

Paritosh Prajapati: GX Group Strengthens Their Long-Term Global Vision

GX Group, a leading manufacturer of FTTH and GPON equipment, creates the right foundation for the future with IoT products and providing a Reliable Access Network.

Interview of Paritosh Prajapati, CEO, GX Group

Q. Please give us a brief of your company and your journey so far.

A. GX Group is a market leading FTTH vendor who started their operations in 2002, The Netherlands. As market grew in 2013, they acquired former Ericsson end user equipment division.

I (Paritosh Prajapati) joined the company from previous roll as Head of Sales at Nokia in Sweden and started the setup in India for GX building up the right products and team to support the local market. Today we are supplier to top 10 operators of India supporting the complete market, along with major Real estate and Smart city projects.

Divyesh Panchal, our Sales Head covering Asia Pacific supported with growing the segment of Real-Estate business along with smart city projects, with focus on design and provide the right technical service to system integrators.

We have been focused on having Support team placed all over India, ensuring support and reliable product as our mission for Digital India.

Q. What are the latest state-of-the-art products/technologies launched by your company?

A. FTTH product supporting Smart city solutions with high security,



providing the right availability of connectivity to support as CORE of smart cities, connecting all type of different IoT (Intern of Things) devices. The forecast from International Data Corporation (IDC) estimates that there will be 41.6 billion connected IoT devices, or “things,” generating 79.4 zettabytes (ZB) of data in 2025, leading to high demand of data and connected devices that have an impact on the design of smart cities/real-estate solutions.

Security plays a major role in the latest trend in market, where Software needs to be according the standards ensuring the right level of security, where we focus on following areas:

- Compliance of IoT standards
- IoT Security features
- Physical device protections
- Botnet Attacks control
- Industrial Espionage and Eavesdropping handling
- Data Integrity Risks of IoT Security

Q. How do your products benefit the Retail Sector/E-Commerce sector?

A. Internet connection in India is improving every day. With access to high speed fiber, people can now surf faster. Yes, but sites themselves have a tendency to become heavier. Adding jQuery,

code for monitoring traffic, flash etc. there is addition of several software components and these technologies have the annoying habit of making site performance heavier and delaying server response time.

The user will wait a bit before seeing the page, and if the site takes more then 5 seconds to load (average time), Google seen tendency of reduces requests per day.

At Amazon, 100 milliseconds of latency have an effect of 1% reduction in sales. Customers are not patient. They leave a site that takes too long to load, resulting in a decrease in the conversion rate and revenue. Is speed a parameter that can be overlooked? No, it can't, that's why we have high speed broadband handling product is crucial for the coming Retail Sector/E-Commerce sector.

Take the example of Walmart, the huge American retail chain. Noting that the company's website used to load slower than its competition (such as eBay or Amazon), Walmart decided to do something about it. For each second gained in terms of loading, the conversion rate increased by 2%. For each improvement of 100 milliseconds, the revenues generated increased by 1%.

GX have designed their products to meet the coming high bandwidth demand, created application ensuring the security parameters required preventing:

- Distributed and denial of Service (DDoS) attacks – Website server flooded with requests from thousands of untraceable IP addresses
- Credit cards fraud
- Malware – Software used for cyber criminals to gain access
- Bad bots – Automated programs designed to perform specific tasks, and behave like real users.

As confirmed in previous questions, we are FTTH vendors for major operators. And also have a great reach in real-estate projects. Some of them are as:

Aamby Valley , Lonavala
Rustomjee Seasons, BKC Mumbai
Trump Towers, Pune
Mahindra Vivante, Mumbai
Peninsula heights, Bangalore
Omkar Alta monte, Mumbai
Trillium Mall, Nagpur
Kasturi Orchid Hotel, Jodhpur

Q. What according to you will be the ‘New Normal’ in the Smart Retail or E-Commerce sector post Covid-19?

A. The forced acceleration of digital transformation from Covid does not guarantee a “digital new normal.” The new equilibrium will be determined by consumer needs and satisfaction of their digital experiences and the costs of delivering these experiences through appropriate physical and infrastructures. If retailers want to catch up they need to commit to a long-term vision through investment and a proactive shift of their business models.

Q. How critical is security in the Smart Retail or E-Commerce industry?

A. **Privacy:** Information exchanged must be kept from unauthorized parties

Integrity: The exchanged information must not be altered or tampered with



“ Present situation around the world has made many of us shut-ins and proven conclusively that the internet should be a public utility. It has become a necessity in the 21st century, like running water, gas, and electricity. Indeed, the United Nations in 2016 declared that internet access is a human right. It is clear that all countries need a digital agenda as we will from now on not move back to the normal before. Digitalization of a society is not a surprise to anyone, and we have just moved forward in the digital direction. ”

Paritosh Prajapati
CEO, GX Group



“ The world has moved towards the Digital Era now. The increasing number of broadband users has enabled us to innovate and improvise on the technology present. Demand of FTTH equipment has grown many folds and even next generation product lines which GX is about to launch are going to prove that more and more people want to be amidst the digital storm. OTT platforms and other high streaming video platforms are popular now and this is going to scale. The right product portfolio will take this market and we believe we are on the path. ”

Divyesh Panchal
Head of Sales, GX Group

Authentication: Both sender and recipient must prove their identities to each other and

Non-repudiation: Proof is required that the exchanged information was indeed received

These are few of the major risk we see in the industry, the main precaution that can be taken is to ensure the ecommerce site is well defended against cyber criminals, so the shoppers get a frictionless shopping experience. The security will play a major roll into entire ecommerce business as without right security the consumer will leave a bad experience, and a negative feedback spreads fast in today’s digital media.

Q. What are the long-term goals for your company?

A. GX Group has a vision to manufacture products in India;

we just assigned Cisco President a part of the Advisory board - Mr. Sanjay Kaul, who will be supporting us to build the right strategy for the Asia Pacific region. With manufacturing GX will control the entire supply chain, and reduce the lead time to their quality product and also support export from India to their global customer base. On the Software side GX is investing in innovation, where all investment is today going into the innovation department looking into Security and increased bandwidth handling. Where we see GX as the driver for FTTH market and real-estate smart city solutions, and by ensuring to create the right foundation for future coming IoT products and providing a reliable Access network. **ANS**