

# Delivering Core Communication Solutions to Enterprises

*“Market reach and service will be the game changers in 2014.”*

## **O**n challenges for Indian enterprise communications market

Economic outlook is sluggish and growth prospects are soft. Technology dictates the enterprise communications market. With the advent of path breaking concepts like cloud, the challenges are countless. Even unification of voice, data, and presence across large, medium, and small segments throws open many challenges to system integrators like us. Each segment demands unique customization and optimization. According to us, market reach and service will be the game changers in 2014.

## **O**n ABS India's growth strategy for 2014

We plan to strengthen our position in the market and eye a larger pie of the market. We intend to grow at 40 percent in 2014. Our strategic focus will be to:

- Target-integrated projects in key verticals
- Increase our market reach. We are doubling our sales force. With offices in India and Singapore, we offer services in India and neighboring countries like Maldives, Nepal, and Bhutan
- Capitalize on our service credentials, which we have built over the years
- Focus on verticals like hospitality, public transportation, government, and defense
- Increase our presence through solutions in the areas of tele presence, cloud, and data centers
- Sharpen marketing and upgrade our systems, automation, and certifications
- Alliances management – a key to our success
- Specific target approach for SMB business



**Sunil Arora**  
CEO & Director,  
ABS India Pvt Ltd

## **O**n our major alliances

Today, we integrate technologies and solutions of leading OEMs. Alcatel-Lucent, Huawei, Cisco, Aruba, Nice, and Safenet are our key OEMs. We have more than 12 years of business association with some of them and are keen to take the relationship to even greater heights.

## **O**n SMB business in India

SMB opens opportunities in new markets for us. Today, the SMB segment understands the importance of investment in telecom infrastructure. We have instances of efficient telecom services to increase their productivity and contributing substantially to bottom lines. We have an ambitious plan of pan-India SMB program into which we intend to bring in at least 40 indirect resellers. With few of them already on board, we are ready for the SMB challenge.

## **O**n our marketing strategy

Marketing is a key contributor to our strategy and planning. We believe in quantification of marketing and consider marketing as a specialized function. Our marketing campaigns are result oriented and use sophisticated campaign tools. Today our brand recall and visibility is equal to any of the major players in our segment. ■