

DO YOU ALSO THINK 'SMALL IS BEAUTIFUL'?

SMBs were the organizations which had kept the vendors alive in the tough times. When the large orders were getting cancelled or deferred, SMEs had helped the vendors to keep their run-rate business on track.

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The Indian market has seen phenomenal growth in the decade of 2001-2010. The national GDP has grown 6-8 per cent during this decade. The Prime Minister's Economic Advisory Council (PMEAC) has pegged India's growth at 8.2 per cent for 2010-11 and 9 per cent in 2011-12, expecting the agriculture, industrial and services sectors to perform well through the next two years. In this interesting phase, Small and medium enterprises (SME) have a great role. They are huge in number and their contribution to the India GDP is pegged to be 22%, up from 17% now. These SMEs are participating in the growing technological integration keeping them competitive in the market. As per a study, 95 per cent of the enterprise units are SMEs in India, 40 per cent of the industrial output is driven by these SMEs. This is the sector, which is responsible of 70 per cent of industrial employment. Last but

not the least 35 per cent of the exports is done by the SMEs. The size of SMEs varies from single person entities till enterprises with 500 people. Of course there is deviation to this classification depending on vendors. But the fact remains the same that these SMEs require every cutting edge technology like the large enterprise. From the industry perspective, they are very agile and competitive compared to the large enterprises. When the industry is going through a very bad phase, small is definitely beautiful.

Therefore, most of the technology vendors have riveted their eyes on the evolution of this segment. So as far as networking solution is concerned, SMBs are the biggest market because of their size. In a report, AMI Partners says that Indian SMBs were on track to spend \$1.04b on networking products alone in 2009, an increase of 11 per cent. The industry pundits are of opinion that with the investment again starts on happening on technol-

ogy, networking solution will have a major share for it because of it being the first step for connectivity. On the other hand, IDC's worldwide forecast for 2010 says, growth for SMB market will reach 3.5%, 1.4 pts higher than large enterprises; with the midmarket the brightest spot, recovering faster. So the clear message is that the SMB are at the top.

Arun Dharmalingam, Regional Manager, Distribution Channels, Cisco India & SAARC, says, "SMEs have been establishing themselves as a significant growth engine for the networking industry for some time now. This investment enables them to provide employees, partners, and customers with tools and applications that can help them function better, and achieve business success. With a vast variety of collaboration, planning, reporting, and other business tools available to SMEs, and the underlying requirement is a strong network, which can enable the business to



"SOME OF THE KEY ELEMENTS THAT INDIAN SMES TODAY LOOK FOR ARE WIRELESS ACCESS, EASE OF COLLABORATION, CLOUD-BASED SERVICES, REMOTE MANAGEMENT, ETC."

ARUN DHARMALINGAM, REGIONAL MANAGER, DISTRIBUTION CHANNELS, CISCO INDIA & SAARC

offer these services to its stakeholders, from any location and any device."

Sudhindra Holla, Head Channels, India & SAARC, Juniper Networks is of opinion that Investments are growing in the SME Sector in the last couple of quarters and have been recession proof. In fact, the SME market has shown a decent double digit growth in spite of the economic slowdown and has grown higher percentage when compared to the Large Enterprise market. Roughly, SME contribute anywhere between 20-25% of the total networking market."

Ms Sudha Jagadish, Chief Operations Officer, Dax Networks, says, "Indian SMEs are the focal points today. SMEs are considered to be the growth driver for many IT companies. SMEs business relationship, operational efficiency, employee productivity, customer responsiveness, cost containment, network security and their agility to react to competitive pressures and high speed business changes are some of the major drivers. The opportunity for the IT vendors and their partners is really very high with this segment."

Mohit Anand, Managing Director, Belkin, Indian Sub Continent, says, "SME is one of the fastest-growing markets. It's a segment which is poised to generate more demand for networking. Connectivity is always a major concern with small and medium enterprises and they always look for a solution which is easily expendable with their business size."

Jitendra Gupta, Country Manager, Extreme Networks, "SMEs are today exposed to greater opportunities for expansion and diversification across the sectors like Manufacturing, Precision Engineering, Food Processing, Pharmaceuticals, Textile & Garments, Retail, IT, Agro and Service sectors. Due to this large density and fastest growing industrial segment, these companies are bound to invest on their IT infrastructure to enhance their productivity and reduce their operational cost. Resulting, most of these SME are investing on their LAN infrastructure to get faster

and reliable connectivity.

