



Superior services and consultancy are key



—**Sunil Arora**
CEO & Director,
ABS India

On technology trends

Communication solutions are migrating to software evolution, dependency on hardware is diminishing thus enhancing efficiency. The trend is to offer profitability to organizations. It is all about how communication helps to improve productivity in any organization. Penetration of IP is increasing. Innovative technologies combined with strengthening of few communication platforms like IP, unified communications and cloud based services are here to stay.

On changing dynamics

It is not a complex scenario. Time has come and one will see many such models which are positive and growth oriented. The objective is to improve productivity and ensure futuristic platforms that can be easily upgraded as and when requirements come across. Today, the involvement from two or more chairs from an organization has forced service providers to think and rethink on the value proposition. This new model is purely result oriented. There are no shortcuts in this new generation approach. It is a change and we welcome that.

On growth verticals

For us, key verticals would be government, defense, utilities, metro transportation, hospitality, manufacturing, media and entertainment, BFSI, IT/ITeS and corporates. We have considerable presence

in defense and transportation segments. Transportation segment includes metro projects and aviation infrastructure.

On pricing trends

The price war is very heavy in the lower brackets where just the product gets sold. As we move up the ladder it is all about differentiation bundled with service capabilities. In the higher brackets, we get to see sophistication in solutions and services. Superior services and project consultancy are key to protecting investments of enterprises. The sharper they are the better will be your bargaining power.

Tips for buyers

True, invasion of new and hybrid technologies determine the shelf life in this segment. Enterprise's strategy of protecting their ROI and openness to scalability will be the key factors in determining the budgets. Strategy on duration – long-term or short-term would naturally be at the core for any investment. That is why enterprises need experienced system integrators.

On the impact of SMAC

One cannot escape from the above. In our segment, mobile and cloud would make a profound impact in the years to come. We have started talking about cloud and mobile workforce. They would undergo some more evolution before becoming commercially viable and acceptable. 💰