

# **LEVERAGING DIGITAL TRANSFORMATION TO INNOVATE THE BUSINESS LANDSCAPE FOR A CONNECTED PACIFIC**

# **The Digital Pacific:** Infrastructure, Inclusion & Innovation

KASH

# About Kastel Technologies

- Operating across Fiji, Australia, New Zealand, and soon Papua New Guinea
- Specialist in ICT infrastructure, cybersecurity, cloud solutions, and managed services
- Serving government, enterprise, education, and public infrastructure sectors
- Gold Sponsor – NTPC National Conference in IT for 4 years
- FBEA – Commitment to Excellence Awards 2023 and 2024



# The Digital Pacific Landscape



Values  
Connectivity  
Presence

# Examples of Digital Services in Fiji

## Service

, Post Fiji e-Shop, Vitikart

Solé (Fintech platform)

Mobile wallets (Vodafone's M-PAiSA; Digicel Mobile Money)

POLHN (Pacific Open Learning Health Net)

Web Development / Digital Marketing Firms (e.g. Webmedia South Pacific, Rako Designs, Fiji Web Design)

BulaWork

TicketMax

## What It Does

Local B2C eCommerce platforms. Sell goods online, serve many islands.

Launched 2022, focused on offering financial services to Indigenous Fijians (often under-served). (IFC)

Digital wallet services for remittances, bill payments, phone top-ups, etc. Widely used especially outside urban areas. (Trade.gov)

Online eLearning / distance education platform for health professionals. Operates across Pacific; strong user base. (Wikipedia)

Provide services such as website building, responsive design, social media, SEO etc., to businesses in Fiji. (AAMAX)

Job Listing and Recruitment Platform

Event Ticketing Platform



# Where Are They Hosted

Vitikart

Oracle

Solé (Fintech platform)

Azure

Mobile wallets (Vodafone's M-PAiSA; Digicel Mobile Money)

MPAISA- Azure ASE, MYCASH -overseas

POLHN (Pacific Open Learning Health Net)

Reports as down.

Web Development / Digital Marketing Firms (e.g. Webmedia South Pacific, Rako Designs, Fiji Web Design)

Nearly all web and & domain hosting is done overseas

Bulawork

Interserver

TicketMax

Azure

# Local Cloud Platforms in Developing Nations

Examples of nations that have built their own cloud platforms:

Rwanda

Kenya

India

Brazil

South Africa.

Indonesia

# Infrastructure: The Digital Backbone

- Submarine cable systems linking Pacific nations
- Modern data centers to host critical services
- National broadband initiatives
- Satellite Systems



# **Inclusion:**

## Bridging the Digital Divide

- Rural and island connectivity gaps
- Affordable access to internet & devices
- Digital literacy programs & skills development
- Community Development

# Innovation:

## Creating Local Solutions

- Enablement
- Empowerment
- Engagement

# Economic Impact of Local Hosting & Domains

## Assumptions:

- ~14,738 active establishments in Fiji.
- Hosting cost per site: FJD 500–1,200/yr.
- .com ≈ FJD 40/yr; .com.fj ≈ FJD 260–780/yr.
- Fiji GDP 2024 ≈ US\$5.84 b.

## Annual FX savings by scenario:

- Conservative: ~FJD 1.58 m (~0.01% GDP)
- Base: ~FJD 3.74 m (~0.03% GDP)
- Ambitious: ~FJD 7.32 m (~0.06% GDP)



# Estimated Annual Spend Scenarios– Samoa

## Assumptions:

- Samoa registered businesses, NGOs & govt bodies (active subset 500–2,000 paying orgs).
- Local plan prices: USD 3–10/month hosting + USD 6–100/yr domain (.ws).
- Avg cost per org/year: USD 50–150.

## Scenarios:

- Conservative: 500 orgs × USD 50/yr → USD 25k/yr.
- Moderate: 1,000 orgs × USD 100/yr → USD 100k/yr.
- Strong adoption: 2,000 orgs × USD 150/yr → USD 300k/yr.