Jayesh Kotak, VP-Product Marketing, D-Link (India), says, "In the recent years, small and medium-sized businesses in India have experienced unprecedented exposure to new markets, suppliers, and customers. They are successfully deploying technology to support their busi-



"SMEs ARE LOOKING FOR CUSTOMIZED SOLUTIONS AND PRODUCTS THAT WOULD CATER TO THEIR UNIQUE CUSTOMER REQUIREMENTS AND APPLICATIONS."

MS SUDHA JAGADISH, CHIEF OPERATIONS OFFICER, DAX NETWORKS

ness reach, operational efficiency, productivity, network security and building the competitive advantage. In the networking space, routers and data switches contribute large majority of the SMB spend followed by wireless LAN & structured cabling."

Today, the concern for the SMEs is getting a road map of platform. Fifty percent of them do not normally have people to manage the technology. The vendors always should look at the solution selling than the product selling. Therefore the key is to suggest suitable solution, which will address their current requirement offering a significant cost saving.

Arun adds, "It is not about whether or not SMEs are interested in a networking solution, but more about what level of a network they are looking to invest in to run all the tools and applications they require for business success. Some of the key elements that Indian SMEs today look for are Wireless Access, Ease of Collaboration, Cloud-based Services, Remote management, etc.

From Cisco's perspective, the solutions that address SME segment are easy-to-deploy and easy-to-use, rather than just scaling down or force-fitting enterprise-sized solutions. SMEs today focus on simplicity in installation, maintenance, and upgrading rather than the earlier perception of being a highly cost-conscious segment. However, with a range of support services, financial packages, and specially-certified partners to address the needs of this community, Cisco takes a wholly personalized route when working with the SME segment.

Sudha adds, "Despite pricing factor playing a major role, SMEs are looking for customized solutions and products that would cater to their unique customer requirements and applications. Dax's game plan is to empower the channels to deliver value-add to their portfolio with our extensive 'solution based' SME offerings. The fast-growing SME market are rapidly adopting IT deployments for business efficiency and enhanced business operations."

Sudhindra says, "SMEs today are facing challenges and competition from Large Enterprises & Multinationals. Also they are going global thereby opening up the opportunity for IT & Network vendors to play a strong role to build out the necessary infrastructure. Today, SME is definitely a high growing sector and investments are happening in IT, Network and Security Infrastructure. While investments are more focused on the basic IT infrastructure in the smaller Enterprises, Medium enterprises will invest in Applications, Security, VPNs and WAN infrastructure."

Before buying any solution they consider affordability, simplicity, agility in terms of solu-

tions being fast to adopt and change. They normally depend on the SIs but the trend is catching up to outsource their entire IT, Network and Security Infrastructure. Therefore, Service Providers are pretty active these days along with the bandwidth selling; they are selling infrastructure and its management. Today, vendors like Airtel, BSNL, Reliance, etc. are bundling solutions at a monthly payment options or pay per use option. But the opportunity with service providers goes with a constrain as they go for hard bargain with the product vendors to make the solution very competitive for the customers therefore premium brands find it very difficult to strike a deal with them for the SMEs.

Therefore, channel partners are the key for most of the vendors but the pity is that no vendor adopts best business practices. All vendors think of their own interest of selling products and the partners in a quest of adding top line and bottom line do not go into the nitty-gritty of the practice. So, after some months, when the desired result does not come out, they end their partnership in a very bad note. Mahendra Lalwani, CEO, TelExcell Information Systems Ltd., says, "The vendors should have clear defined roadmap in terms of partnerships for a year at least. They should have local RMA policy, Training and certification, etc. We need lead generation from the vendors' end. There should be ethical sales practice. They should create market pull, awareness in every market verticals. All the certified partners should

be extended maximum benefits for their hard work."

Therefore his advice to the partners is to evaluate the principals road map and commitment religiously before picking up any brand.

He adds, "Today, we are dealing with Fortinet, Polycom, Cisco, Alverion, Wavion, Ruckus, Senao, Firetide, Mobotix, Crescendo, Cyberoam, NetAccess, Inventum, Zhone, Quintum, Cryptocard, etc., but our major focus is Cisco business, which accounts for 50 per cent of our revenue."

