

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

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Bulawork

TicketMax

Oracle

Azure

MPAISA- Azure ASE, MYCASH -overseas

Reports as down.

Nearly all web and & domain hosting is done overseas

Interserver

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)

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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 \times USD 50/yr \rightarrow USD 25k/yr.
- Moderate: 1,000 orgs \times USD 100/yr \rightarrow USD 100k/yr.
- Strong adoption: 2,000 orgs \times USD 150/yr \rightarrow USD 300k/yr.

Estimated Annual Spend Scenarios - PNG

Assumptions:

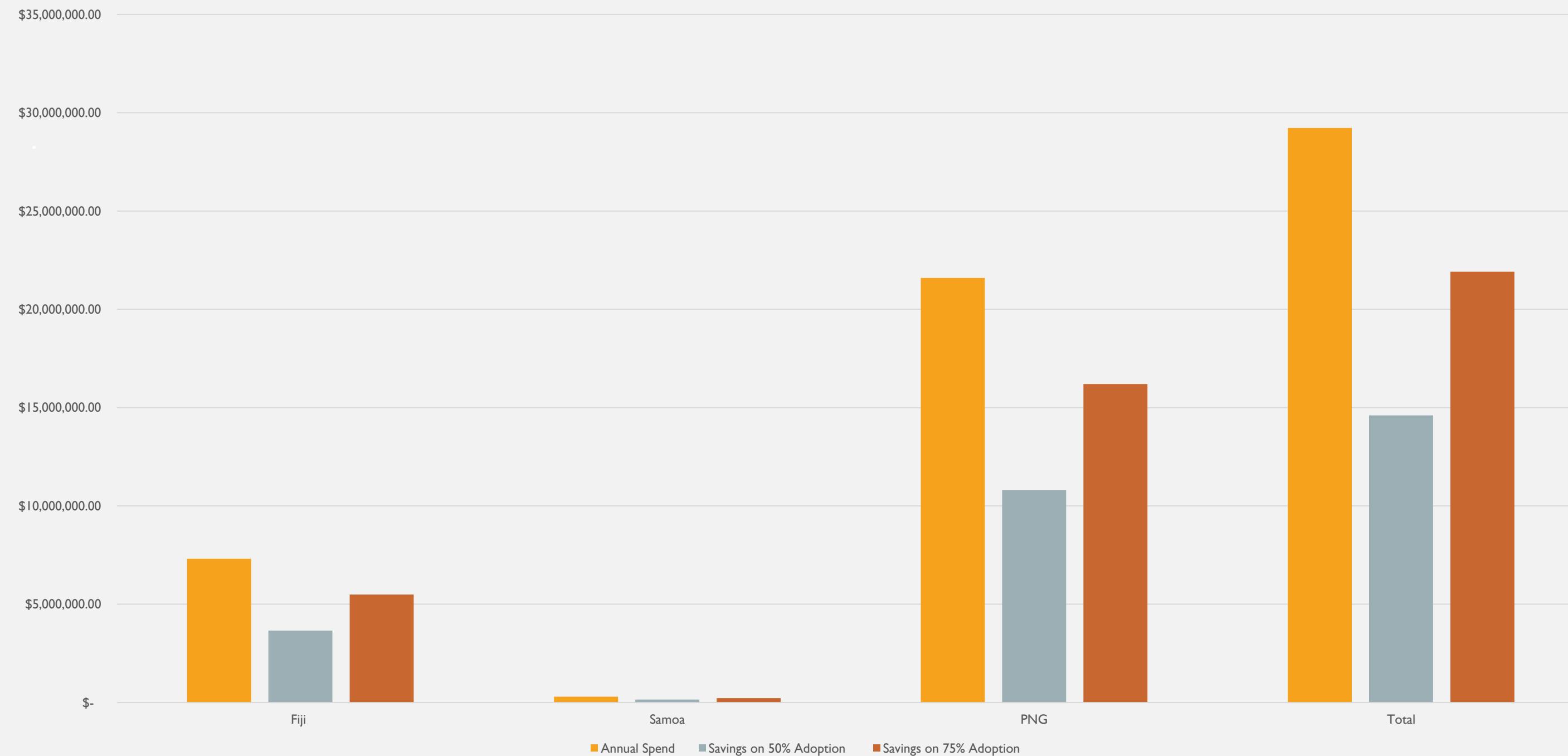
- ~63,433 registered companies (IPA, 2019).
- Not all active; 5k–12k orgs likely paying for hosting.
- Local plan prices: PGK 40–150/month (Solitec, Nextgen, Global Internet).

Scenarios:

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

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The Value of Localising Domain and Web Hosting



Cloud679 in Action

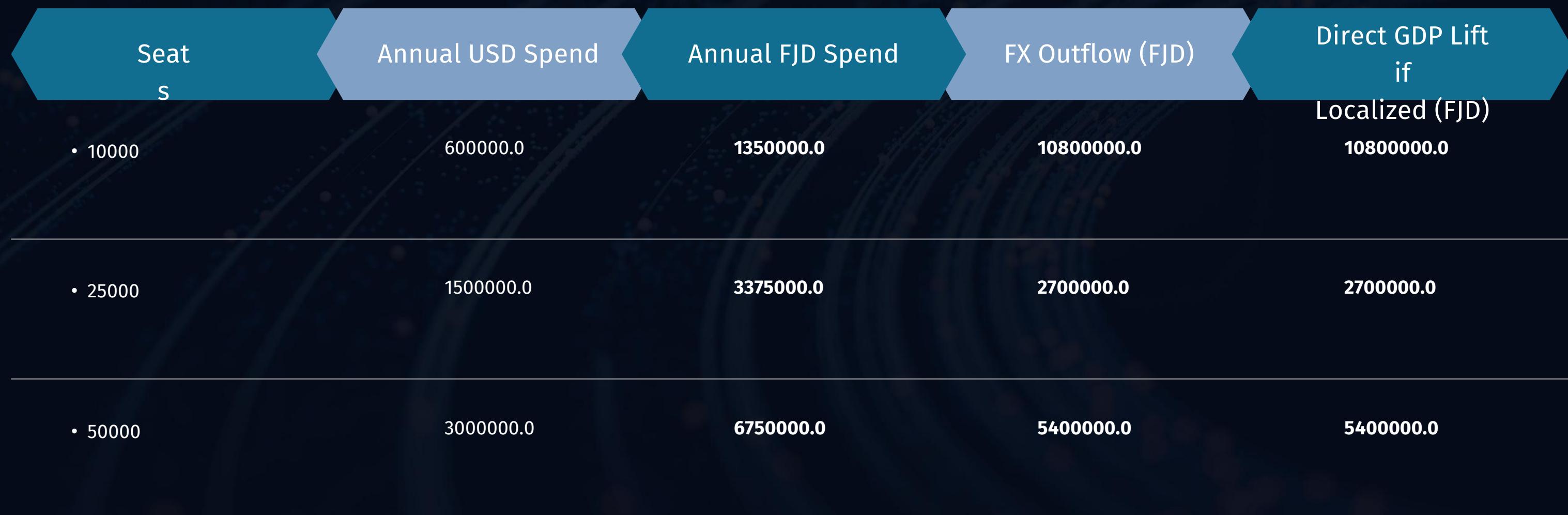
Features

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

0679: 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

0679 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