



"BUSINESS OCTANE HAS GONE AHEAD IN TERMS OF INNOVATION WITH ITS CUSTOMIZED RANGE OF IMMERSIVE TELEPRESENCE SUITES & SOLUTIONS FOR THE SME SEGMENT THAT WILL HELP THESE ENTERPRISES BENEFIT FROM A FASTER ROI."

SANJAY BANSAL, CHAIRMAN OF THE BOARD & MANAGING DIRECTOR, BUSINESS OCTANE

faster with a common library of all documents at one location, engage and ask for opinions using media-rich presentations and option to switch video and audio with multiple parties and find the right colleague quickly and chat on messenger, audio or video.

From the vendors perspective, Siemens is very focused on the SME space. As Ashesh says, "We highly focused on it with a comprehensive portfolio of exclusive UC offerings for this segment. SEN has a track record of consistent product and solution innovation for small and medium businesses. Moreover, our marketing and service/support are aligned rightly to get us an edge on SME space."

SEN provides platforms that best suit smaller business - be it integrating unified communications functionality into Microsoft Outlook, launching conferencing from desktop or using existing infrastructure, such as analogue telephones or entry phones. SEN communications systems and platforms support small businesses with up to 500 employees. SEN OpenScape Office is the industry's first UC application designed specifically for small- and medium-sized businesses. HiPath 1100 is designed to give high-performance telephony to small/medium sized businesses with up to 140 users and HiPath 3000 is our flexible unified communications platform that scales from 20 to 500 users. The latest OpenScape Office MX is an all-in-one, unified communications appliance built upon reliable, secure, serviceable, and manageable OpenSmart architecture with network connectivity that supports upto 150 users. Among Siemens Enterprise Communications other offerings are OpenScape Office Contact Center, Network Infrastructure & Security portfolio and a whole range of voice/data/video products and solutions.

Similarly, Cisco also takes SMBs very seriously. Cisco's SMB division customizes networking solutions. These products and solutions are under the umbrella solution-packs of Cisco Small Business Pro, Cisco Smart Business Communication System, backed by a host of service & support, and financing offers.

Channel presence and technical support, Cisco qualifies businesses with less than 100 PCs as



"OVER THE YEARS, UNIFIED COMMUNICATIONS HAS HELPED IN EASING COMMUNICATION HASSLES AND NOW, EVEN SMES HAVE STARTED TO REALIZE THESE ADVANTAGES."

RAVINDER RAINA, COUNTRY HEAD - PRIVATE NETWORK SOLUTIONS, NEC INDIA

Small businesses.

Adil says, "Looking at the current trends, IP based systems like SIP, IP PBX and telephony systems are gaining ground. Avaya offers a platform specifically tailored for SME needs, such as Avaya IP Office."

Avaya IP Office is simple yet sophisticated platform which can also scale to provide UC & CC features. SMB customer can start small and add application later as they grow. He adds, "Avaya is the worldwide leader in the SME market, with leadership in both revenue and line share. With Avaya IP Office 6.1, the company accelerates unified communications and contact center technologies in the SME market, helping SMEs compete more effectively, but in a cost-conscious manner."

As per Sanjay, Business Octane's immersive telepresence collaboration suites and customized collaboration solution are equipped with a user interface that allows for simple and elegant use of all the functionalities. All the immersive telepresence collaboration suites and specific advanced video collaboration solution incorporate a new revolutionary user interface SimpliUSE+ that incorporates TeleconnectWIZARD for connecting multiple locations with extreme ease of usage and without any external help. In addition, Business Octane's Immersive Telepresence empowers users to collaborate seamlessly with other communication applications. Meeting participants whether on audio, desktop, and video conferencing sites can seamlessly collaborate with the company's immersive telepresence suites.

As per him, the return on investment with our immersive telepresence suites is so compulsive that companies can start reaping returns on their investment within 3 to 6 months.

On the other hand, Polycom is farming up a strategy specifically aimed at the SME segment. As a part of this strategy Polycom has recently appointed a global head for the SME segment. The company provides a wide range of desktop, wireless and multimedia communication solutions for small and medium enterprises. For example, Polycom SoundPoint IP family of phones leverages the capabilities of SIP-based VoIP networks to deliver breakthrough voice quality and advanced features that make calls more efficient and productive. Polycom SoundStation Conference Phones are the industry standard for clear productive conference calls.

Similarly, Polycom recently introduced QDX 6000 is the first videoconferencing product of its kind to address the cost-conscious SME segment that at the same time seeks ease of use and high quality.

However, the biggest challenge the SMEs today face isn't so much relevant to cost, but the