Cloud: Road Map for Enterprise Equipment Industry

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On market and industry trends

This industry is very much characterized by new technologies, strengthening themselves at a much faster rate. We are witnessing too many options on a platter as choice of technologies, which is a good choice for the customer. One clear winner will be cloud solutions. Those who adapt will reap fruits of success with special emphasis on CapEx versus OpEx and ROI modules. From a market perspective, huge potential is seen with almost all the segments investing on infrastructure and communication.

SMB: Traditional SMBs are moving to new-generation SMB today. Acceptance of technologies, bundling of solutions, and real convergence are driving this change. Old-fashioned distribution models are giving way to system-integrator models among SMBs. This has strengthened their portfolio and ensured services revenues, which is the key for survival.

Pricing is going to be another trend one needs to watch. At a generic level of product or services, with little or no differentiation, pricing would influence decision-making process to a greater extent. However at a higher bracket, product differentiation and services would impact the pricing strategy.

On technology trends

Cloud services are going to be reality very soon — sooner than expected. Clearly we see the trend inclining toward Cloud services. IP/Cloud PBXs are now reality. Today, we see that IP is a well-accepted technology and its penetration is quite high. The core network comprising of switches and routers will have to wait for some more time.

Smart concept — On a larger scale, this is a new trend. We are talking about smart cities and smart solutions. Investment plans by the government and nodal agencies have thrown open opportunities for the smart concept. However, service providers and system integrators need to stick to their unique selling propositions as smart concept is very huge and it demands very high integrating capabilities. As this concept is new in India, benchmarking the deployments elsewhere could help in strengthening the strategies and the USPs.

Services — This trend refuses to give up and has in fact strengthened itself now. Managed services are growing from strength to strength. Outsourcing telecom services and infrastructure are new trends now; surely, we are seeing OPEX model winning over the CAPEX model in certain segments of business. Offering services comes with investments for any service provider. Investment and retention of talent will be the challenges one needs to be aware of.

BYOD (Bring your own device) — Ease of operation, seamless integration, and comfort levels drive BYOD concept. BYOD is very popular today, but it has lot many challenges at the back-end as also at integration levels. From a consumer perspective, it is a new tool and everyone wants to be part of this new trend. BYOD helps to strengthen converged communication solutions, which is good to notice.

On where is the industry segment headed in 2016

Convergence — Convergence continues to count. No one likes to miss voice, data, presence, and WiFi, be it enterprises, end users, or consumers. Presence is very much characterized by video and security solutions. Convergence is not a new concept. It is continuously evolving and even over a decade, we see enormous opportunities associated with convergence.

Mobility — Every one is mobile and would not want to miss business or daily life. Thanks to organizations that have noticed importance of mobility and equipping the employees while on the move, and at the same time ensuring their productivity.

Impact of social media — Social media is on the menu and will continue to influence this industry segment. Today, social media modules are accepted and will impact certain segments. They are seen as alternative models by organizations. This will influence pricing strategies in the longer run.

Cloud services — the next big thing. Influence of software is evident today and the dependency on hardware is going down. This would help in enhanced efficiency for the organizations. Cloud services basically aim to offer improved productivity and profitability to enterprises. The road map for enterprise equipment industry is going to be the cloud map. ∎