.48 lines per 100 people [1]. There are 108 crore mobile phones in Indian market and only one-third is the share of smart phones [2].

**Literature survey:** India's telecom sector is the largest and fastest growing sectors in the world [3]. The subscriptions grew 33 percent annually in 2001-2011, with occasions touching 20 million subscribers a month [3]. Thirteen mobile service providers in 1999 reduced to eight operators in 2019, becoming the backbone of India's digital economy [3]. The Indian telecom sector's contribution to GDP increased by 5 to 6 times during covid [3]. By 2020, Jio, airtel and Vodafone-idea own almost 88.4 percent of the telecom market with reliance jio 33.3 percent subscribers [3]. Compared with the international current market exchange rates, India offers the cheapest data [3]. The internet today is an enabler of better services, points of sale, e-mail and information research [4]. The internet is a medium of communication between users [4]. The essence of any business is the money that flows through it [5]. Internet protocol application, electronic-mail, uses a Simple Mail Transfer Protocol (SMTP), to send plain text messages from one machine to another [5]. E-mail news release disrupted media giving remote location work opportunities [6]. The online newsroom is where the agreement ends and the argument begins [6]. A streaming delivery of powerpoint presentations online to remote audience has been barely explored [6]. Internet is a transactions based medium serving market intermediaries but not a good vehicle for entertainment [6].

### II. Methodology:

Quarterly recharge to replace monthly recharge. As a business strategy minimum recharge plan to be three months. stop monthly recharge. Thus, the quarterly recharge gives better server visibility of a roaming customer incase of crime and extremism.

Medical representatives to have special recharge plans for frequent travels and also data plans to speak online video calls to doctors.

Dual simcards purchase for adolescent and female security. A sim purchase comes with dual sim cards for a family either husband and wife, mother and daughter, and father and son. This keeps a vigil and parental control on the use of mobile phones beside security in the event of getting lost. The sim could be traced on the telecom server for better policing. However, if both the simcards combined annual recharge or individual quarterly recharge is to be decided by the customers themselves.

Annual mobile statement for past consecutive seven years emailed to the customer saves on data compression costs. Data whether be on the company server or in the email of the customer, data remains data. Thus, the telecom company save on memory space with an annual email to the customer. The seven years stipulation stands in-line with the logic of income tax department time period [7].

Thus, all the deceased customers mobile phone call data and SMS data could be erased after police compliance. Let police buy the data, if needed. A lifetime account statement email to the son or daughter is sufficient.

The saved memory space could be used for online advertisements and acts as an additional revenue source. Also, the saved memory space could be hired for a new lean start-up company. The saved memory space could be used for online election campaign and advertising, by the political parties.

### **III. Conclusion:**

The market saturated Indian telecom industry has to search for value-added services to increase its business. Value-added services include family security and parental control on mobile phone usage. Increased data on quarterly recharge plans is a value addition to enable much video calls. The reduced data compression costs in erasing the deceased Indians call data enables telecom server memory space for additional business and revenue.

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