

# Play the Game Differently

*Playing the game simply and understanding customers requirements very well will be our strategy for this segment with right technology, reach-in-time, and customer engagement.*

**F**uture of the enterprise networking industry is driven by convergence. It is profoundly influenced by economic outlook which is quite stable today. Promising infrastructure fixture & budget distribution have given the networking industry a fillip. New-age concepts like Smart Cities, Safe Cities, and Infrastructure/Railway corridors are in the big league now. Spending by governments and private infrastructure consortiums have created a huge demand for the industry. Thrust on development of metros & transportation verticals like rail and road is likely to have mega contribution to this segment.

Another indicator of growth is the investment trend in this segment. To add to government infrastructure building, corporates are also looking at enhancing their networking platforms to be able to enhance organizational productivity and optimize spending on complete convergence technologies.

## **On networking segment**

We, at ABS India, have evolved from pure voice solutions providers to converged player today. We see tremendous opportunities from the converged perspective with networking at the core and mobility at the periphery. Cloud and managed solutions will soon be the most profitable models for end-users and service providers. Core capabilities of system integration and customer support would give competitive advantages to early movers in this segment. It is going to be a long-term game. Core capabilities of system integration

and understanding of customers requirements will play a key role.

## **On product segments**

We represent ourselves in data solutions, voice switching, campus networking, unified communications, video conferencing solutions, IT infrastructure, and GPON. Services have been our specialized strength all along. We are taking our services to next level by offering managed services and then on to the cloud.

## **On achievements**

We have been front runners in some of the specialized verticals like transportation metros & aviation, hospitality & defense to name a few. We have had huge success in this segment. If you look at these segments, they demand greater deployment skills, robust technologies, and project management capabilities. These are by far the highest demanding industry verticals on the services. Our other success segments include government, media & entertainment, manufacturing, and corporates.

## **On plans and strategies**

Playing the game simply and understanding customers requirements very well will be our strategy for this segment. Services is our key strength and we continue to invest on skill development of our technical and solution teams to exceed the market expectations and stay ahead in the race for knowledge. Networking segment can be very complex to manage if you do not understand the market and customer pulse. Right technology, reach-in-time, and customer engagement



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will be our approach to this market. We want to be the preferred destination for networking solutions.

We have active engagements with leading OEMs of the world. We are working on select partner campaigns to promote data and networking business.

Today, we have augmented our sales, pre-sales, and service touch points for enhanced reach. Our tier-II channel strategy is designed in such a way that complements our overall approach to this segment. The basic objective is to optimize on solutions and benefits to end-users.

Investments in research to understand customer pulse and demand generation have given us an in-depth understanding of end-user requirements.

We are orienting our teams and equipping ourselves for networking challenges by investing in labs, demo centers, and state-of-the-art POC facilities at our head quarters and regional offices.

Last but not the least, our marketing excellence center is working on dedicated demand generation and campaigns to popularize enterprise networking concept in a never before facade. ■