

INNOVATION IS PART OF CUSTOMER CENTRIC APPROACH

Always exploring new ways to bring out networking products which satisfies customers' requirements

BY KARMA NEGI

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Data Systems has been in the business of distribution of networking, security and surveillance products in AP since 1990. Marching ahead with the vision to devise and implement networking solutions that enhance scalability, reliability, and availability to optimize business processes, it saw a turnover of Rs.45 crore (2011) last fiscal.

The company provides a whole range of services: Structure cabling solutions: Solutions for copper base (Cat5, Cat6) and fiber base (Multi mode, Single Mode) connectivity; wireless networking solutions: Providing wireless environment to organizations according to their requirements; LAN/WAN solutions: Providing switching/routing solutions to facilitate the inter-departmental communications and data transmissions; network security solutions: Providing gateway level security solutions through unified thread management firewalls for superior network protection from hackers, virus and spam; Surveillance Solutions: providing IP cameras for organizational surveillance security; Storage solutions: Providing SAN and NAS solutions for reliable network data storage; IP telephony solutions: Providing gateway level VoIP and IP phones to facilitate voice based communications; and enclosure solutions: Providing the LAN/WAN/server cabinets, telecom racks, open racks and wall mount enclosures according to precise client requirements.

Rakesh Mishra, MD, Data Systems, said, "At Data Systems, innovation is a part of its customer centric approach. Be it custom solutions, support and services, it



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is always exploring new ways to bring out such networking products which satisfies the customers' requirements."

Its mission is to extend networking technology as a potent tool in corporate business strategy and empower organizations to enhance productivity and efficiency.

"We believe in giving only the best. Therefore, Data Systems constantly trains its dedicated staff on cutting edge industry technologies and enhance their skill set. Our domain experts deliver professional and uncompromising services that help clients enhance their business efficiency,"

informed Mishra.

The company sees challenges not as obstacles but as something which provides them with opportunities to stretch its technology limits and extract the best in them. To have maximum coverage of clients the company has strategic tie-ups with SIs, dealers and resellers across the state.

To guarantee customer satisfaction it follows a strict quality policy which includes: in-house training facilities to staff to deliver cutting-edge networking solutions for maximum customer satisfaction; dependable services delivery responding to changing market needs; create work-environment that disseminates professionalism and pride in achieving desired goals and objectives.

Today, CRM is a very important tool for all organizations, which no one can afford to ignore if it wants to understand its clients, reduce costs of marketing and client service, and increase profitability. Data Systems too has adopted CRM "for monitoring and recording performance of sales, support, and service teams".

eSupport, developed by Gowra Bits and Bytes, launched last year on a pilot basis has received good reviews from the market. Data Systems after evaluating a couple of its products is using eSupport to give its customers maximum satisfaction. "It is a good CRM, not only user friendly but also very affordably priced," Mishra informed. He considers that the strength of eSupport lies in managing leads, service ticket, product warranty, quotations, and tenders. As of now it is quite satisfied with its implementation of the eSupport, and

has not faced any shortcomings till date.

The major issue faced by most of the organizations is about adopting technology standards when they implement the networking equipment into the organization. And changing a technology platform is not an easy task.

“Most organizations suffer when it comes to inter-operability between applications, databases and operating systems; which is due to short term fixes that most applications and technologies provide and hence easier to implement and adopt. The problem magnifies when the organization grows and so does the requirements. Networking has become the key enabler for decision making but the required data is not available in the form and format that helps in easier decision making. What was a boon a few years earlier has now become an albatross around the neck for the organizations. This is where Data Systems helps organizations to develop a long term plan which can eliminate these issues and help in a continuous smooth deployment of the networking technology. We could help in making your networking a key strategic differentiator for the organiza-

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tion,” explained Mishra.

Data Systems has done marketing of advanced networking, broadband, digital, voice and data communications solutions. It continually meets the networking and connectivity needs of SMBs and corporates, and does its business mainly through SIs, dealers and resellers.

The work does not end with just providing the services; the main challenge is providing an equally efficient support. Data Systems has a dedicated support staff to analyse and deliver solutions to overcome any migration challenge. They are responsible for receiving, diagnosing,

and managing any service request from the first instance of contact. They help to minimize downtime and maximize networking efficiency that positively impacts the productivity of the organizations.

The company, with 25 years of experience in networking, has designed and executed complex IT solution based on Ethernet, fast Ethernet, and gigabit Ethernet running on UTP, STP and FIBER structured cabling.

With expertise in the domain space, the company has devised procedures that ensure an efficient turnaround to any clients’ requirements. This will also guarantee efficient and cost-effective handling of service request.

Finally...

“Today, we are known in the industry for our competitive pricing policy, customer centric approach and professionalism. With the right equipment and specialized workforce Data Systems promises exceptional support to all its clients. Proficient in the latest technologies the support staff ensures accurate assessments of your requirements,” Mishra concluded. **SME**

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