



2015 – A Year of Momentous Growth

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The year 2015 is a year of many opportunities. With stability and improved economic outlook, the market and opportunities are promising. From this year onward we can see a shift in innovative technologies that aims at making organizations profitable. At ABS India, we believe to nurture this new approach yet deliver our commitment to our end-users. ABS India will always be services driven system integration organization. However, we are open to innovative approach and alliances that strengthens our position in the market. Even while we establish a strategic intent, we always consider the year that has gone by, the economic outlook, our strengths, and opportunities. Market research has been a vital support system to strengthen our years to come strategy.

Our strategy for 2015

Switching Infrastructure and networking. New-generation infrastructure and networking opportunities are countless. IP voice communication is strengthening its share compared to traditional TDM solutions. Focusing on end-to-end infrastructure and networking opportunities would come handy for us and the same will be our core offer. Our emphasis will be to bring converged solutions while not missing any elements and solutions for the enterprises. Today the market is open and we see immense value proposition in providing end-to-end solutions in all domains, rather than one dominating another. We are geared up with go-to-market strategy, which identifies such opportunities and we start working with these opportunities at an initial stage, just to make sure we enjoy early mover advantage. ABS India will be a player to watch out in 2015.

IT infrastructure, video conferencing, and GPON package. This is another growth area for ABS India. Business from these domains will be one of our focus areas in 2015. With strong OEM alliances, we offer state-of-the-art IT infrastructure servers, data center servers, and converged servers for campuses and larger networks.

Server and Data center market needs specialized approach along with system integration package. This will be a bundled offer that sits on top of our core offer as a value add to our end-users.

VC solutions in every which way, right from single terminal to multi-terminal and multi-location will be our much awaited addition to bundle of offers. We have invested a huge amount of time, effort, and money in equipping ourselves for a hands on demo. With the channel partner program in place, our partner community will see higher profitability flow. For the larger organizations we intend to offer telepresence solutions.

GPON will be another one which is catching up with rapid penetration in hospitality and real estate. ABS India had early success and making steady headways in this vertical.

Value addition to SMBs. Today channel business is thrown open and with multi-vendor environment it has become a challenging game of retention. For a system integrator the challenges are manifold. Our channel strategy is more focused and ensures value and profitability that flows across the stakeholders including SMB owners. Our partner selection criterion majorly focuses on small to medium organizations that have system integration qualities and capabilities. We grow our partners and encourage them to move up the ladder in enterprise world and that will be everyone's growth strategy. Our SMB strategy believes in transparency and openness. We have successfully implemented this innovative model in one region and are progressing with a pan-India model.

Continued focus on

- *Vertical business.* We intend to add few more specialized verticals on to our solutions offer. We are highly successful in transportation vertical solutions especially among metro transportation projects. We have focused approach for government, utilities, and transportation verticals with specific solutions.
- *Customer support.* With more than 90 percent customer satisfaction index YoY, we continue to strengthen our services positioning and work with sustained competitive advantage. We strive to add value in our services offer.
- *Marketing.* Last but not the least will be our center of strategic excellence for enhanced visibility, lead gen campaigns, processes, and guidelines.

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