



Technology at the Margins: How IT Meets the Needs of Emerging Markets

By Sailesh Chutani, Jessica Rothenberg Aalami, Akhtar Badshah

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Remain competitive by offering more accessible, affordable, and relevant information technologies that meet mass-market needs

Technology at the Margins demonstrates that by making IT more accessible, affordable, and relevant, new mass markets *can* be opened. Based on solid insights generated in key areas of health, education, finance and the environment, the book offers practical recommendations and insights from world leaders, innovators, practitioners and new users of emergent technologies.

- Offers recommendations on how companies can ensure their own competitiveness by offering more accessible, affordable, and relevant information technologies to support mass market needs
- Suggests practical recommendations and insights from world leaders, innovators, practitioners and new users of emergent technologies
- Challenges businesses to rethink their uses of existing technologies

Technology at the Margins will be of interest to decision makers in the private, public and nonprofit sectors who are interested in opportunities offered by IT in meeting the needs of those at the base of the worlds economic pyramid.

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Editorial Review

From the Inside Flap

Technology at the Margins

Information and communication technologies (ICTs) have revolutionized our lives by changing the way we live, play, work, communicate, learn, manage our finances, and stay healthy—just think of life without Facebook, cell phones, or email! But the majority of the world's people—the four billion at the bottom of the global economic pyramid living on less than \$2 a day—remain largely unable to benefit from the ICT revolution, mainly due to its irrelevance to their needs and the high cost of technology in relation to their purchasing power. What if we could change all this? What impact would it have on reducing poverty and improving lives? What barriers need to be overcome before this can happen?

A close-up look at the emergence of a new global ethos of innovation, *Technology at the Margins* is a wake-up call for every international corporation eager to remain competitive through accessible, affordable, and relevant ICTs. Take a look at just a few of the areas discussed here, as well as examples of ICTs that are already creating new market opportunities and changing the futures of entire populations:

- Health education—mobile ovulation alert services
- Disease surveillance and information gathering—a camera-phone microscope powerful enough to diagnose malaria and tuberculosis
- ICT in the classroom—Intel-powered Classmate PC, a rugged laptop for kids and Microsoft's Windows Multipoint Server for schools
- Microfinancing—meeting the financial needs of poor households through affordable drip irrigation technologies
- Minimizing the impact of natural disasters—wireless sensor networks that provide early flood detection in underserved countries

Reflecting the authors' diverse backgrounds in engineering, science, business, architecture, education, and economic geography, *Technology at the Margins* challenges today's global companies to reframe their uses of existing technologies with innovative new ones that make a difference in social and economic development.

From the Back Cover

TECHNOLOGY AT THE MARGINS

"A must-read for nonprofit leaders and technologists who want to leverage the power of IT to help solve global poverty. Authors Chutani, Aalami, and Badshah have given the sector one of the best handbooks filled with stories, advice, and best practices."

—Beth Kanter, CEO, Zoetica Media and coauthor of *The Networked Nonprofit*

"This is an important book—important in the questions it raises and in bringing together the case studies of solutions. I have worked with the authors and their colleagues at Microsoft for nearly a decade, and I know that we share a deep belief that technology matters. Caring and learning are a powerful combination. This is

the promise of the technology revolution, that technology can build our capacity in ways we don't foresee, from places we least expect. And so the disruptive force of technology needs to increasingly be a dialog. What can we learn today? What will those for whom we care teach us? This book reminds us to listen."
—Edward G. Happ, Chairman of the Board, NetHope, Inc.

"Akhtar Badshah is a pioneering leader on the frontiers of efforts to use information and communications technology for international development. This book shows persuasively that the solutions enabled by these technologies can transform health, education, finance, and resource management for the poor if we challenge the traditional strategies of business, non-profits, governments, and international organizations."

—Peter Cowhey, Dean and Qualcomm Professor, School of International Relations and Pacific Studies, University of California, San Diego

"A global company that wants to understand the role of technology in their strategy for emerging markets would find much of value in this book. The authors present a cogent framework to evaluate the opportunities and back it up with compelling case studies."

—Anoop Prakash, Managing Director, Harley-Davidson India

About the Author

SAILESH CHUTANI is the cofounder and CEO of Mobicante, Inc. where his goal is to democratize access to healthcare by making diagnostics affordable and accessible. He was formerly a senior director for external research at Microsoft where he pioneered open innovation and funded seminal work in mHealth and technology for the emerging markets. Chutani has also held leadership roles in growing new businesses and products within companies such as Hewlett-Packard, Oracle, Microsoft, and Transarc Corporation.

JESSICA ROTHENBERG AALAMI is the Managing Director of the Gobee Group. Her teams provide research insights and field expertise to global businesses, governments, practitioners and their partners. As a research scholar affiliated with the University of California, Berkeley Roundtable on the International Economy (BRIE), she works extensively in social and economic development and global corporate social responsibility (GlobalCSR). She holds degrees in economic geography and international political economy.

AKHTAR BADSHAH is a Senior Director of Global Community Affairs at Microsoft, where he administers the company's global community investment and employee programs. He also manages the Microsoft Unlimited Potential Community Technology Skills Program, a global initiative designed to help narrow the technology skills gap; and Technology for Social Good that supports nonprofits with their technology needs. Badshah has been in the field of community development for over twenty-five years in various capacities in academia, nonprofits, and business.

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Stephan Partin:

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