Jayesh Kotak of D-Link says, "Customers these days are highly aware of their requirements. They are not only looking for quality products/ solution, but also for higher Returns on Investments (ROI) while lowering their TCO (Total Cost of Ownership). So it becomes very important for partners to be close to their customer, be more adaptive and be adequately prepared to go through the transformation journey on technology front. So it's important that partners invest in upgrading their skills and solution delivery capabilities. This will in turn result in higher customer satisfaction & also help partners to develop new contacts, while they also continue to retain their existing customer."

ZyXEL, which is currently focusing on Wireless, Switching and Security, Broadband DSL, VoIP products for the SMEs follow a regional distribution strategy.

Pinaki Chatterjee, Executive Director, Technical, ZyXEL, says, "We have appointed USHA Infotech as the regional distributor for the territory of Delhi, Uttar Pradesh and Haryana and Ransys Bios has been appointed for Tamilnadu. Lalani Infotech for complete East, Jaideep Mathur.com for Rajasthan and Akal Infosystems for Punjab and Himanchal market. Under the RDs we have chain of ZySTAR partners who are SIs with specialized skills and we keep on providing training to update them on new technologies, features changes etc, on the other hand we have ZyPartners who are in to channel business who follow stock and sell concept."

He adds, "The difference between our product and competition are clearly visible, if you pick up any product specs and start comparing, you'll find many USP's in each product is better, we design products only on customer application needs and always try to deliver beyond customers expectation, for example P-320W which is our basic entry level wireless 802.11g router have a 5 dbi detachable antenna and this router can also be configured as a pure access point and also supports WDS and SNMP which no other brand offering right now, this is just one example but if you start comparing you'll find the similar USP's in each and every product of ours."

POINTS KEEP IN MIND WHILE ADDRESSING THE MARKET

- Map the actual requirement of the company
- Suggest right product with enough scalability
- Advise them the network solution
- Look at what application they are running
- Suggest the ROI vis-a-vis the competition
- Offer them the matrix of comparison
- Do not offer false commitments
- Stick to the commitment and enjoy good relation with the client

Cisco the largest provider of SME solutions from the secure network perspective offers the entire spectrum of products including Switching, Routing, Security, Data centre, Digital Media Systems, TelePresence, Unified Communication and collaboration tools, IP surveillance, Wireless, Video, etc. The core engines of these products are taken from the solution available for the large enterprises. So from the perspective of quality, these are the robust products. Cisco's entire go to market strategy is driven through the channel partners. The company today patronizes the partners who are consistent with them and those who have intent to grow with Cisco.

Arun adds, "Our whole outreach to the SMB segment is through our partner community and we believe that to best address the needs of this segment, our partners need to be equipped, ready and motivated." The company offers a number of benefits to enable its partners. The overarching initiative is the Cisco Select partner program, in which partners that fulfill certain parameters are provided with additional training and certification. This prepares them for their role as our preferred partners to serve the SMB segment.

Cisco's 'Network on Wheels' (NOW) van is a mobile showcase of customized Cisco networking solutions that travels to SMB clusters around the country and provides them with a first-hand experience of Cisco solutions. The van also features advanced technologies such as security, wireless, unified IP communications. These solutions are aimed at helping Indian SMBs leverage the power of networking for their business growth.

To assist its partners, the company has instituted the Cisco Sales and Marketing Services Organisation (SMSO), which ensures uniformity of marketing collateral on Cisco products and solutions. It also frees up the partner from con-



"WE DESIGN PRODUCTS ONLY ON CUSTOMER APPLICATION NEEDS AND ALWAYS TRY TO DELIVER BEYOND CUSTOMERS EXPECTATION."

PINAKI CHATTERJEE, EXECUTIVE DIRECTOR, TECHNICAL, ZYXEL



"WHILE INVESTMENTS ARE MORE FOCUSED ON THE BASIC IT INFRASTRUCTURE IN THE SMALLER ENTERPRISES, MEDIUM ENTERPRISES WILL INVEST IN APPLICATIONS, SECURITY, VPNS AND WAN INFRASTRUCTURE."

SUDHINDRA HOLLA, HEAD CHANNELS, INDIA & SAARC, JUNIPER NETWORKS

ceptualizing and making marketing collateral, and enables them to spend more effort on fulfilling customer needs.

Along with its strategy, Cisco's financing division offers partners a product designed to address one of their key concern areas. When partners are engaged in customer infrastructure deployment that calls for investment of time and products from the partner, Cisco Capital releases periodic payments at certain predetermined milestones. This ensures that the partner is not financially burdened in the course of the deployment.

The partners are really happy with Cisco as they say: "The Company has a clear-cut mandate in India and back those people who are dedicated to Cisco."

