

**NEWS HIGHLIGHTS**

**T-Hub launches innovation platform for renewable energy sector**

**PhonePe launches credit card bill payment app**

**US Looking At Building Super-Fast 5G Network To Counter China Spying Threat**

**Facebook Unveils Privacy Principles Ahead Of EU Privacy Law**

**Paytm, Alibaba's AGTech launch new mobile gaming platform**

**Today's View**

**BLE Led Innovation**

In yesterday's write-up, we introduced BLE and emphasized on the scope of the technology. Today, while drawing your attention to other interesting use cases, we take a look at how far-reaching and pervasive the impact of this technology could be.

According to Business Insider, BLE can be expected to witness a massive surge in installation and usage of the technology in the next three years. With a predicted 3x growth, this technology will likely become a significant component of the retail industry and could affect how retailers carry out business. A BLE device / beacon, while providing context to the surrounding environment, help determine intent or interest. Other synergistic information known by the app can be woven into the context where the app is in a position to provide a more personalized experience to the user.

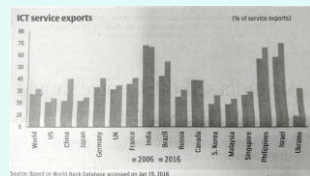
As per a report published in early 2017, with the value of BLE devices becoming known to many leading retail brands, 75% of the top U.S. retailers have already deployed them in their stores.

Even hospitality brands were fairly quick to jump on the bandwagon. With convenience at the centre of their strategy, **Marriot** and **InterContinental** are beginning to personalise the guest's experience using their app and iBeacons. It automatically checks in guests and assigns them a room the moment they approach the front desk, eliminating the need for any manual intervention.

**INTERESTING NEWS**

**'Daunting challenges for ICT sector'**

The Economic Survey says the nation's ICT sector is not in great shape. The sector declined marginally between 2006 and 2016, contrary to the trend in nations like China, Brazil, Russia and the Philippines, indicating rising competition for India from such countries



ICT accounted for 67 per cent of India's services exports in 2016, compared with 68 per cent in 2006.

Source – BusinessLine

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Date – 30<sup>th</sup> Jan 18

From keyless entry into the rooms, to guided tours to the various facilities within the property, all hail BLE technology. With compelling uses within the tourism industry, even **National Slate Museum**, Wales, and **Brooklyn Museum**, New York are using this technology to offer visitors self-guided tours.

Where personalization becomes a possibility, brands are quick to adopt emerging tech to reach out to customers relevant to the brand. Beacons are now popularly being used for proximity marketing to effectively target prospective customers with personalized offerings when they cross the store front or offering lucrative loyalty discounts to existing customers walking into the store frequently. Or let's say offer customers wandering in a certain section the incentive to try on specific items of interest or simply let customers ask in-store associates for assistance.

Here is our favourite use case – Payments! Moving toward a world of frictionless, this technology is also being used for mobile payments to the in-store customer. More and more POS machines and other payments solutions are being built to incorporate BLE. As an instance, **Verifone** launched a new mobile point-of-sale (mPOS) solution called **Verifone e280**, incorporating Bluetooth BLE and WiFi capability to help merchants streamline the checkout process.

While the extent of adoption of this technology remains to be seen, we believe, with evolving customer demands and preferences, beacon devices have the potential to take personalization many notches higher.

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## Today's News

### T-Hub launches innovation platform for renewable energy sector

T-Hub, in association with Rural Electrification Corporation, has launched 'REC Innovation Platform' to encourage innovation in the renewable energy sector. The platform was launched in the presence of KT Rama Rao, Telangana IT Minister, and PV Ramesh, Chairman and MD, REC Ltd., through its REC Foundation initiative.

Source – *BusinessLine*

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### PhonePe launches credit card bill payment app

PhonePe and Visa announced a strategic partnership to provide a seamless payment experience to PhonePe users. Using the PhonePe app, customers can pay their credit card bills till the due date, eliminating scope for levy of late payment fees. Further, they can make instant payments using multiple bank accounts at no additional charges.