# Estimated Annual Spend Scenarios – PNG

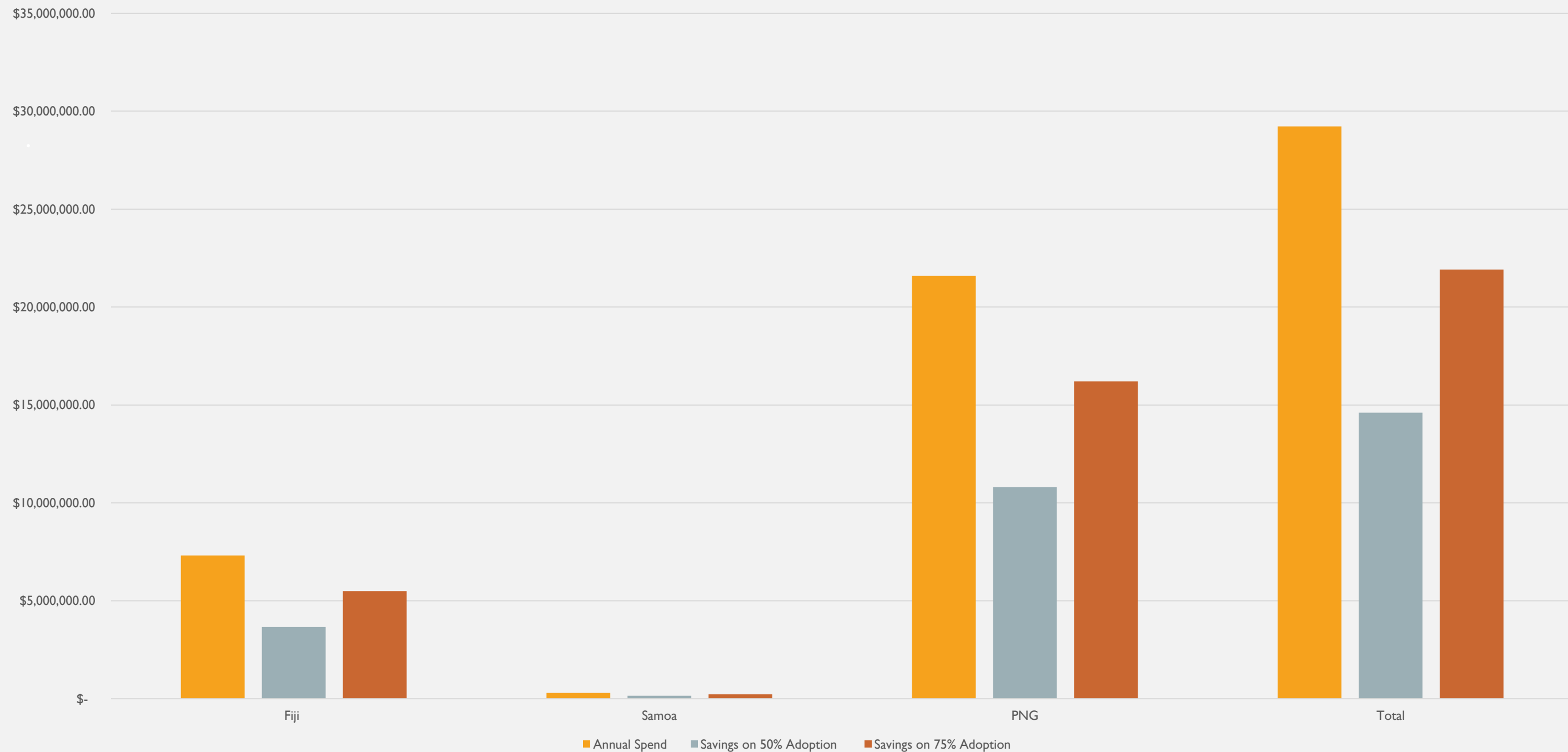
## Assumptions:

- ~63,433 registered companies (IPA, 2019).
- Not all active; 5k–12k orgs likely paying for hosting.
- Local plan prices: PGK 40–150/month (Solitec, Nextgen, Global Internet).

## Scenarios:

- Conservative: 5,000 orgs × PGK 50–150/mo → PGK 3.0–9.0m/yr.
- Base case: 7,000–10,000 orgs × PGK 70–150/mo → PGK 5.9–18.0m/yr.
- Upper bound: 12,000 orgs × PGK 100–150/mo → PGK 14.4–21.6m/yr.