For Dax, partners play a very significant role. Sudha adds, "At Dax, we market our products to the end user through our ADSP (Authorized Dax Solution providers). Dax started the ADSP programme in the year 2007, which increased the channel foot print in the country. We currently have 200 ADSP's on board. This massive and exciting Channel thrust has helped us in tapping the horizontal mid-sized segments of the enterprise market across the country. Our ADSP's will be armed with a successful combination of products and technology that yield a higher ROI for the customer."

She adds, "Dax has adopted a solution oriented approach to support our ADSP's and tap the horizontal SMB market. Our ADSP's will be armed with a successful combination of products and technology that yield a higher ROI for the customer. We are a technology advanced here-to-stay player in the Indian networking market. Importantly, we pursue a clear channel policy to ensure good profits for all partners."

To accentuate channel engagement, Dax has started a reward programme called 'Dax Drona'. The reward points are awarded to a Dax Drona for special and latest technology products being sold and for building Dax products into end users

networking solutions. These reward points can be exchanged for exciting holiday packages to foreign destinations.

Belkin, which is present in the market for last couple of years, is operating in India with a hybrid channel model with regional distributors selling through both organized retail and traditional retail channels to reach out to the end buyer across 10,000 stores countrywide, besides multi-brand retail chains. We are embarking upon an aggres-



"WE ARE ENABLING OUR PARTNERS TO CATER BETTER TO THEIR CUSTOMERS BY INTRODUCING INNOVATIVE PRODUCTS UNDER "AT WORK" AND "ON THE GO" CATEGORIES TO ENSURE MORE FOOTFALLS."

MOHIT ANAND, MANAGING DIRECTOR - INDIAN SUB-CONTINENT, BELKIN

sive market outreach programs through 2010 to help improve visibility and connect for the Belkin brand across target audiences and geographies.

Mohit says, "We are enabling our partners to cater better to their customers by introducing innovative products under "At work" and "On the Go" categories to ensure more footfalls. Soon we are coming out with more partner oriented programs for 2010."

He adds, "We are looking for a steady market growth in India with our crawl, walk and run approach towards the business. Our strategy in India is simple - continuously offer innovative, stylish, user-friendly and reliable products at value price points, at retail outlets that serve our customer's convenience and ever-changing shopping habits, and then back it up with world-class tech support and warranty service."

The company considers Empowerment is absolutely necessary for the partners. Also there are various channel incentive programs which are launched time to time for motivating channel partners like 'Go for Gold', 'Gold Rush', 'Buy & Fly', 'Cash Bhi, Videsh Bhi', etc.

For Medium Enterprise, Juniper positions its SRX integrated bundle solutions as ideal. The SRX range of solutions allows customers to connect to WAN Infrastructure, Provide Effective Ethernet Switching clubbed with Security. Smaller enterprises can even have a Wireless Access point integrated to our SRX. Sudhindra says, "On top of it we also provide the added advantage of providing Gateway level Antivirus, Antispam, Content Filtering & full fledged Intrusion Detection & Prevention Technologies without compromising the performance. We lower the TCO both at an OPEX & CAPEX level as SMEs need not invest in multiple equipments and spend time & money in maintaining/managing the same. These devices also support PoE, which can be used to plug IP Phones, Access Points & Video Surveillance cameras."

Juniper normally markets its products through the service providers and SIs but as far as SME is concerned, the company depends on the distributors and channel partners. The company invests in channel trainings to educate them & incentivize them with more margins, schemes & loyalty programs. Also we offer the best in class products backed by superior support. The service providers also play a great role in targeting the SMEs.

He adds, "We are slowly seeing a trend where many tier-2 partners in metros and non-metros who would like to engage and work closely with us. While the channel base is strong in the West, North and South regions, we wish to increase our focus on the East this year. Juniper is planning to expand into the tier-2 and 3 cities which is a virgin



"WE FIRMLY BELIEVE TODAY'S SME ARE TOMORROW'S LARGE ENTERPRISES AND THEY SHOULD NOT BE LOCKED IN FORKLIFT UPGRADES"

JITENDRA GUPTA, COUNTRY MANAGER, EXTREME NETWORKS.

market for us. We are keen to look at partners in those cities."

The Juniper J Partner program is a well structured program which covers Partner enablement, training, business planning, account planning & creating pull through marketing/lead generation programs. Regional team interlocks ensure that the field teams are comfortable dealing with our solutions.