Source – *The Economic Times*

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This News Letter has been prepared with the assistance of Sadhika Agarwal and Aparna Anand

## SAP to encourage entrepreneurship among employees

SAP will further encourage entrepreneurship among its employees, through its Venture Studio initiative, and look at funding 12-24 startups from across the world from its \$35-million SAP.iO fund.

The software company had launched the \$35-million fund last year and made its first investment in India in Ratan Tata-backed Niki.ai. The SAP.iO fund usually makes direct equity investments in the \$1,00,000-2,50,000 range.

Source – *The Economic Times*

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## Fintech platform Rubique plans to raise \$15-20 million

Rubique is in advanced stages of discussions to raise \$15-20 million in lieu of a minority stake. The funds raised will be used for expansion purposes.

"We are in the final stages of talks with two global investors — one a private equity firm and another a strategic investor — and the objective is to get a big name on board as we move on to the next stage of our growth. We will deploy it in data science, visibility and city expansion," Manav Jeet, MD and CEO, Rubique said.

A part of the proceeds will be used to expand the firm's city presence to 100 from the present 30. The existing investors might also take part in the new fund-raising.

Source – *BusinessLine*

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## US Looking At Building Super-Fast 5G Network To Counter China Spying Threat

President Trump's national security team is looking at options to counter the threat of China spying on U.S. phone calls that include the government building a super-fast 5G wireless network. The option was being debated at a low level in the administration and was six to eight months away from being considered by the president himself.

The 5G network concept is aimed at addressing what officials see as China's threat to U.S. cyber security and economic security.

Source – NDTV

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## Facebook Unveils Privacy Principles Ahead Of EU Privacy Law

Facebook unveiled its privacy principles months before a strict EU data privacy law is implemented. Starting May 25, an EU rule named the General Data Protection Regulation, or GDPR, will roll out, and some experts call it one of the biggest renovations to internet data privacy rules. Under GDPR, tech companies, even those that are U.S.-based, will be required to report data breaches within 72 hours or face a tough penalty. Last week, Facebook unveiled its new privacy center, which rolled the social network's privacy settings into one location.

Source – Reuters

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## Paytm, Alibaba's AGTech launch new mobile gaming platform

Paytm and AGTech Holdings formed a joint venture to launch Gamepind, a gaming platform aimed at mobile users in India. Gamepind will offer a host of popular social, casual and sports games with an exclusive rewards programme. The platform will be available as a standalone app and in the Paytm app.

In addition, the platform will offer cash coupons and products, which will serve as a marketing and promotional platform for merchants to engage with mobile shoppers and gamers.

Source – Livemint

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## Foreign nationals residing in India may enrol for Aadhaar

As per the Aadhaar (Targeted Delivery of Financial and Other Subsidies, Benefits and Services) Act, 2016, every 'resident' is entitled to get an Aadhaar number by submitting demographic and biometric details. A resident for this purpose is an individual who has resided in India for a total of 182 days or more in the 12 months immediately preceding the date of application for enrolment in Aadhaar.

Source – Livemint

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## Share of digital services in IT exports to double in 3 years

Crisil Ratings said it expects the share of digital services in Indian IT exports to double to about 30% by fiscal 2020, as the segment grows at a healthy 30-35% a year.

This will be supported by re-skilling of employees and increased M&As by Indian IT players, seeking to enhance the digital pie in revenues.

Source – The Economic Times

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## Britain sees first Bitcoin armed robbery

Armed robbers raided the house of a British virtual currency trader, forcing him to transfer Bitcoins. The robbery happened on January 22 at the couple's home in the village of Moulsoford in southeast England, in a cryptocurrency crime first of its kind.

Source – The Times of India

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## Tech Giants Brace for Europe's New Data Privacy Rules

Tech giants are preparing for a stringent new set of data privacy rules. Google is letting people choose what data they want to share, Amazon is improving data encryption on its cloud storage service and simplified an agreement with customers over how it processes their information, Facebook rolled out a new global data privacy center.

Source – NY Times

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