# The Value of Localising Domain and Web Hosting





# Cloud679 in Action

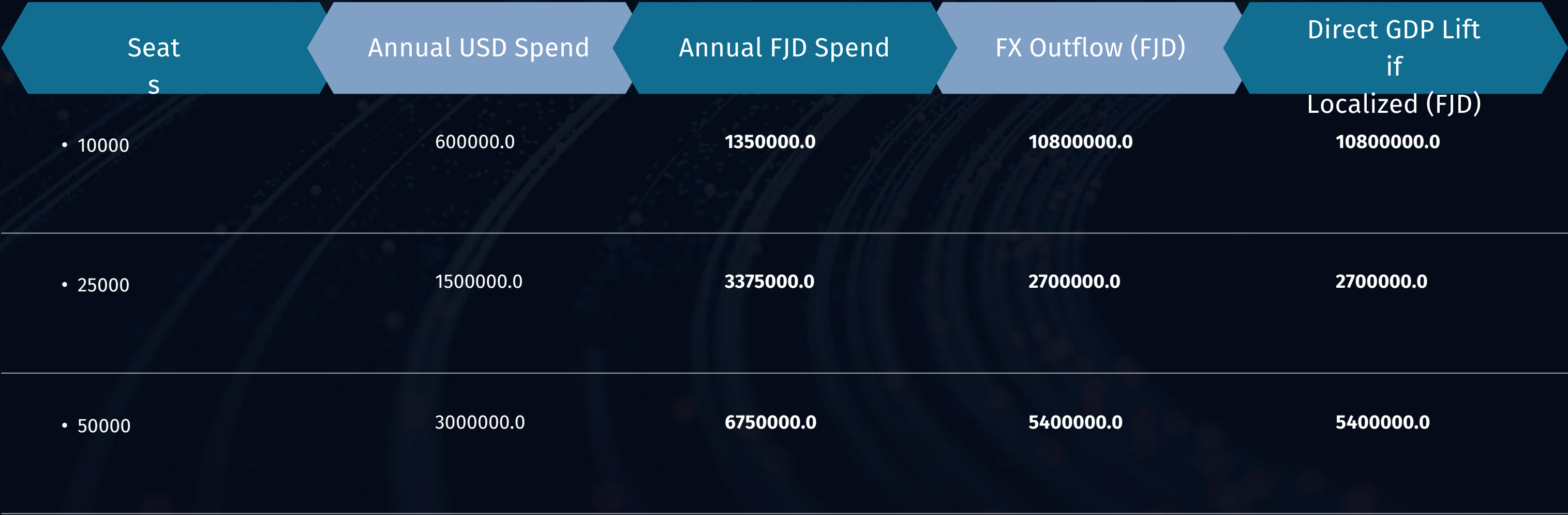
## Features

- Local hosting for compliance & sovereignty
- High availability & redundancy
- Scalable for SMEs and large enterprises
- Benefits over offshore providers:
  - lower latency,
  - local support,
  - data sovereignty

## O679: Email & Collaboration

- Secure cloud-hosted email, calendar, & contacts
- Team collaboration tools: chat, file sharing, conferencing
- Integration with local & regional networks
- Use cases: education, government, corporate sector, SME

# O679 Seat-Based Savings Model







**Case Study:** Fiji Eats — What I Learned  
Digital Pacific: Infrastructure, Inclusion & Innovation

# Why Fiji Eats Failed & Lessons

What happened:

Likely contributing factors:

Key lessons for Fiji digital platforms:

- Trust
- Transparency
- Sustainability

# From Failure to Playbook: What to Replicate/Avoid

## Replicate

Reliability  
Relationships  
Research  
Data Driven Decision Making

## Avoid



# The Road Ahead for the Digital Pacific

- Expanding Cloud679 service portfolio
- Edge computing for faster services
- More modern data centers
- Upskilling Pacific ICT workforce
- Stronger public-private partnerships
- More undersea cable connections
- More satellite providers

# Closing & Call to Action

"The Digital Pacific is ours to shape"

- Envision
- Educate
- Transform





**THANK YOU**