Extreme Networks has complete Ethernet LAN Switching solutions and WLAN solutions for SME space like Summit 150/250 Fast Ethernet and Summit 350/450 Gigabit Ethernet Switches and WM Series in WLAN having both 802.11a/b/g and 11n Access points.

Jitendra says, "Our sales pitch is pretty simple to SME customers – Look at our TCO story, Converged and Secured Networks, Highly scalable solution with future investment protection as we firmly believe today's SME are tomorrow's large enterprises and they should not be locked in forklift upgrades and they really look out for cost effective, highly reliable products."

Extreme Networks has 4fourtier partner programs with a title of Silver, Gold, Platinum and Diamond. These partner program revolved around three main parameters i.e. skill set, revenue and loyalty. The company offers training and certification programs for sales, which is known as Extreme Certified Sales Professional, pre-sales - known as Extreme Certified Design Professional and post sales, known as Extreme Network Associates & Specialist around its product and technologies.

D-Link is a very important player in the SMB space. The company offers a complete suite of products comprising Switching, Routing, Wireless, Security, Storage, Broadband and Surveillance Solutions for the market.

Jayesh, says, "One of the key advantages that we enjoy with respect to our competition is the breadth of our portfolio. It works to customers' advantage of most of the networking needs are

from single vendor- the management & integration is better. Further in each of the above solution components we have clear differentiators & USP's to keep us ahead in the race."

As a vendor company, D-Link offers its partners with all the support in terms of right products/solutions and extensive training. The company engages channel in empowerment programs so that they are updated on the latest technological developments in Networking & better equipped to meet customer demands. One such event is 'Sales Pro' – A multi-city technology education program that addresses the networking concerns of partners' techno-sales & pre-sales team. Very



"ONE OF THE KEY ADVANTAGES THAT WE ENJOY WITH RESPECT TO OUR COMPETITION IS THE BREADTH OF OUR PORTFOLIO."

JAYESH KOTAK, VP-PRODUCT MARKETING, D-LINK (INDIA) LTD.

recently D-Link had also launched 'Connection 2010' – A multicity road show for channel providing a direct platform for channel partners to have a one-on one interaction with D-Link team. In addition to this the company has set-up an exclusive 'd-partner' website for our channel partners, which contains huge D-Link data repository, tools and real case studies and project details. D-Link offers partner certification programs through this partner web site, and complements this with periodic class room training at regular intervals.

As mentioned in the earlier reply, D-Link is constantly looking at ways in which we can support our channel partners to grow their business. Last year D-Link had launched a host of channel incentive programs like 'D-Link Premier League – DPL', 'Secure Switch Promotion – SSP' and 'Sales Incentive Program – SIP'.

Matrix, which is a major force in the legacy telephony networks like VoIP, GSM, CDMA, 3G, ISDN T1/E1 and PSTN, offer marketing and sales support in terms of advertisements, roadshows, exhibitions to create more awareness about the brand. Timely product trainings and schemes with incentives are provided for boosting up the sales motto. Matrix also launches new products every year which gives the channel partner to venture into new market verticals.

From the technology perspective, wireless technology is making a good traction as the WLAN Market for 2010 has touched Rs. 375 crore, a growth of 20% over 2009. The SME market is clearly responding to the wireless technology. Of course the market will tilt in favour of the wireless majorly two years from now when power consumption and real estate price will be absolute exorbitant and people will use home office more than their corporate offices and laptop will be the computing device than desktop. But the situation is that the customers are using today hybrid connection - wireless over wire. Therefore, the passive business is on rise. Smartlink Networks, after the demerger, has emerged as one of the large two companies in India for structure cabling solution (SCS) products. Under its brand DIGILINK, the company has a comprehensive range of SCS products. Similarly, the company is also building up capability to focus on the active products market with the DIGISOL brand, which has very good solutions for Switching, Wireless, Broad Band Routing and Converged Communication market. Belkin has launched passive products and appointed neoteric and Iris as their partners. Panduit has entered into the Indian market with a range of passive products and partnered Cyberstar. Similarly, Eurotech, Molex, R&M are doing very good business. There a lot many passive players who are present in India but not recognised

by the partners. Another technology revelation is 3G. As it is on the anvils, people are thinking that it will offer a greater flexibility to the SMEs.

