



Vertical Approach – Key for Success

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2017 and Beyond – Industry Outlook

Enterprise communications solutions platter will emerge with new avatar. Soon we will realize there are very few elements in it but are capable of performing and delivering best-ever solutions for the industry. Voice, data, Wi-Fi, collaborations, video, and presence will merge on to a single platform and have a profound impact on the industry. To add to that, cloud services will stand testimony for this metamorphosis that simplifies ROI calculations for any enterprise. Mobility keeps gaining its prominence and everything is going to revolve around it.

Time is open to new and next-generation technologies and practices that generate new revenue models. We are witnessing revolutions in transportation, banking, retail, education, and medical verticals to name a few. Industry trend is very encouraging with basic infrastructure, trade, and industry opening up to new opportunities across most of the segments. We can say 2017 is the year to watch as new economy foundation starts in this year.

Such opportunities and bright outlook also come with enormous challenges when it comes to integration of technologies to run the show. Providing enterprise communication solutions will not be easy as each segment is evolving in its own way. Every system integrator will face the challenge to customize solutions and specific requirements. Providing enterprise solutions is going to be the game of system integration and definitely not distribution. System integration will hold the key and will have an edge while providing cloud-based and managed services.

Such a revolution requires deep understanding of each vertical which we call *vertical-specific approach*.

ABS India – Vision and Success Story

ABS India today is a 22-year-old system integration organization that provides converged enterprise communication solutions for the Indian subcontinent and has reached out to neighboring countries as well. Our vision for coming years is to providing effective voice and networking services and cloud-based offers to organizations with services being at the heart of it. We are committed to provide solutions that go beyond the products. Voice, data, Wi-Fi, and cloud solutions will continue to be our focus of interest.

We continue to be front runners in few of the specialized verticals like transportation – metros, aviation, dedicated freight corridor, hospitality, and defense to name a few. With in-depth understanding of requirements, project management capabilities and services, we could cater and retain end customers among these segments. Government, media and entertainment, manufacturing, and corporate too remain our other success stories.

Plans and Strategies – Focus on Emerging New-Generation Solutions

Cloud-Based Solutions: Very soon enterprises will be surprised to know how cloud has made its presence felt across all the segments. Hardware portion would gradually diminish and software cloud solutions would increase, thus making virtualization a reality. We are gearing up our solutions' design capabilities to meet the demand in the market. Accordingly, our investments would go up on harnessing the technical team's ability to service end users. Cloud and virtualization will improve performance and give positive outlook for ROI to organizations. We want to see ourselves in the cloud solutions league and we are working toward it.

Vertical Approach: It shall be the key for success. Understanding intricacies is everything to us. The more we know, the better we design custom solutions. With success coming from certain segments, we want to replicate the same for other and upcoming verticals as well. We have specialist teams working along with OEMs with focused strategy for each of the verticals.

Engagement: We have continued OEM engagement with one of the best in industry standards enterprise communication solutions. We are part of OEM strategy for data and networking, voice solutions, and cloud-based solutions. We will be enhancing our sales and services touch points. We plan to double the count of our sales team. We plan to have 50+ resellers in a year's time. With this, we will be able to address mid-market requirements at SMB landscape.

Service Delivery: This has been our major strength and we continue to work on the same. Investments in training and certification, and retention of skilled fleet, will continue to be part of our strategy.



The author is CEO & Director, ABS India Pvt. Ltd.