Support is a great issue in India. In addition to the Head-Office based Technical Support Teams, Dax has a Networking Competence Center and the Dax Service Center. The company has Technical Support Executives based at 15 Partner Locations & at 12 regional office locations. To resolve the customer problems and to address their queries, the company has a Toll Free Number through which the customers or partners can call anytime from anywhere within India. Dax website also has Live chat for customers. Dax also trains the Partner engineers and Customer engineers at the customer premises on the installation and maintenance of the Dax products. The company is also likely to train the Partner engineer and Customer engineer on Trouble shooting tips, general technical issues.

ZyXEL India has a toll free number 1800-102-9995 for support. Though it is available for 10-6 (office hours in working days) for SOHO products, the company mulls over making it 12 hours support. At the same time the company has dedicated engineers who are domain experts and handle higher end product calls directly.

Belkin offers a Multi-level Warranty and RMA Service Infrastructure designed to offer simple, hassle free, prompt and comprehensive service. Consumers can dial Toll-free number 1800 419 5546, from any MTNL/BSNL line, from any location from Monday to Friday, 24 hours a day. In an adverse case of a faulty product the Belkin consumer can take the products to Accel Frontline service center and get an over the counter replacement, in 38 cities in India.

For Juniper, the front end support is provided by its Channel Partner. The company offers assistance to its Channel Partners via its TAC which is available 24*7. Juniper also have spares depot in country and offer Next Business Day shipment support to cover majority of the locations.

Extreme Networks follows both direct and partner shared support model. They also have a 24x7 global TAC support center, a team of local Engineers and a central RMA depot at Chennai beside few satellite depots at major metros thru our Distri partners.

D-Link has a very comprehensive and flexible service support system to match the specific requirements of our customers. The company offers a toll free no.: 1800-233-0000, e-mail service: helpdesk@dlink.co.in and Web-Based Support.

Cisco has launched the SMARTnet solution, an award-winning technical support service that offers direct, anytime access to Cisco engineers



“THE VENDORS SHOULD HAVE CLEAR AND DEFINED ROADMAP IN TERMS OF PARTNERSHIPS FOR A YEAR AT LEAST.”

MAHENDRA LALWANI, CEO, TELEXCELL INFORMATION SYSTEMS LTD.

and an extensive range of technical resources. This allows for rapid issue resolution, flexible device-by-device coverage, and premium service options to help maximise operational efficiency. The '0% financing for Cisco Multi-Year Services Programme' is offered by Cisco Services and Cisco Capital. It provides an interest-free financing package for multi-year contracts for Technical Services, SMARTnet and Advanced Services programmes, to address the budget concerns that

SMBs face.

Cisco's Smart Care solution is a proactive and comprehensive network-wide monitoring service that offers health check-ups, diagnostics and software repairs in addition to technical support for a customer's entire Cisco network in a single contract.

In terms of growth most of the companies had a very bad time last year, but in 2010, things are surely changing in a positive direction. Dax has closed this year with Rs.108.87 core revenue from 89.98 crore rupees in 2008-09. Similarly, as a new company ZyXEL targets revenue growth of 30 - 50% this year. Belkin, a year old company India, is looking at a revenue of \$10 million this year from \$4.4 million last year. However the company has a target of \$100 million by 2014.



“WE OFFER QUALITY PRODUCTS THAT ARE TECHNOLOGICALLY ADVANCED AND HAVE AN EDGE OVER COMPETITORS. APART FROM THIS, WE PROVIDE MARKETING AND SALES SUPPORT ALSO.”

SAJEEV NAIR, HEAD OF PRODUCT MANAGEMENT - TELECOM DIVISION, MATRIX COMSEC PVT. LTD.

The growth of Matrix Comsec has been around 30-35%, but, as per Sajeev Nair, Head of Product Management - Telecom Division, Matrix Comsec Pvt. Ltd., the company's goal this year is to achieve 100% per cent growth over the last year. Matrix Telecom aspires to be one of the fore-runners in the IP-telephony revolution in the country. Its future plans are to expand its base and reach in domestic and international market.

Cisco had a lower earning in the fiscal year 2009, than the previous year, a drop of 8.7 per cent. However, by the end of the second quarter of 2010, the company has already seen a year-on-year growth of 8 per cent over Q2 of 2009.

Finally...

With the coming of 2010, the infrastructure market is seeing a boom time and every networking vendor who are ready with right solution at the right price point is gung ho about it. The industry pundits are forecasting that the boom time for India is yet to come. I personally believe next five years is very crucial in terms of India's positioning in the international market. So watch out for the same! **SME**